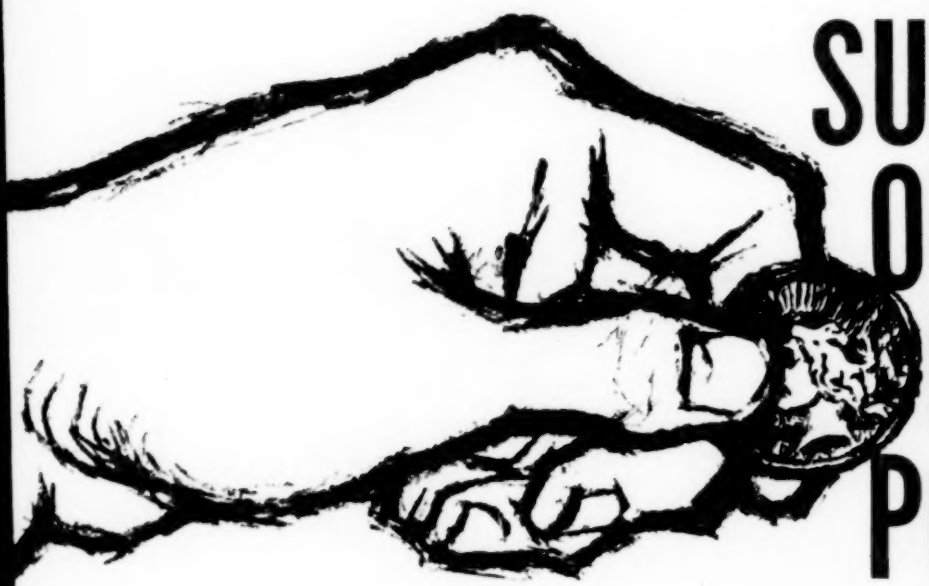
JULY 10, 1960 $5.00

Sales Management

THE MAGAZINE OF MARKETING



SURVEY OF BUYING POWER

NEW EXCLUSIVE ESTIMATES

Population • Retail Sales • Effective Buying Income

SM **SECTION 1.** Introduction; Uses of Survey **19-40**

SM **SECTION 2.** County-City Population-Income and Farm Data **45-394**

SM **SECTION 3.** Canadian Data **395-454**

SM **SECTION 4.** County-City Retail Sales Data **463-710**

SM **SECTION 5.** Summaries and Rankings—Leading Counties and Cities; Metropolitan Areas; Regions and States **711-808**

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Write for Additional Exclusive Market Data Not Published Elsewhere . . . Available August, 1960 in the

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Based upon Sales Management and U. S. Census Bureau figures



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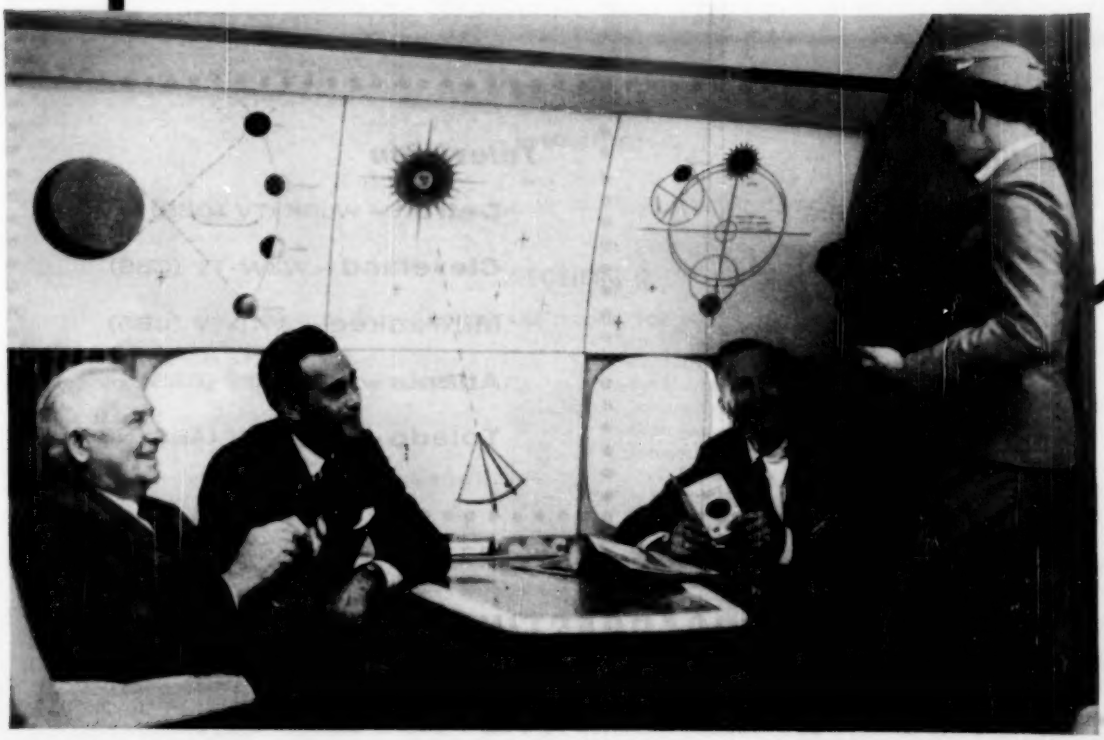
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Sales Management
THE MAGAZINE OF MARKETING

To Help You Find the Data You Need—Quickly

The organization of data in this year's *Survey of Buying Power* is completely different from any plan we have followed in the past.

The book is laid out in 5 main sections. To help you familiarize yourself quickly with the various data locations, we have provided a directory on Page 17 giving the page numbers of the several sections and a description of the contents of each.

As a further aid, we have marked the opening of each section with a title page on which the section is immediately identified in giant headlines while a cross reference points out the locations of the other data sections.

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Cash Income Per Household
Income Breakdown of Households, showing Per Cent of Households and of Income in these groups: $0-$2,499; $2,500-$3,999; $4,000-$6,999; $7,000-$9,999; $10,000 & over;
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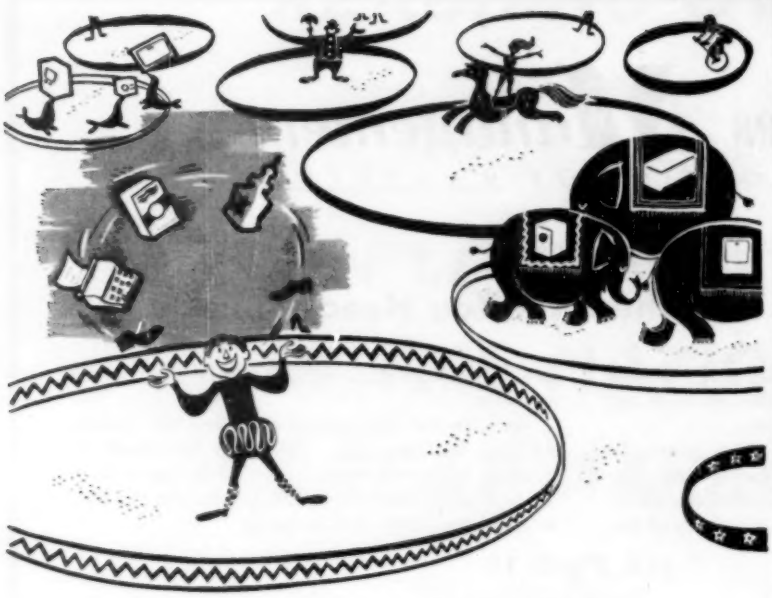
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1212 Chestnut St., Philadelphia 7, Pa.

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SALES MANAGEMENT, with which is incorporated PROGRESS, is published semi-monthly on the first and third Friday of every month except in May, July, September and November, when a third issue is published on the tenth of the month. Affiliated with Bill Brothers Publishing Corp. Publication (printing) offices, 3rd St. and Hunting Park Ave., Phila., Pa. Address mail to New York office. Entered as second class matter May 27, 1942 at the Post Office, Philadelphia, Pa. under the act of March 3, 1879. Copyright July 10, 1960 by Sales Management, Inc.

July 10, 1960 Volume 84 No. 2

"We'll have a complete sales analysis for the two o'clock meeting—
I just called the **Univac** service center."



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DIVISION OF SPERRY RAND CORPORATION

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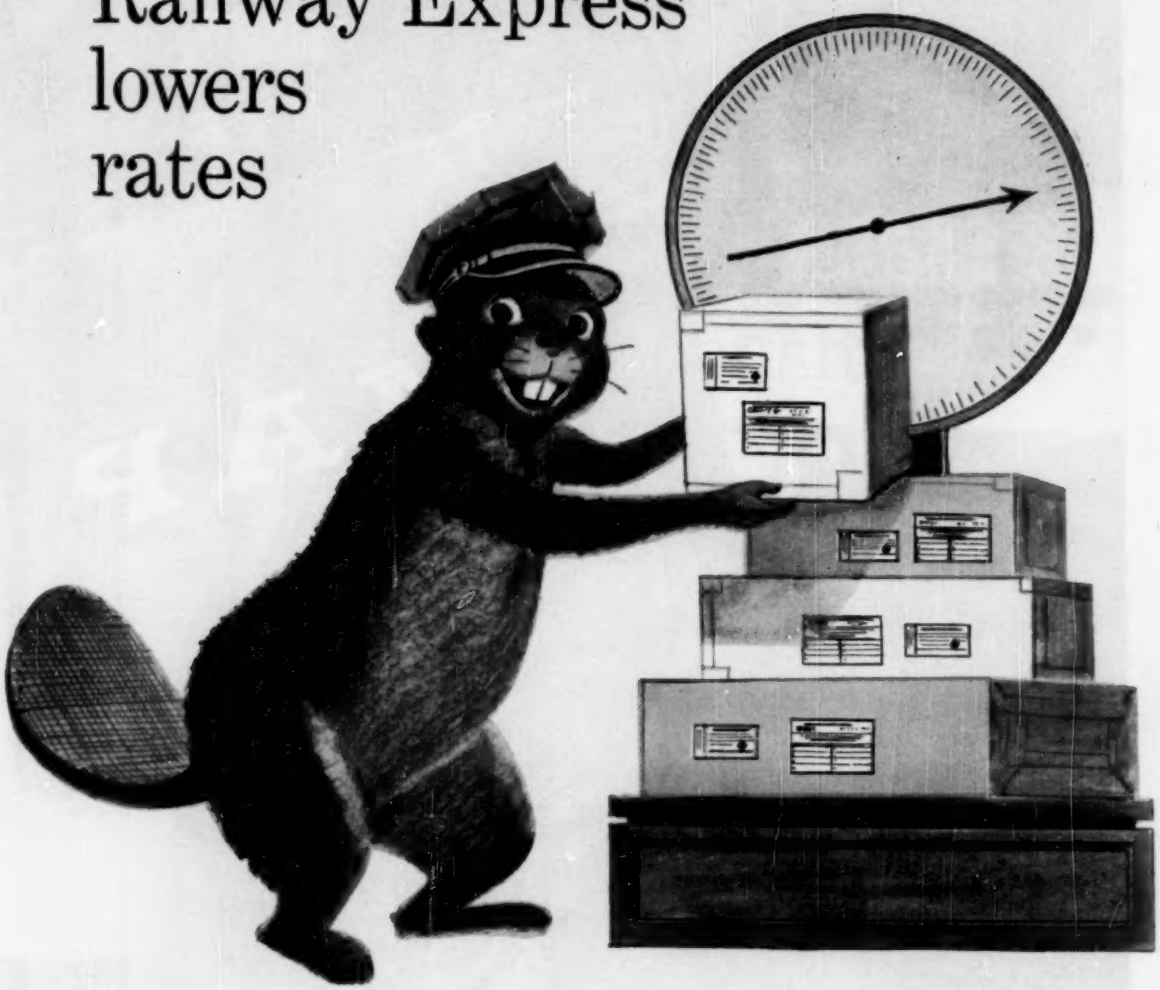
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Railway Express lowers rates



when you combine weight

Here's an easy way to save up to 50% on shipments of certain commodities. For a total of 1000 lbs. (only 300 lbs. for some commodities) in any single pickup, we'll aggregate the weights of individual small shipments to help you qualify for our new lowered rates. And it doesn't matter how many consignees or destinations you may name!

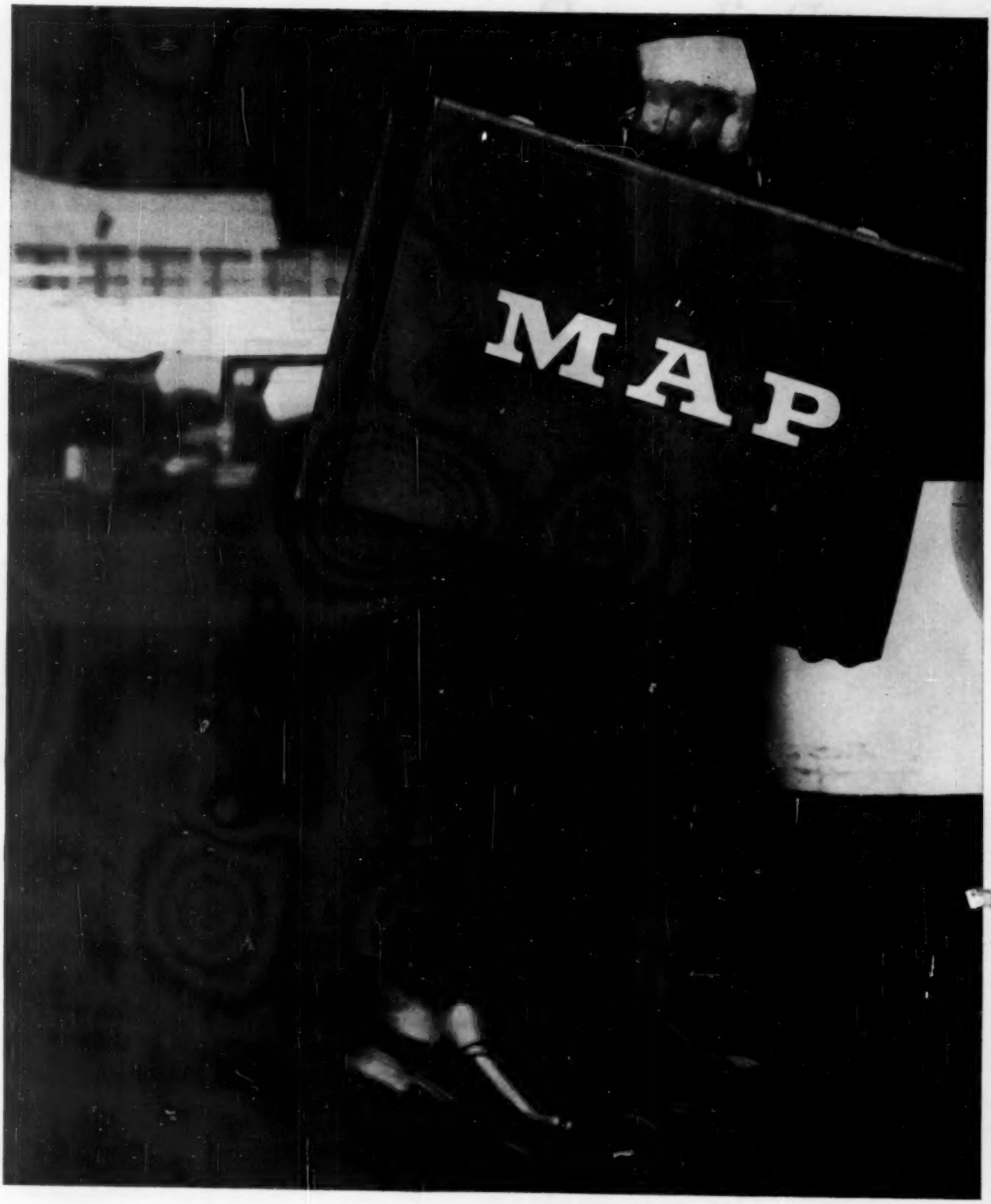
Railway Express gives you service no other organization can match. Look!

- Nationwide coverage to 23,000 communities in the U. S.
- International service to and from almost anywhere in the world
- Unified, one-carrier responsibility all the way
- Door-to-door delivery at no extra charge (within authorized limits)
- Special low rates on many commodities
- The kind of transportation that best suits your particular needs

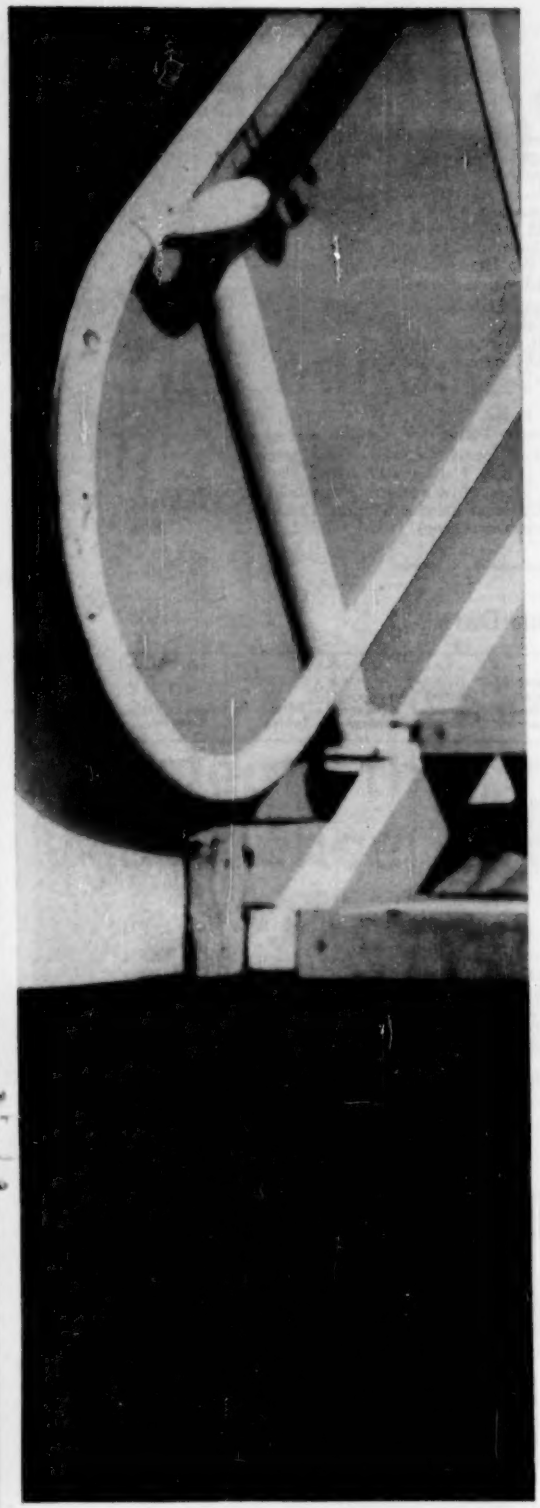
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What Everywoman's Family Circle activism means to advertisers

Activism is a new concept of total magazine performance. With editorial pages that stimulate action, Family Circle selects an active-buying audience in markets where sales activity is greatest.

This editorial program

Breakdown of Family Circle editorial content, 1959

Food	21.8%	Amusements, Recreation, Travel	7.2%
Home Furnishing, Building, Gardening	12.7	General Interest	6.3
		Cultural Interest	3.2
Health, Beauty & Grooming	9.8	Miscellaneous	8.0
		Fiction	12.6
Children	9.6		
Fashions	8.8	Total	100.0%

Source: Lloyd H. Hall Co. Magazine Editorial Reports

selects this audience

	percentage	number	cost per thousand b&w pg.	cost per thousand 4/c pg.
HOUSEWIVES	92.3%	4,615,000	$3.79	$5.04
FAMILIES WITH CHILDREN	60.7	3,035,000	5.77	7.66
WOMEN READERS AGE 18-45	65.0	3,542,500	4.94	6.56

Source: Starch 1959 Consumer Magazine Reports

in this mass market

The nation's 176 metropolitan county market areas account for 68.8% of Family Circle's circulation. Family Circle covers the 2,722 U. S. counties that account for 99% of all U. S. retail sales.

Almost 70% of U. S. chain-grocery sales are made in the 110 food chains that sell Family Circle. Their annual volume exceeds $13 billion. Over 12,000 independent supermarkets that sell Family Circle do $8 billion a year.

Source: Sales Management, May 10, 1959

5,000,000 RATE BASE— ALL SINGLE-COPY SALES

7 SECTIONAL EDITIONS

available for regional advertising.

Among the grocery chains which sell Family Circle

Chain	Number of Stores	Latest Available Sales Figures
Safeway	2,141	$2,225,352,461
Kroger	1,424	1,776,175,147
American	827	874,766,716
National Tea	931	794,162,135
Food Fair	388	733,960,099
Winn-Dixie	493	666,370,231
First National	542	531,521,108
Grand Union	438	503,712,887
Jewel Tea	258	443,813,024
Colonial	472	437,132,213
ACF-Wrigley	109	363,124,343
Loblaw	216	284,853,062
Stop & Shop	104	194,003,143
Red Owl	498	165,661,828
Bohack	184	161,404,495
Lucky	64	141,512,741
Weingarten	39	125,085,714
Mayfair	54	117,016,406
Thorofare	54	108,877,853
Fisher Bros.	86	102,178,195
Purity	100	100,443,891

Source: Moody's Industrials 1959 and 1960

Everywoman's **FAMILY CIRCLE** 25 West 45th Street, New York 36, N. Y. • JU 2-1900
Chicago • Los Angeles • San Francisco • Toronto

Alphabetical Index to the Various Data—(Continued)

(Continued from page 10)

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Total	470–710	762–771	806	...	...	.....	438–454
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Eating & Drinking Places							
Per Capita	.....	.....	808	...	...	.....	438–454
Per Household	.....	.....	808	...	...	.....	438–454
Total	470–710	762–771	806	...	...	.....	438–454
Total Ranked	.....	794	...	726	...	.....	408
Food							
Per Capita	.....	.....	808	...	...	.....	438–454
Per Household	.....	.....	808	...	...	.....	438–454
Total	470–710	762–771	806	...	...	.....	438–454
Total Ranked	.....	780	...	724	...	.....	408
Furniture-Household-Appliance							
Per Capita	.....	.....	808	...	...	.....	438–454
Per Household	.....	.....	808	...	...	.....	438–454
Total	470–710	762–771	806	...	...	.....	438–454
Total Ranked	.....	786	...	730	...	.....	408
Gasoline Service Station							
Per Capita	.....	.....	808	...	...	.....	438–454
Per Household	.....	.....	808	...	...	.....	438–454
Total	470–710	762–771	806	...	...	.....	438–454
Total Ranked	.....	790	...	734	...	.....	408
General Merchandise							
Per Capita	.....	.....	808	...	...	.....	438–454
Per Household	.....	.....	808	...	...	.....	438–454
Total	470–710	762–771	806	...	...	.....	438–454
Total Ranked	.....	782	...	727	...	.....	408
Lumber-Building Materials-Hardware							
Per Capita	.....	.....	808	...	...	.....	438–454
Per Household	.....	.....	808	...	...	.....	438–454
Total	470–710	762–771	806	...	...	.....	438–454
Total Ranked	.....	796	...	735	...	.....	408
Retail							
Per Capita	.....	.....	808	...	...	.....	438–454
Per Household	470–710	.....	808	...	...	.....	438–454
Per Household Ranked	.....	776	...	722	...	.....	.....
Total	470–710	762–771	806	...	...	.....	438–454
Total Retail Sales Per Cent of National Total	470–710	762–771	806	...	...	.....	438–454
Total Ranked	.....	778	...	721	742	.....	408
STORES, NUMBER OF							
Apparel, by Cities	470–709						
Automotive, by Cities	470–709						
Drug, by Cities	470–709						
Eating & Drinking, by Cities	470–709						
Food, by Cities	470–709						
Furniture-Household-Appliance, by Cities	470–709						
Gasoline Service Station, by Cities	470–709						
General Merchandise, by Cities	470–709						
Lumber-Building Materials, Hardware, by Cities	470–709						
Total, by Cities	470–709						

(Continued on page 14)



jan



feb



mar



apr



may



june



july



aug



sept



oct



nov



dec

It adds up to the only women's magazine in America with twenty issues a year. It adds up to more advertising pages, year after year, than any other women's magazine in America. It adds up to this: the best way to sell women is any (or all) of the twenty

20 VOGUES

each and every year

Page Numbers of County-City Data

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Alaska			72		72	473	
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California	96, 97	477	79	98	79	478	487
Colorado	102	487	100	103	102	487	488
Connecticut	108	490	103	110	103	490	495
Delaware	113	496	110	112	110	496	496
District of Columbia	113	496	112	112	112	496	496
Florida	114	498	113	119	113	498	507
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Hawaii			126	126	126	514	514
Idaho	128	516	126	129	126	516	517
Illinois	134, 136	517	129	142	129	517	526
Indiana	144	527	142	151	142	527	531
Iowa	154	531	152	160	152	531	534
Kansas	164	535	161	166	161	535	538
Kentucky	166	538	166	170	166	539	542
Louisiana	173	544	171	176	171	544	547
Maine	179	547	177	178	177	547	548
Maryland	180	549	179	182	179	550	552
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Nebraska	236	586	234	238	234	586	589
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Vermont	353	689	352	353	352	689	690
Virginia	361	692	354	360	354	692	698
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Wyoming	378	709	378	379	378	709	710
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Ontario	448	427	427	404, 410	427	444	406, 410
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Saskatchewan		432	432	404, 410	432	452	406
Yukon Northwest			436		436	454	



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Total Reach, 142,592,300—Over 40 radio stations in major markets are represented by Blair, the most important group of stations and markets served by one representative firm. Developed in cooperation with these stations, the Blair Group Plan covers 80.35% of the national market—or any parts of it you select.

Pick Your Markets—The Blair Group Plan is NOT a network, although in spot on Blair Stations alone, advertisers invest far more dollars than on the largest radio network. You allocate dollars market-by-market, achieving close control with complete flexibility. Plus exclusive merchandising advantages that excite the trade, and inspire your sales force.

A Plan for You—About results: ask Dash, or Marlboro, or M-G-M, or Mennen, or Odorono, or Parker Games, or Philip Morris, or Scot Tissue or Tanfastic, or United Artists, or the Tea Council of the U. S. A. Better still, ask your nearest John Blair office about a Blair Group Plan tailored to your specific objectives.

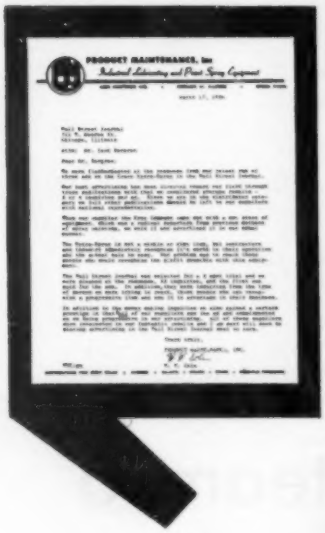
John Blair and Company

National Representative of Major Radio Stations

Yes! **Blair Stations Sell**

—and these are the BLAIR STATIONS:

New York	WABC	Norfolk-Portsmouth-Newport News	WGH
Chicago	WLS	Indianapolis	WIBC
Los Angeles	KFWB	Columbus	WBNS
Philadelphia	WFIL	San Antonio	KTSA
Detroit	WXYZ	Rochester	WBBF
Boston	WHDH	Tampa-St. Petersburg	WFLA
San Francisco	KGO	Albany-Schenectady-Troy	WTRY
Pittsburgh	WWSW	Memphis	WMC
St. Louis	KXOK	Phoenix	KOY
Washington	WWDC	Omaha	WOW
Cleveland	WHK	Jacksonville	WMBR
Baltimore	WFBR	Oklahoma City	KOMA
Dallas-Ft. Worth	KLIF-KFJZ	Syracuse	WNDR
Minneapolis-St. Paul	WDGY	Nashville	WSM
Houston	KILT	Knoxville	WNOX
Seattle-Tacoma	KING	Wheeling-Steubenville	WWVA
Providence	WPRO	Tulsa	KRMG
Cincinnati	WCPO	Fresno	KFRE
Miami	WQAM	Wichita	KFH
Kansas City	WHB	Shreveport	KEEL
New Orleans	WDSU	Orlando	WDBO
Portland, Ore.	KGW	Binghamton	WNBF
Denver	KTLN	Roanoke	WSLS
Louisville	WAKY	Bismarck	KFYR



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"In addition to the money making inquiries we also gained a certain prestige in that *all* of our suppliers saw the ad and complimented us on being progressive in our advertising. All of these suppliers were interested in our fantastic results and I am sure will soon be placing advertising in The Wall Street Journal next to ours."

Your Guide to the

5 Data Sections in this Survey

Section 1. *Introductory*

Background of Survey, Description of New Features; How Survey Is Used 19-43

Section 2. *Population - Income; Farm Data*

Population and Income estimates for every State, its Counties and Cities. Farm Income (Value of Farm Products Sold) for 600 Leading Counties 45-394

Section 3. *Canada*

Same categories of Population-Income and Retail Sales data as published for U. S., for every Province, its Counties and Cities. Metropolitan Area Summaries and Rankings 395-454

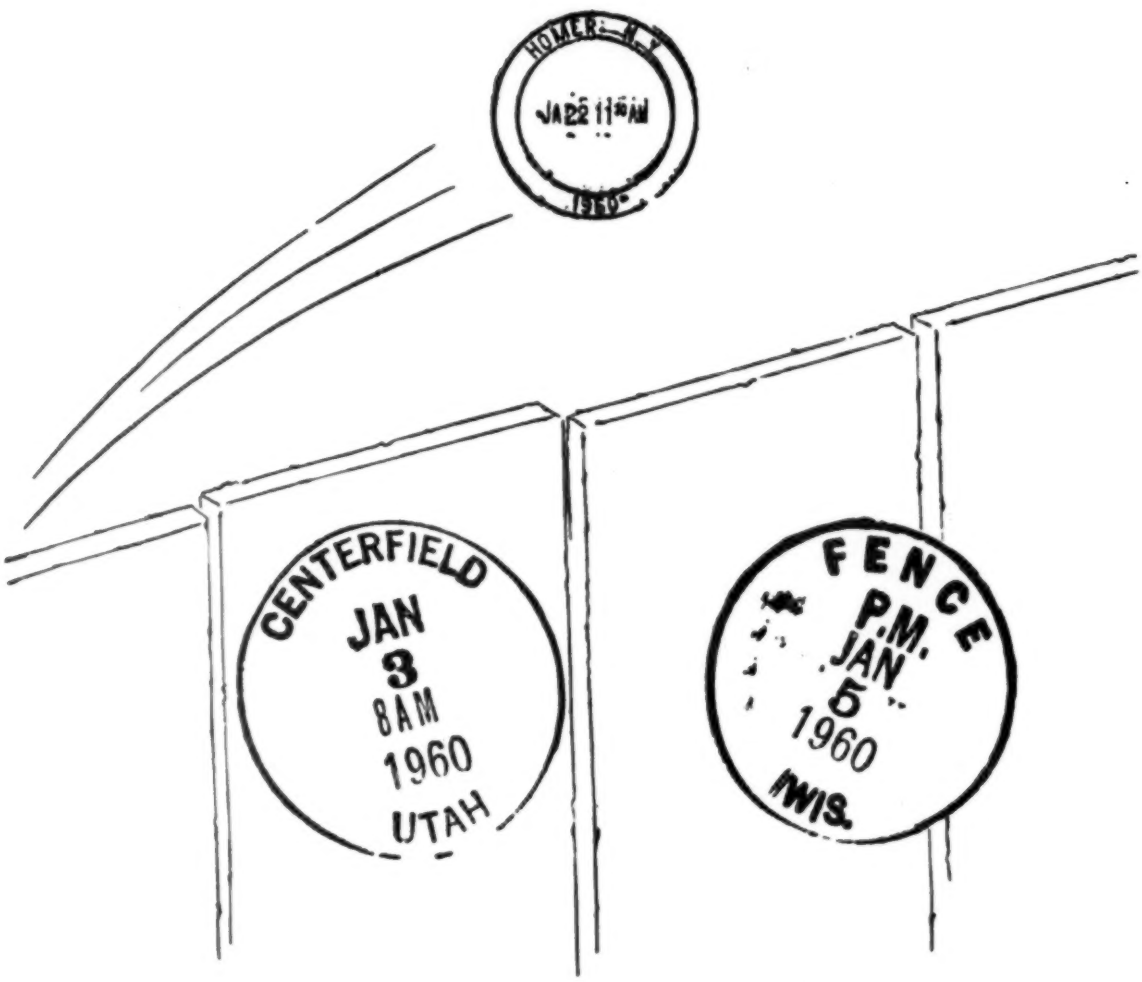
Section 4. *Retail Sales*

Retail Sales estimates for every State, its Counties and Cities 463-710

Section 5. *Summaries and Rankings*

Metropolitan Area Population-Income and Retail Sales Summaries; Rankings of Leading Counties, Cities and Metropolitan Areas in Population and Sales Categories; Summaries of all Data for each Section of the Country and its States 711-810

The postmarks are actual reproductions



Grit goes to bat for you in 16,000 small towns to help provide balanced national coverage

In major-league cities, the metropolitan-minded mass magazines give you solid coverage. But in 16,000 small towns coast to coast it's a different story. Here the mass magazines thin out . . . and Grit fills in to provide *balanced national coverage*. Keep Grit on your schedule this season. In terms of total marketing success, you can't get to first base without it.

GRIT

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

The July 10, 1960

SURVEY of Buying Power

1959 broke all records for income and retail sales, wiping out the losses sustained in the mild 1958 recession. The 1960 *Survey of Buying Power* (31st in a series extending back to 1929) records the recovery and the longer-term trends at work in all the areas and regions of the nation. We live in a period of such rapid change that a single year can bring very definite alterations in marketing patterns. 1959 was such a year and its impact on the marketing picture can be traced in the statistical tables of this *Survey*.

Rates of growth and decline in economic activity differ from region to region, from industry to industry, and from market to market. We can say with pardonable pride that great and complex as these changes are, SALES MANAGEMENT is able to measure them while they are in the making, and incorporate them in the *Survey of Buying Power* as a "census brought up to date."

We have estimated that over $200 billion of industrial and consumer goods and services are distributed annually by companies using the *Survey* for the establishment of sales quotas. This widespread use of the *Survey of Buying Power* confers a heavy responsibility on the editors and research staff of SALES MANAGEMENT. Our estimates must pass the most rigid tests imposed by the various official Census inquiries, must stand up under the informed scrutiny of every chamber of commerce and local planning commission in the nation, and finally, must meet the pragmatic test of realistically indicating the regional demand for the products of American industry. In recent years, the *Survey* has been increasingly called upon to serve as legal testimony in anti-trust hearings, rate cases, applications for new banking facilities, etc. It is a truly sobering thought that if we were wrong to a significant degree, so many would be wrong with us!

Relation to the Census

The *Survey* is heavily dependent on the various Censuses of Population, Housing and Business, which provide the benchmark estimates that we update each year. Thus, the population estimates for January 1, 1960 found

Page Numbers of County-City Data

	Map	Cities, Outlets	Pop. & E. B. Income County-City	Pop. & E. B. Income Metro. Area	Income Breakdown	Retail Sales County-City	Retail Sales Metro. Area
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San Francisco	KGO	Albany-Schenectady-Troy	WTRY
Pittsburgh	WWSW	Memphis	WMC
St. Louis	KXOK	Phoenix	KOY
Washington	WWDC	Omaha	WOW
Cleveland	WHK	Jacksonville	WMBR
Baltimore	WFBR	Oklahoma City	KOMA
Dallas-Ft. Worth	KLIF-KFJZ	Syracuse	WNDR
Minneapolis-St. Paul	WDGY	Nashville	WSM
Houston	KILT	Knoxville	WNOX
Seattle-Tacoma	KING	Wheeling-Steubenville	WWVA
Providence	WPRO	Tulsa	KRMG
Cincinnati	WCPO	Fresno	KFRE
Miami	WQAM	Wichita	KFH
Kansas City	WHB	Shreveport	KEEL
New Orleans	WDSU	Orlando	WDBO
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NEW FEATURES OF 1960 SURVEY

1. County-City Data in Two Sections

The U.S. basic county-city data are published this year in two separate sections. The population and income estimates, for counties, cities and metropolitan area by states, will be found on pages 69 to 379, while the data on retail sales and the store groups for the same state markets appear on pages 463 to 710. Although this move was dictated by the late release of the final Census data on retailing, on which our estimates of 1959 sales are based, we have a hunch that many readers will find that the new arrangement facilitates their use of the *Survey*.

2. Hawaii, Alaska Integrated in Totals

This year, our two new states have been integrated into the national totals and the computation of all percentages and indexes based on those totals. It should be noted, however, that this change introduces a slight disparity between current percentages and those in past issues of the *Survey*. Adjustment to the previous base can be made simply by dividing all current percentages by the combined current percentage of the 49 continental states (District of Columbia included).

Thus, the population percentages of the 49 states add up to 99.5076 compared with 100.00 in previous issues. Dividing all current percentages by this figure will adjust them upward by the one-half of one per cent required to make them comparable with the percentages in earlier issues.

3. New Metropolitan Area Definitions

Last year the Government completed a sweeping revision of its definitions of metropolitan areas. All these changes have been taken into account in the preparation of our own list of 300 standard and potential metropolitan areas, in which we have added 118 potential areas to the Government tally of 182 standard areas.

4. Double Estimates for New England Areas

Besides the data for the SM New England metropolitan *county* areas, we also include in this issue estimates for these areas as defined by the Government along township lines. In the metropolitan area rankings, however, only the county definitions are used.

5. Income Distribution for Canada

A major revamping of our Canadian data now enables us to publish, for every province, county and important city in Canada, both income distributions by households and breakdowns of retail sales into the major nine categories recognized by the U.S. Census Bureau. The addition of these new columns of data now makes the Canadian county-city tables fully comparable with the U.S. county-city tables.

here for all counties, cities, state and metropolitan areas, will be subject to check when the results of the April, 1960 Population Census will become available toward the close of the year.

Similarly, the retail estimates for the year 1959 found here are based on the final releases of the 1958 Census of Retail Trade, completely updated to reflect the activity of 1959. (The retail sales data will be found in Section 4, of the book, along with a discussion of the degree of accuracy with which we anticipated census results in last year's *Survey*.)

The Work of Many People

The creation of the 1960 *Survey* utilized the full resources of the SALES MANAGEMENT staff, the New York Service Bureau of the International Business Machine Corporation (responsible for the countless computations involved in this project), the Barnard Tabulating Agency, and Market Statistics, Inc., which maintains the largest file of current regional research materials in the country.

This year again, a large segment of the *Survey* was calculated with the help of the IBM 704—a high-speed magnetic tape machine capable of performing thousands of operations per second.

All of the retail sales estimates to be found here (involving millions of calculations) were literally created in thirty minutes of running time on the 704! Of course many months of preparation, programming and testing necessarily preceded this half hour of creation, but the lightning speed with which the final calculations could be made encouraged the research staff to wait until the complete 1958 record was available from the Census Bureau for updating according to the 1959 ratios of change.

The full number of economists, statisticians, and technicians drawn upon by SALES MANAGEMENT and participating in the project would have to include many leading Government statisticians, plus officials connected with regional research agencies located in nearly every state of the Union.

As in the past, Dr. Jay M. Gould and Alfred Houg, Chief Economist, directed the coordination and analysis of the full flow of statistical information, assisted by the following members of the Market Statistics research staff: Elaine Brown, Dorothy Carr, and Marlene Shepherd. The IBM computational precedures were developed in consultation with Messrs.

Harry Niedballa and Charles Wahlig of the Service Bureau Corporation.

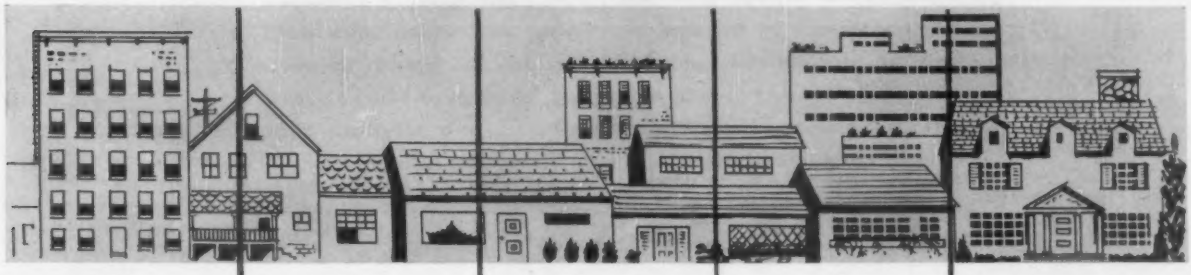
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DISTRIBUTION OF NET EFFECTIVE CASH INCOME

HOUSEHOLDS AND DOLLAR IN 5 INCOME GROUPS, 1959

Total Households—52,204,609



$0-2,499	$2,500-3,999	$4,000-6,999	$7,000-9,999	$10,000 and Over
9,988,008	10,070,030	18,898,729	7,339,403	5,908,439
19.1%	19.3%	36.2%	14.1%	11.3%

Total Dollars—$300,017,214,000



$14,858,225 (000)	$31,941,515 (000)	$100,225,566 (000)	$59,549,908 (000)	$93,442,000 (000)
5.0%	10.6%	33.5%	19.8%	31.1%

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NEW FEATURES OF 1960 SURVEY

1. County-City Data in Two Sections

The U.S. basic county-city data are published this year in two separate sections. The population and income estimates, for counties, cities and metropolitan area by states, will be found on pages 69 to 379, while the data on retail sales and the store groups for the same state markets appear on pages 463 to 710. Although this move was dictated by the late release of the final Census data on retailing, on which our estimates of 1959 sales are based, we have a hunch that many readers will find that the new arrangement facilitates their use of the *Survey*.

2. Hawaii, Alaska Integrated in Totals

This year, our two new states have been integrated into the national totals and the computation of all percentages and indexes based on those totals. It should be noted, however, that this change introduces a slight disparity between current percentages and those in past issues of the *Survey*. Adjustment to the previous base can be made simply by dividing all current percentages by the combined current percentage of the 49 continental states (District of Columbia included).

Thus, the population percentages of the 49 states add up to 99.5076 compared with 100.00 in previous issues. Dividing all current percentages by this figure will adjust them upward by the one-half of one per cent required to make them comparable with the percentages in earlier issues.

3. New Metropolitan Area Definitions

Last year the Government completed a sweeping revision of its definitions of metropolitan areas. All these changes have been taken into account in the preparation of our own list of 300 standard and potential metropolitan areas, in which we have added 118 potential areas to the Government tally of 182 standard areas.

4. Double Estimates for New England Areas

Besides the data for the SM New England metropolitan *county* areas, we also include in this issue estimates for these areas as defined by the Government along township lines. In the metropolitan area rankings, however, only the county definitions are used.

5. Income Distribution for Canada

A major revamping of our Canadian data now enables us to publish, for every province, county and important city in Canada, both income distributions by households and breakdowns of retail sales into the major nine categories recognized by the U.S. Census Bureau. The addition of these new columns of data now makes the Canadian county-city tables fully comparable with the U.S. county-city tables.

here for all counties, cities, state and metropolitan areas, will be subject to check when the results of the April, 1960 Population Census will become available toward the close of the year.

Similarly, the retail estimates for the year 1959 found here are based on the final releases of the 1958 Census of Retail Trade, completely updated to reflect the activity of 1959. (The retail sales data will be found in Section 4, of the book, along with a discussion of the degree of accuracy with which we anticipated census results in last year's *Survey*.)

The Work of Many People

The creation of the 1960 *Survey* utilized the full resources of the SALES MANAGEMENT staff, the New York Service Bureau of the International Business Machine Corporation (responsible for the countless computations involved in this project), the Barnard Tabulating Agency, and Market Statistics, Inc., which maintains the largest file of current regional research materials in the country.

This year again, a large segment of the *Survey* was calculated with the help of the IBM 704—a high-speed magnetic tape machine capable of performing thousands of operations per second.

All of the retail sales estimates to be found here (involving millions of calculations) were literally created in thirty minutes of running time on the 704! Of course many months of preparation, programming and testing necessarily preceded this half hour of creation, but the lightning speed with which the final calculations could be made encouraged the research staff to wait until the complete 1958 record was available from the Census Bureau for updating according to the 1959 ratios of change.

The full number of economists, statisticians, and technicians drawn upon by SALES MANAGEMENT and participating in the project would have to include many leading Government statisticians, plus officials connected with regional research agencies located in nearly every state of the Union.

As in the past, Dr. Jay M. Gould and Alfred Houg, Chief Economist, directed the coordination and analysis of the full flow of statistical information, assisted by the following members of the Market Statistics research staff: Elaine Brown, Dorothy Carr, and Marlene Shepherd. The IBM computational precedures were developed in consultation with Messrs.

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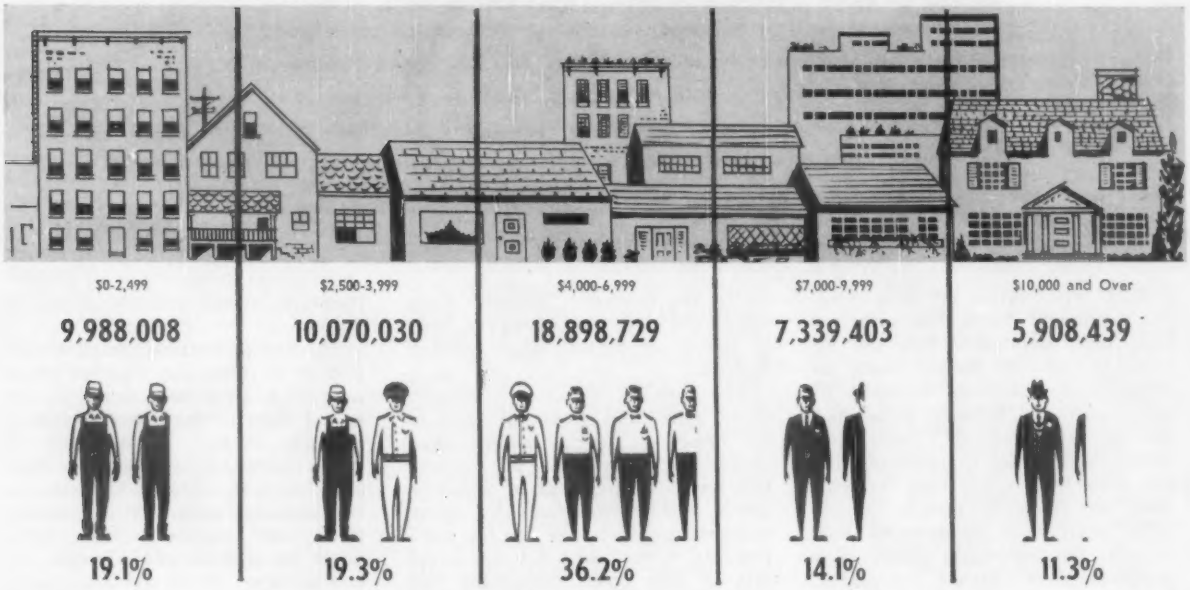
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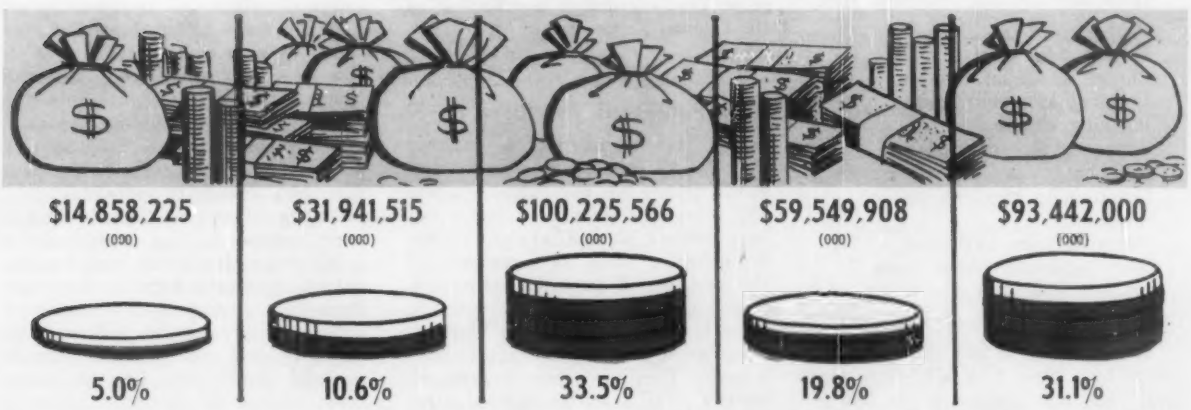
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Survey Used as Basis for $2 Billion Sales and Advertising Quotas

The availability of Survey of Buying Power data on IBM cards has greatly facilitated the analysis of markets for setting distribution and advertising quotas. In recent years the application to marketing problems of the large tape computers, such as the Remington Rand Univac and IBM "704," has greatly extended the degree of refinement and sensitivity with which sales data can now be mechanically analyzed. Dr. Jay M. Gould, Research Director of the Survey, and Managing Director of Market Statistics, Inc., summarizes here typical problems and solutions that can now be conveniently handled with these new techniques.

Each year turns up new uses. The editors of SALES MANAGEMENT have been impressed with the increasing use of *Survey* data in litigation, to take one example. In recent anti-trust hearings prosecuted by both the Federal Trade Commission and Justice Department, *Survey* data have been used by both sides to establish market shares, while many state commissions now turn to the *Survey* to justify new applications of finance companies, banks and even medical centers. But these examples, while interesting are of secondary importance.

Here are the most frequent uses.

	%
Setting sales quotas	89
Buying space and time	83
Locating sales soft spots	81
Planning distribution	76
Allocating the advertising dollar	75
Determining market's potential	73
Mapping sales territories	72
Studying metropolitan areas	71
Finding industrial or warehouse locations	59

We continue to like the comment made by a New York subscriber several years ago because it remains so true: he told of five problems which the *Survey* helped him solve, but added the comment "Actually these are all different ways of saying, 'help in setting up quotas and advertising budgets'."

The market data on counties, cities, states and areas published in the *Survey* are the raw material from which one can prepare sales potentials for the entire range of consumer goods and services and for many industrial products. We use the word potential to represent not the actual sale of any given commodity but rather a theoretical sale that would result from a normal amount of sales effort if all relevant economic factors were in "normal" operation. In this sense the potential is a reflection of the economic resources of an area.

How Potentials Are Used

The three main factors entering into the determination of consumer goods quotas are population, income and sales. The population factor can be expressed alternatively as families or consumer units, as a measure of the number of potential customers. Since customers need income in order to qualify as "effective" buyers, information on their average income is useful. Finally, in order to consummate a retail sales transaction, a retail outlet is necessary, hence the inclusion very often of an actual sales factor in many indexes of buying power.

The key problem of the sales manager is to determine whether actual sales in a given area equal, exceed or fall short of the potential volume available to him, as indicated by some objective indicator. The decision he must make if, for instance, his actual sale falls short of potential is of course another problem. What might be a reasonable decision for one manager, or for one area, might not be suitable in other cases.

From time to time we have queried sales managers on this point and have found an interestingly wide range of differences in current practice. For areas falling short of potential some sales managers feel it hopeless to "buck the tide" and will therefore prefer to concentrate the bulk of their promotion and sales effort in areas where they are already in a strong competitive position and ahead of potential, thus following what is in effect the line of least resistance. This may bring a quick return, but in the long run the net effect of such a policy is to contract their market. Such a course of action would not be followed by those seeking the broadest possible national distribution, i.e., the maximum volume of sales.

But to return to the problem of establishing sales potentials. Once

the theoretical potential is determined, the sales manager may then set his sales quota, which will differ from the potential in that it will reflect a necessary subjective judgment on the part of the sales manager who has an intimate working knowledge of his sales force. For an area whose present sale is far below potential, it may prove psychologically demoralizing to set the quota at the level of the potential, so some compromise may be necessary. On the other hand, it may sometimes prove desirable to set a quota far above the level of the potential to serve as a spur to particularly good salesmen. Though the concepts of "actual" sales, "sales potential," and "sales quota" are often used interchangeably, it is useful to bear in mind these distinctions. Our discussion below is wholly concerned with the establishment of "potentials."

Setting Potentials

Take the problem of a sales manager distributing a new product, for which there is no previous sales experience. He wishes to establish sales potentials, let us say, for Area A as against Area B. The problem can be reduced at this stage to one of relative proportions—to establish for each area percentages of sales total which can later be fixed for the company as a whole.

If Area A has twice as large a population as Area B, does it follow that its sales potential will be twice as large? The answer might be yes if the product were a low-priced staple commodity with a mass appeal.

The Population Factor

The sales of table salt might be expected to follow the distribution of population, for there do not appear to be any economic, social, or climatic differences that would introduce regional variations in per capita consumption of table salt. But for many other staple goods, other economic factors may come into play where differences should be allowed for in per capita consumption. Per capita consumption of bakery products in two areas may differ because of differences in the age distribution of the population of the two areas, in average family size or in climate making for variations in per capita bread consumption. Such questions should be raised, though it may be decided that such differences are small enough to be ignored.

The point to be stressed is that the existence of wide variations in per capita sales leads to the search for some other market factor or factors that will help predict or anticipate these variations.

The Income Factor

But suppose the product under consideration were a relatively high-priced food, whose appeal would be expected to be greater in an area having a higher level of income. Then it can be argued that area potentials should bear the same relation to each other as area population weighted by the average per capita income. This is mathematically equivalent to saying that the area potentials are in the same proportion to each other as the area incomes. In other words, if Area A has twice the income of Area B, it should have twice the bread potential.

We have noted only two of the many possible significant factors—population and income—in accounting for sales variations in a wide range of consumer products, although we can show that these are, generally speaking, the most important. A large number of factors can be evaluated and accounted for if the technique of multiple correlation is employed.

The multiple correlation technique is designed to measure the statistical importance of any particular factor in "explaining" why actual sales vary from expected or "potential" sales. If a set of factors is adjudged to be significant enough for inclusion in the analysis, the correlation procedure will yield some system of weights to be assigned to all significant factors in arriving at a satisfactory estimate of the "potential" sale.

That population and income are of great importance in evaluating the sales potential of an area follows logically from the fact that all consumer goods can be considered to have varying degrees of attractiveness to consumers, depending on their income status. At one end of the range are the low-priced "necessities," the demand for which depends mainly on the number of consuming units. At the other end, are the relatively high-priced "luxury" goods, the demand for which will vary in relation to the income status of the prospective consumers. We would expect the regional distribution of the sale of Cadillacs to be heavily influenced by the income factor, whereas the income factor would be of relatively little importance in setting up potentials for the regional distribution of table salt.

The early attempts of market researchers to adapt magazine circulation data for use in distributing sales stress the importance placed on the income factor. They assumed that the purchase of certain magazines might reflect the existence of a market of high "quality." Similar reasoning attended the use of regional data on residence telephones in use, income tax returns per 100 homes, and even the number of wired homes.

These expedients are no longer necessary. Income figures collected in the 1950 Census of Population provide a rich body of data allowing the area income totals to be distributed among income groups, as we shall show.

The Sales Factor

Another key factor in evaluating an area's sales potential is its degree of retailing concentration. A market potential depends not only on the number and character of its residents, but also on the number of consumers from outlying areas who through habit, accident, or necessity come into the market for specific types of purchases. This factor is of a fairly constant character and may be measured fairly accurately by the use of data on sales of retail outlets in the *Survey*, projected from the Census of Retail Trade. It underlines the importance of choosing a suitably defined sales area, a point we will discuss later.

The difficulty in using data on sales of retail outlets as an indicator of the demand for a specified product is that, except perhaps in such a case as the sales of gasoline service stations, the given product usually forms a very small proportion of the sales of retail outlets classified in many different ways. A typical drug product, for example, will be sold through outlets classified as drug, general merchandise, or food, and the total sale will include a host of products with divergent sales potentials.

For this reason, it is frequently more desirable to establish a potential for a commodity or service, not by sales estimates of certain types of outlets, but at least in part on the demand for that product as indicated by the number and income characteristics of its potential consumers.

In recognition of the importance of the population, sales and income factors, a formula devised many years ago by SALES MANAGEMENT has been found to offer reasonable area sales quotas for many consumer goods that are neither low-priced staples nor high value luxury goods, and that are sold through standard retail outlets. This formula assigns a weight of 2 to an area's percentage of total population, a weight of 3 to the area's percentage of total retail sales, and a weight of 5 to its percentage of total disposable income, to yield what we call the Buying Power Index. Correlation

analysis in which the sales of a given product are expressed as a mathematical function of so-called "independent" quantitative factors will yield weight similar to those employed in the SALES MANAGEMENT formula. If the analysis is to proceed to an investigation of all sales areas, it is desirable to limit the independent factors to those for which quantitative data are available for all counties.

The Buying Power Index is only one of many possible combinations of *Survey* data that have been devised to approximate market potentials. Experience is the only guide, since individual goods and services have their own particular characteristics. The examples below illustrate only some of the many different approaches. In all these cases, the punch card equipment makes possible the reduction to manageable proportions an otherwise insuperable job of transcription and calculation.

TABLE I— **ST. LOUIS COUNTY VS. FAIRFIELD**
Comparison of Relative Importance

	Percentage of U. S. Total		Ratio of Importance St. Louis to Fairfield
	St. Louis	Fairfield	
Population	.85	.35	2.43
Net Effective Buying Income	.95	.52	1.83
Retail Sales	.92	.48	1.91
Buying Power Index	.92	.47	1.95
All Households	.90	.35	2.57
Households $0— $2,500	.64	.16	4.00
Households $2,500— $4,000	.81	.21	3.85
Households $4,000— $7,000	1.01	.40	2.52
Households $7,000—$10,000	1.04	.52	2.00
Households Over $10,000	1.06	.70	1.51
Income of Households Earning Over $10,000	1.06	1.01	1.04
Ratio of variation, high to low:	1.66	6.31	

To Evaluate Sales Performance

Before discussing specific industry applications, a word about the general use of IBM or Remington Rand punch cards for sales and promotion analysis. More and more companies of all sizes are increasingly adapting their accounting procedures and sales records to punch card equipment. This offers many new opportunities for evaluating sales performance. If a sales figure for an area or a product is expressed as a percent of the company total, comparison with some objective indicator of the potential, also expressed as a percentage, will draw immediate attention to the area or product for which sales are significantly greater or less than potential.

We reproduce actual IBM layout cards on page 29 indicating the number and diversity of market factors underlying the data in the *Survey* which can be reproduced for special analyses. IBM cards contain 80 columns which permit including on a single card information on company sales, codes to identify the area (which can refer to states, counties, cities, metropolitan areas, or any combination thereof), alphabetic description of the area, plus as many as six or seven of the market factors most applicable to a particular product.

After a sales manager, or market research head, has decided which factors are of chief concern to him, he can take a set of county cards containing this information and rearrange them to conform to his sales areas, based on the county-by-county definition of each area. The cards can then be run through a listing machine, to yield potentials, subtotaled for each area.

The selection of market factors for any particular product depends in great measure on what economists call its "elasticity of demand." In simple terms—the degree to which its appeal is that of a low-priced necessity or high-priced luxury item or service. For products with a mass appeal, population would receive most weight. Luxury-type products would give most emphasis to income and within income, to those groups falling into the higher income brackets. At the same time, retail sales should also receive some weight, because an area may have both consumers and sufficient income, but the demand can not be effective without sufficient outlets to realize the sales potential.

Modifications of "Buying Power Index": Products with Mass Appeal

The principle of using population, sales and income as the basic three factors (as in the Buying Power Index) can be applied to all types of goods. A large food manufacturer regularly uses the *Survey* cards, giving weight of 4 to population, 4 to food sales, and 2 to income (all factors expressed as percentages of U.S.A.). This type of formula, suitable for low-priced necessities, has also been successfully applied to such products as shoes, tobacco, work clothing, and drug products. In the past years, many large food processors have used *Survey* cards, with particular emphasis in the weighting, on population and food sales factors. A formula applicable to higher-priced products, used by a leading manufacturer of washing machines and other appliances, assigns a weight of 2 to number of families, 2 to sales of furniture-household-appliance stores, and 6 to income (all expressed as percentages of U.S.A.). In this case families are substituted for population, as should be the case wherever the product is sold on a household basis. Similar formulas have been successfully used with refrigerators, vacuum cleaners, sewing machines and ranges.

Products with Quality Appeal

For a wide variety of high-priced products, reliance on the income factor alone, no matter how heavily weighted, is not desirable because the income percentage is based on an aggregate. The total income figure for a county or city will include income for all classes, and frequently the contribution of high income families will be dampened by the income of low income groups.

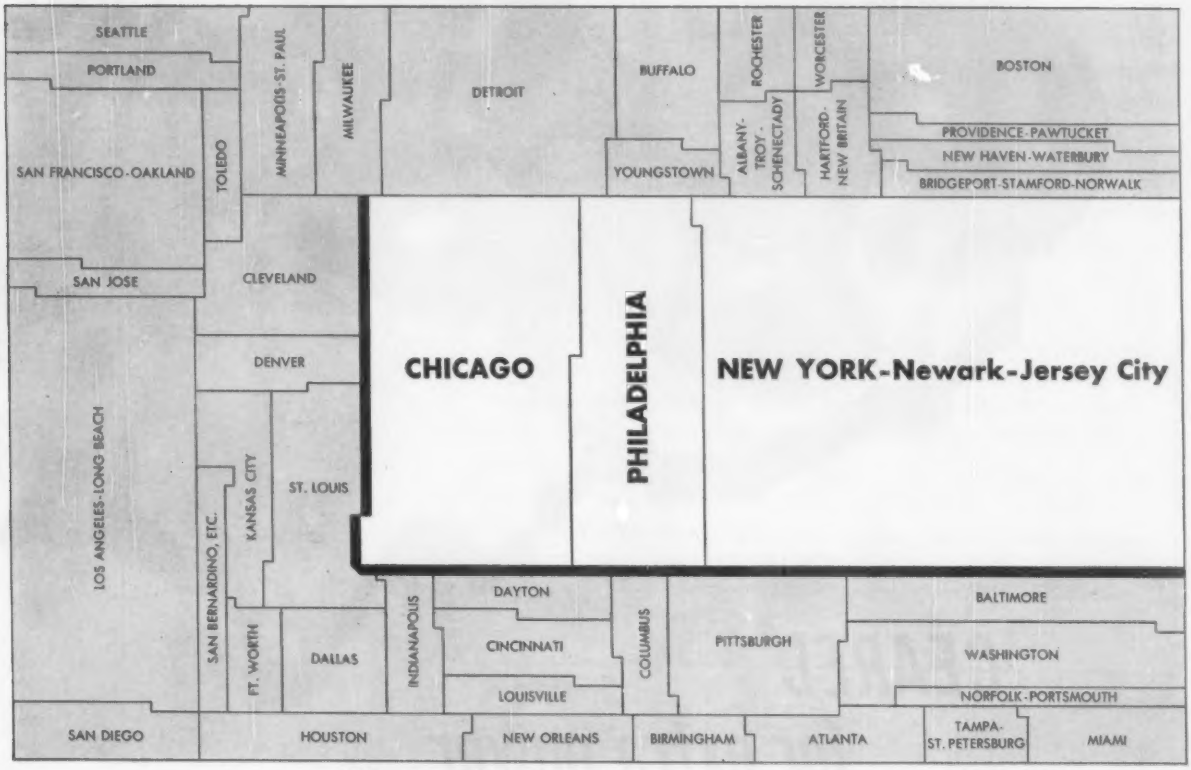
For this reason, the income distributions underlying the income totals in the *Survey* (see card 2, page 29) offer far better indicators of potential for high-quality products.

Most people do not realize what great variation exists in the distribution of high and low income families. Consider first Fairfield, Conn., a well-to-do exurbanite county. Probably most people would estimate its demand for consumer goods at about five-tenths of one percent of the U.S. total, this being close to the Buying Power Index, which is the most widely used single indicator of demand. For low-valued products, the population percentage would probably be used (.35%) and for high-value products the income percentage is commonly used (.52%).

But Fairfield has a much wider range of variation in demand. As seen

The Billion Dollar Markets*

proportioned to buying power



**The Metropolitan County Areas with Effective Buying Income of $1,000,000,000 or more.*

45 markets, each of which contains annual Effective Buying Income of at least one billion dollars, account for 53% of Total U.S. consumer buying power.

The FIRST 3 markets of NEW YORK, CHICAGO and PHILADELPHIA represent 35% of the Billion Dollar Market total, and 19% of the Total U.S. buying power.

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New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine



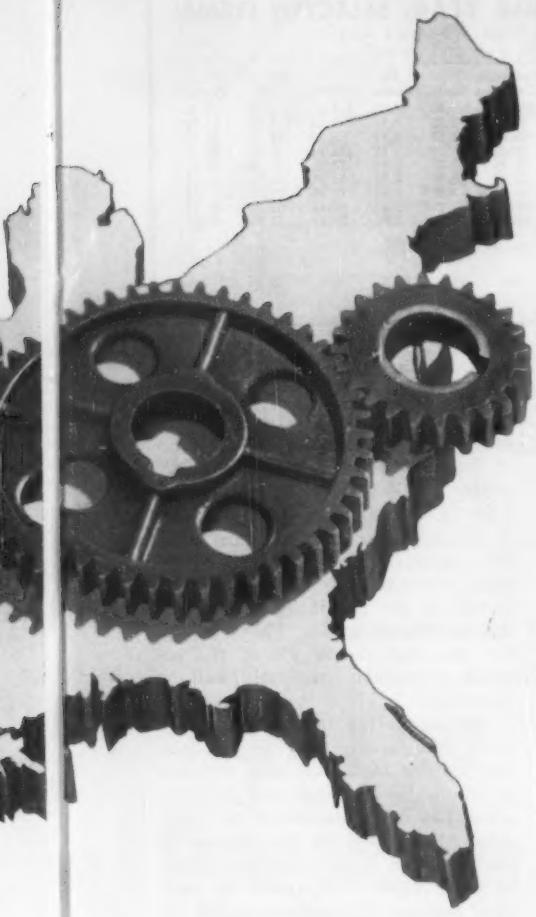
GEARED
for extra power
where 3 out of 4 sales are made

The American Weekly gives you greatest circulation concentration in the "Blue Ground of Sales" where America buys most

75% of the nation's retail sales—and 82% of supermarket sales—are made in just 444 counties (out of a total of 3,070). These "Blue Ground" counties with 10 or more supermarkets each are where American Weekly delivers *more concentrated circulation* than any other print medium. In these counties—so vital to your sales—American Weekly lays down 8,500,000 copies every week!

In addition to concentration, American Weekly also lays down *deep-penetration* within the nation's markets. From its 35 great distribution cities, its circulation moves impressively into smaller cities as well. In 773 key cities with 10,000 and more population, American Weekly delivers a minimum of 20% family coverage. In 999 key cities (with almost $100 billion in retail sales) American Weekly delivers a minimum of 10% family coverage.

More buying power! American Weekly families spend $10 billion a year on groceries, more than $1.4 billion annually on household equipment. They own 9,500,000 automobiles, include 9,800,000 smokers. 62% own their own homes. 16% bought a life insurance policy within the past 12 months. Proof that American Weekly goes where the sales dollar flows.



Solid results! American Weekly's result-getting power is a matter of proven fact!

Advertising Responsiveness: Since 1939 Doubleday & Co., one of America's leading direct mail book advertisers, has invested over $5¼-million in American Weekly advertising. Today, American Weekly secures a larger share of Doubleday advertising than any other publication.

Promotional Responsiveness: The Sept. 13, 1959 "Contest" issue of American Weekly pulled a fantastic total of 789,762 contest entries—an unprecedented rate of almost 8% response! And American Weekly serves as a powerhouse medium for other types of promotions: premiums, deals, special offers, new product introductions, related item drives.

VITAL MARKETING DATA AVAILABLE

"The Blue Ground of Sales"—Comprehensive analysis of the nation's top 444 counties. (Free)

"More For Your Money in Key Cities"—63-page fact-packed book giving data on retail sales, number of families, media coverage. (Free)

"American Weekly Family"—Complete data on American Weekly readers, socio-economic factors, age, number of children, buying power. (Free)

Supermarket Land, U.S.A. & Data Book—Informative map and data book posts you on retail grocery sales potentials, county by county. ($10)

American Weekly Marketing Guide—A broad-scaled custom research analyzing *your brand's* market potentials. One of the outstanding marketing services offered. Available to American Weekly advertisers by special arrangement.



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TABLE 2— **AVERAGE EXPENDITURE IN DOLLARS IN A SINGLE YEAR, SELECTED ITEMS**

Income class	Liquor	Cigarettes	Food (At home)	Food (Away)	Sheets	Power Tools	Curtains	Wool Rugs	WOMEN & GIRLS (over 16) Clothing (all)	WOMEN & GIRLS (over 16) Footwear only	MEN & BOYS (over 16) Topcoats	MEN & BOYS (over 16) Pajamas	MEN & BOYS (over 16) Shoes	Dental Care	Drugs, Medicine
Under $1,000	$ 2.69	$ 9.36	$ 388.63	$ 24.14	$ 1.25	$ .06	$ .66	$ 3.84	$ 89.77	$ 9.09	$ .98	$ .53	$ 3.61	$ 8.49	$16.56
$1,000 to $2,000	5.33	28.81	501.76	40.45	2.68	.90	1.60	2.15	87.94	12.73	2.85	.74	7.29	9.56	15.16
$2,000 to $3,000	9.55	64.78	764.91	33.25	3.95	.28	3.05	5.83	121.43	15.83	3.52	1.15	8.78	16.35	20.85
$3,000 to $4,000	11.96	64.42	981.76	28.49	5.32	2.52	3.69	11.12	136.26	17.69	4.19	1.55	10.96	29.52	28.25
$4,000 to $5,000	19.41	78.77	1,144.06	40.17	6.89	2.48	5.46	23.55	168.62	21.65	5.27	1.70	12.62	33.39	33.37
$5,000 to $6,000	24.32	86.44	1,241.04	59.94	7.98	3.77	5.24	37.51	218.80	25.65	6.78	2.30	13.94	40.14	33.33
$6,000 to $7,500	27.34	85.85	1,264.21	77.29	9.84	3.22	4.31	23.93	246.22	29.29	7.21	2.58	15.25	60.14	38.54
$7,500 to $10,000	47.75	97.44	1,520.41	95.46	11.86	4.84	5.99	24.12	274.14	30.32	7.95	2.54	16.44	60.12	42.50
Over $10,000	105.50	87.56	1,741.21	200.18	16.79	13.58	7.80	51.58	546.93	40.79	18.04	5.71	24.10	97.53	49.30
Ratio of Expenditure, Highest Income to Lowest Income Families	39.0	9.3	4.4	8.3	11.0	193.0	11.8	13.4	9.2	4.5	18.4	10.8	6.7	15.0	2.9

in Table 1, it has only .16% of all households in the $0-$2,500 group, and this is a better indicator of Fairfield's demand for such items, perhaps, as work clothes or oleomargarine. At the other extreme Fairfield has .70% of the nation's high income families (i.e. earning over $10,000 per year) so that this would be a better indicator of Fairfield's demand for such items as Cadillacs, sport cars, etc. And since such well-to-do families in Fairfield earn far more than the national average for families in this bracket, Fairfield has 1.01% of the total income earned by all families earning over $10,000. Thus Fairfield's demand for extreme luxury products (e.g. diamond bracelets, paintings, Lincoln Continentals) is seen to be over six times as great as its demand for low value goods.

While Fairfield offers perhaps one of the widest income variations of any county, even a typically average urban county like St. Louis has 1.06% of the nation's top income and only .64% of the nation's low income families, a variation of 66%. Another dramatic indicator of the wide differences in relative standings is the fact that while St. Louis is four times as important as Fairfield as a market for low value goods, Fairfield is just about as importnat as St. Louis as a luxury market. None of these facts could emerge from a mere comparison of the buying power indexes alone; such refinements in the determining of specific potentials require use of the data on the breakdown of households into income groups.

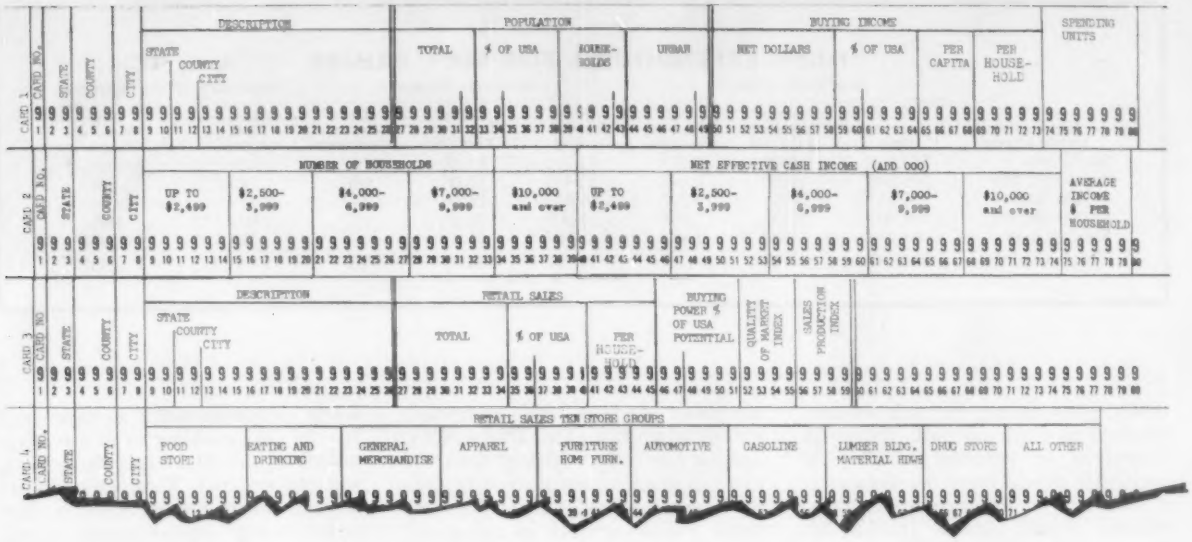
Even for goods geared primarily to middle income families, the income distribution data will often highlight the true market potential in areas dominated by other income groups. For instance, a large manufacturer of "high-fidelity" phonographs in the price range of $50 to $150 has discovered through analysis that its prime market embraces families earning between $2,500 and $7,000, with the income groups at either end excluded. Using our county-by-county data on the number of families in each of five income groups, the company converted each group into a specific percentage of the U. S. total, and, with the counties thus analyzed by income distribution, was in a position to regroup them by sales territories and compare the results with actual sales percentages.

A typical southern sales area, for instance, would have 5.75% of all families in the 0-$2,500 class, 4.52% of the $2,500-$4,000 families, 2.2% of the $4,000-$7,000 families, 2.02% of the $7,000 to $10,000 families and 1.8% of the above $10,000 families. In this area, and indeed in most areas, the company found that its actual sales percentage corresponded most closely to the 2.25% figure, i.e., the middle income group. The fact that the area had nearly 4% of the nation's population was only half as important.

The marketing importance of income distributions can be summarized by this fact. The sales response to practically all goods and services, other than basic necessities, will bear some relationship to the income of the consumer. These relationships can be fairly easily determined by sampling surveys. A recent survey of life insurance ownership conducted by the Survey Research Center of the University of Michigan indicated that about 50 percent of all families earning under $2,500 were insured, whereas the percentage for families earning between $2,500 and $4,000 was about 80, and for families earning over $4,000, the percentage was about 92. These percentages could then be applied to the number of con-

TABLE 3—**AVERAGE EXPENDITURE FOR FLOUR BY INCOME CLASS IN A SEVEN DAY PERIOD**

	NORTH			SOUTH			WEST		
	Large Cities	Suburbs	Small Cities	Large Cities	Suburbs	Small Cities	Large Cities	Suburbs	Small Cities
Under $1,000	.18	.13	.13	.21	.32	.30	.12	.01	.10
$1,000–$2,000	.16	.17	.14	.34	.49	.63	.13	.23	.25
$2,000–$3,000	.18	.16	.24	.35	.43	.61	.21	.42	.28
$3,000–$4,000	.21	.20	.21	.29	.27	.40	.20	.24	.23
$4,000–$5,000	.20	.25	.20	.20	.28	.26	.20	.15	.32
$5,000–$6,000	.25	.20	.28	.19	.27	.32	.20	.12	.20
$6,000–$7,500	.17	.16	.17	.11	.21	.42	.31	.20	.14
$7,500–$10,000	.15	.22	.29	.21	.04	.64	.15	.16	.19
Over $10,000	.14	.25	.29	.17	.08	..	.23	.12	.22



Additional Factors to Those Shown in Illustrations Available on Cards for Each County

- Gross Cash Farm Income, Current Year, from Livestock & Crops
- Number of Farms, 1959 Agricultural Census
- 1958 Retail Trade Census (Sales in all categories by counties and cities)
- % of All Households and Income, Each of Five Income Groups
- Index of Suburban Demand
- Index of Resort Activity
- Index of Medical Equipment Demand
- Index of Office Equipment Demand
- All Data from prior SM Surveys
- Comparable layout forms available for Remington Rand punch cards.

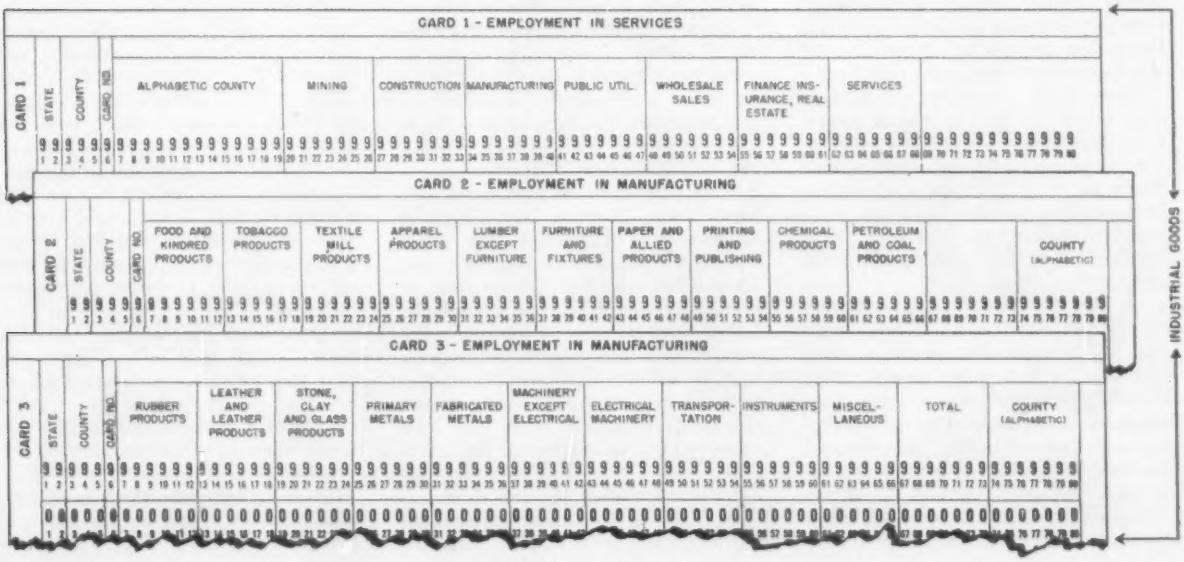


TABLE 4—**EXPENDITURES FOR SOFT DRINKS**

Spending Units Earning Between	NEW YORK COUNTY			DUTCHESS COUNTY			NEW YORK STATE TOTALS	
	No. of Spending Units	Average Expenditure $ Per Unit	Total Spending (thousands)	No. of Expenditure Units	Average Expenditure $ Per Unit	Total Expenditure (thousands)	Number of Spending Units	Total Expenditure (thousands)
$0–$2,500	317,928	12.50	$3,974	13,235	11.50	$152	1,403,712	$16,845
$2,500–$3,999	265,690	19.00	5,048	10,426	18.00	188	1,283,325	23,742
$4,000–$6,999	206,857	24.00	4,965	14,435	24.00	346	1,777,832	42,668
$7,000–$9,999	66,402	29.50	1,959	4,504	30.50	137	603,123	18,094
$10,000 over	67,270	27.50	1,850	2,157	31.00	67	382,938	11,488
Total All Units	924,147	19.25	17,796	44,757	19.89	890	5,450,930	112,832

sumer units falling in each income bracket, to yield for each county a *theoretical* or *potential* number of units that should carry life insurance if the national experience were duplicated in each county. The life insurance industry could then determine, by comparison with actual numbers of persons insured in each county, which counties have as yet not tapped their full potential.

The above procedure was applied to ordinary life insurance and other forms of life, health and property insurance, and the results published by *Spectator* in a study entitled, "County Patterns of Insurance Sales", 1958-1959 Edition (Chilton Publishing Co., Philadelphia, Pa.).

Consumer Expenditure Surveys

Perhaps the most significant marketing application of the income distribution data will come in connection with large scale consumer expenditure surveys, such as the one conducted by the BLS in 1950, and by *Life* in 1956. In both these studies, many thousands of families were subjected to intensive interviewing to record expenditures made for each and every item bought by all members of the household within the past year.

Tabulations of such expenditure data, when classified by income group, show that income is generally (though not in every case) the most important single factor in explaining variations in expenditure ratios. Here are some examples taken from the BLS study for families living in large Northern cities. (See Table 2).

As can be seen, expenditures on most items in the consumer budget are more or less directly correlated with income. Thus, families earning over $10,000 annually spend over four times as much on food as do families earning under $1,000. The demand for food in relation to income is considered "inelastic" (to use the jargon of economists), and the corresponding ratio for most commodities (with the exception of drugs and medicines) would be much higher. Thus families earning over $10,000 spend about 39 times as much as low income families for liquor, 9 times as much for cigarettes, 8 times as much for eating out, 193 times as much for do-it-yourself power tools, etc.

While expenditures for all commodities are correlated with income, the correlation may sometimes be inverse, or non-linear. For instance, consider expenditures on flour, taken from the BLS study for a typical seven day period in the Spring of 1951. (Table 3). In large cities, the heaviest expenditures for flour occur in lower-middle income families, earning under $7,500 per year. This is also true of small towns and suburban areas in the South and West and for rural areas not covered by the BLS study. However, in suburban areas and small towns of the North, expenditures for flour rise with income, probably because of greater household opportunities and inclination for baking on the part of suburban housewives. Expenditures for baby foods are also heavily centered in the middle income groups, because most families with young children are in these classes.

These systematic relationships between consumer expenditures and income make possible the calculation of consumer expenditure potentials for counties with the help of the SALES MANAGEMENT IBM cards containing the county income distributions.

This procedure as previously outlined (See "Now a New Way to Guess-timate Potentials for 1500 Products," SALES MANAGEMENT, Jan. 15, 1956, pages 60-63) can now be refined by use of data on households rather than consumer units, for products, such as large appliances, that are sold on a household basis. For other commodities, consumer units would still be preferable in order that total consumption be accounted for, as in the example above (Table 4), illustrating the calculation for soft drinks.

In Table 4 it is assumed that all counties have been divided into different classes according to region and type of city, enabling us to use adaptations of the BLS expenditure data, suitably updated. Total expenditures in each county represent the product of the average expenditure per spending unit and the number of units in each income group. County totals add to state totals, which in turn will add to national totals, allowing for adjustment controls on both state and national levels. Calculations for every county in the nation can be performed quickly with the use of punch cards so that county potentials can be compared with sales.

Urban Demand

Consumer demand for a wide variety of goods and services seems related to the degree of urbanization of an area, as well as to other factors discussed above. Of two counties with equal population and income, the one that is more "urbanized" will have consumer expenditure patterns geared to a certain urban way of life—greater proportionate expenditures on consumer services in general, such as rent, recreation, personal services, insurance, and on such goods as fashion apparel lines, men's accessories, and jewelry. This fact suggests the desirability of constructing a special "Index of Urban Demand" which will give emphasis to this urban factor. This index is similar in structure to the Buying Power Index, except that for each county we use its urbanized population (as a percentage of U.S. urbanized population) in place of total population in order to derive a weighted index of urban buying power.

As an example, a large manufacturer of high style belts, braces, garters and jewelry has constructed an index of urban demand by giving a weight of 3 to urban population, 3 to retail sales and 4 to income, all expressed as percentages of the U. S. After weighing these three factors we add them to arrive at the index of urban demand. The degree to which

A young man is in his junior year at Harvard University on one of the scholarships provided by Young & Rubicam, Inc., an advertising agency.

Recently he wrote the chairman of the agency, Mr. Sigurd S. Larmon, to report on his progress. In that letter he expressed an interest in writing. And he asked some questions about the people who write advertising.

The chairman felt that questions about writers should be answered by a writer. The letter was given to a member of Young & Rubicam's copy department for reply. His response to the young man gives such a good picture of both advertising practices and advertising principles that it seemed others might find it interesting.

Letter to a young man

Dear Tom,

Mr. Larmon asked me to answer the question in your letter: "Does Young & Rubicam encourage writers to have independence of thought?"

You can start with the fact that writing an ad is one of the most independent jobs in the world.

When you sit down to work, you're alone with a blank piece of paper and a typewriter. You're by yourself. Leaning on your own thoughts. And what comes out has to be yours. This is independence of the truest kind.

After that, another type of independence is called for. Maybe you could call it gumption. Character. Or the ability to be your own man.

Specifically, after you write your advertising, the meetings start. You meet with your copy supervisor. Maybe you meet with the copy chief. You meet with account executives, art directors, research men, media men, merchandising men. Finally, the client. There are meetings and meetings. Creative people spend so much time in these meetings that many an off hour is spent writing ads.

Some of these meetings reach a quick agreement on what you did. But in others, there is contention. Argument. Mutterings in the wings. Quotes from the client. A review of the research. And unabashedly strong suggestions made by people who are not writers but, nevertheless, should know good advertising when they see it.

There are times when suggestions made in these meetings are good. Sometimes they are better than yours and you are wise to take them.

But the real test comes when you have authored a good and even brilliant idea and it begins to get chewed to ribbons and questioned to death. It is at this point that the writing man has to stick up for himself and not back away from an idea which he knows is right.

Young & Rubicam gives the writer all the backing he needs. The writer does not have to take dictation from any other department but his own. He reports to the head of his own department. So, if he backs down on a fine idea—weakly and unwisely—it's nobody's fault but *his*.

To sum it up: By the act of writing, you've got to be an independent and original thinker. Later, you've got to show plenty of independence in the form of a spine. Here, the amount of independence you have really depends on you. Young & Rubicam gives you the headroom you need and the rest is up to you.

I'm enclosing two Young & Rubicam ads.

One is the "backbone" ad. This refers to independence in the form of character. It refers not just to writers but to the whole agency as well.

The other is "Frankly S. L." This is meant for everybody around here. Mr. S. L. would rather be told what you think—than what you think he wants you to think.

CHARLES SWEENEY
March 7, 1960

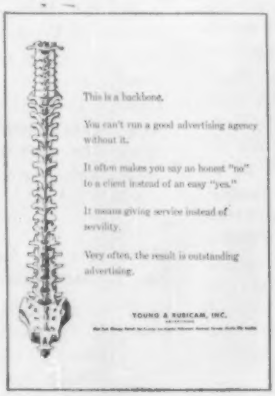




TABLE 5 — **INDEX OF SUBURBAN DEMAND**

	NUMBER OF HOUSEHOLDS EARNING				HIGH INCOME SUBURBAN HOMES		
	$4,000-$6,999	$7,000-$9,999	Over $10,000	Total Over $4,000	Ratio of Owner Occupancy 1/1/59		% U. S.
Westchester	85,485	43,592	62,628	191,705	53.8	103,137	.515
New York	260,031	100,445	100,524	461,000	2.3	10,603	.053
Autauga	949	243	121	1,313	48.8	645	.003
U. S.	18,898,729	7,339,403	5,908,439	32,146,571	62.3	20,027,314	100.000

this formula steps up the potential of urban areas is illustrated below, for instance, for a rural and urban county in Alabama:

Percentage of U. S. A.	Autauga	Jefferson
Population	.0108	.3734
Urban population	.0040	.4629
Sales	.0036	.3612
Income	.0048	.3416
B. P. I.	.0056	.3538
Index of Urban Demand	.0042	.3839

Here the rural county—Autauga—having much less of an urban population (.0040 of USA total) than total population (.0108), therefore has an index of urban demand (.0042) which is 25% less than its BPI. Jefferson County, on the other hand, being heavily urbanized, has an index of urban demand which is 9% greater than its BPI. In this way the urban demand index will give a special boost to all urban counties, at the expense of the rural counties, totaling 100% for all counties in the U. S. This index can thus be used by all manufacturers and distributors who have felt in the past that for their products the BPI throws too much emphasis on rural areas.

Demand for Office Equipment

Manufacturers of office equipment have long been seeking a specialized county indicator of potential for their products. Census labor force data indicating the number of clerical workers by county have the defect that residence patterns on which labor force data are based do not coincide with employment patterns, as the New York metropolitan area so vividly illustrates. A correlation study of actual sales of office equipment revealed a high correlation with employment in finance, insurance, and real estate, with a weight of seven (industrial card #1) and, rather surprisingly, with the Buying Power Index with a weight of three, after adjustments for special governmental areas like Washington, D.C.

The index yielded by this formula offers a distribution pattern that is unlike any standard consumer index:

	Index of Office Demand (% of U. S.)	Buying Power Index (% of U. S.)
New York County, N. Y.	14.786	1.611
Hartford County, Conn.	.936	.460
Washington, D. C.	1.493	.587
Cook County, Ill.	4.686	3.542

The figures above represent a revision of the index discussed in the 1958 *Survey*. (Estimates of clerical employment were based on 1956 Old Age and Survivors Insurance Program Data). The "urbanization" factor is most highly emphasized in the "Index of Office Demand."

Index of Suburban Demand

The growing importance of suburban markets has focused attention on the desirability of creating an index that would reflect the demand for such items as lawn mowers, garden supplies, barbecue equipment, swimming pools, do-it-yourself equipment, etc. The outstanding characteristics of suburban markets are high ratios of owner-occupied homes, and heavy concentrations of middle and high income brackets. Thus a good county index of suburban demand may be obtained by applying the 1950 Census ratios of owner-occupancy (updated to reflect the national increase in these ratios since 1950) to the number of households earning over $4,000 per year.

In the box above the suburban county of Westchester is seen to have over five times as much suburban demand as New York County even though the latter has three times as many high-income households, because the owner-occupancy ratio of New York is so low.

Relation of Consumer Demand to Commercial and Industrial

Many manufacturers find that the demand for their products may not be confined to consumer markets, but may overlap the industrial and commercial markets too. One example would be producers of materials and equipment used in the construction of homes, factories and commercial establishments. Another example may be the problem of fire insurance companies whose coverage rates differ with respect to homes, plants and commercial establishments. In such cases, county potentials may be developed as follows: National (or state wide) aggregates have to be established for each of the three types of demand. Each may then be automatically distributed among all counties, using the number of occupied homes expressed as a per cent of the U. S. to indicate the relative importance among all counties of consumer demand. In the same way the industrial aggregate may be apportioned among all counties by use of data available on IBM cards on the number of factory employes. Finally, it has been found that the per cent of U.S. retail sales is so highly correlated with such types of commercial activity as wholesaling, finance, insurance, utilities, warehousing, etc., that it can be safely used to distribute any commercial aggregate. The results may be illustrated by consideration below of estimates of fire insurance potentials for two counties in Massachusetts, obtained by use of the above three factors to distribute state-wide aggregates:

Type of Premium (Th. $)	Suffolk	Worcester
Habitational	3117	1948
Mercantile	4145	1764
Manufacturing	920	918
Total	8182	4630

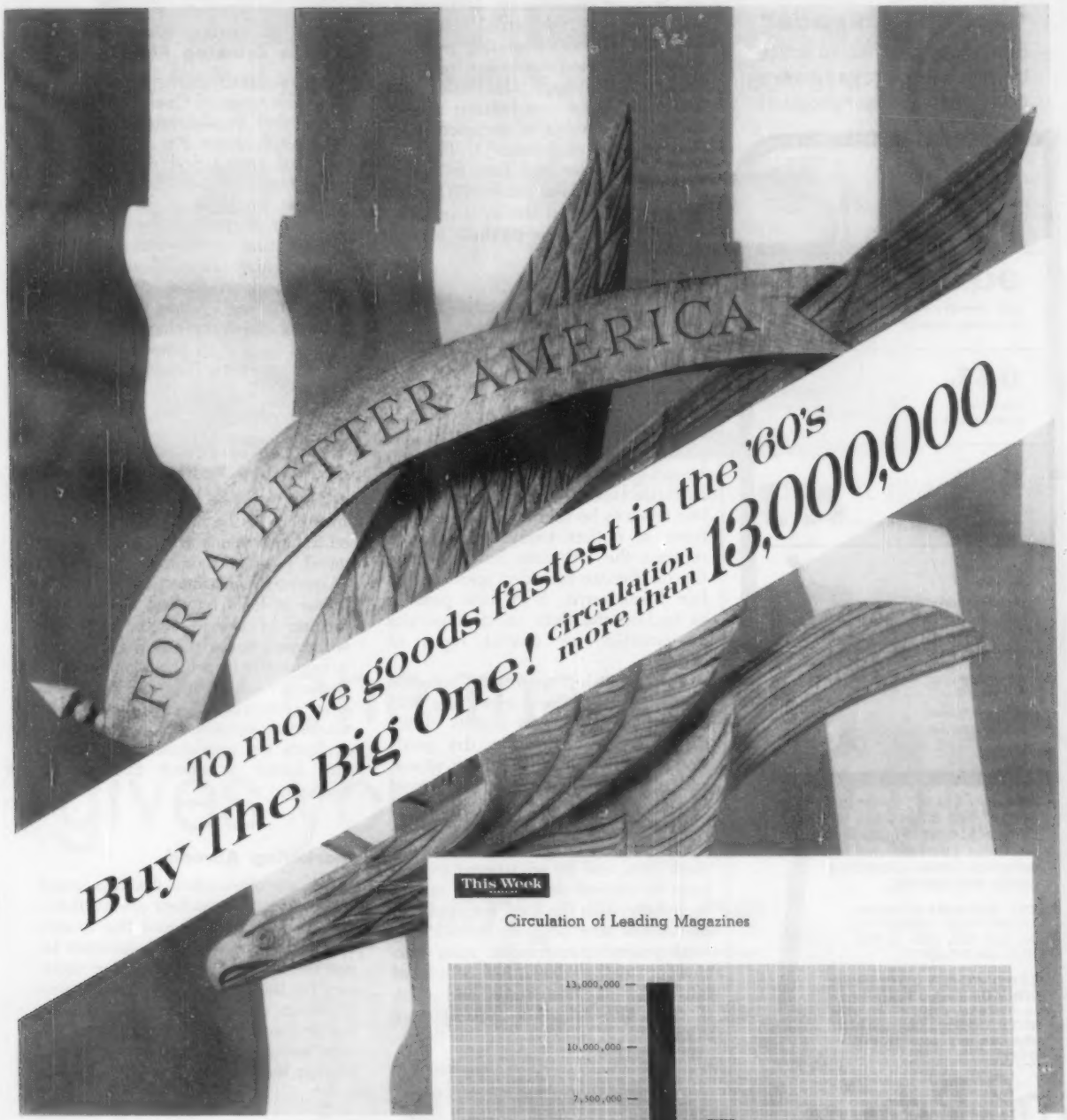
Thus proper emphasis has been given to the greater relative importance of manufacturing in Worcester as compared with Suffolk.

In a detailed study of other insurance lines it was found that automobile insurance premiums were highly correlated with automotive sales and the urbanization ratio (particularly the latter), while all forms of group insurance proved to be highly correlated to total employment.

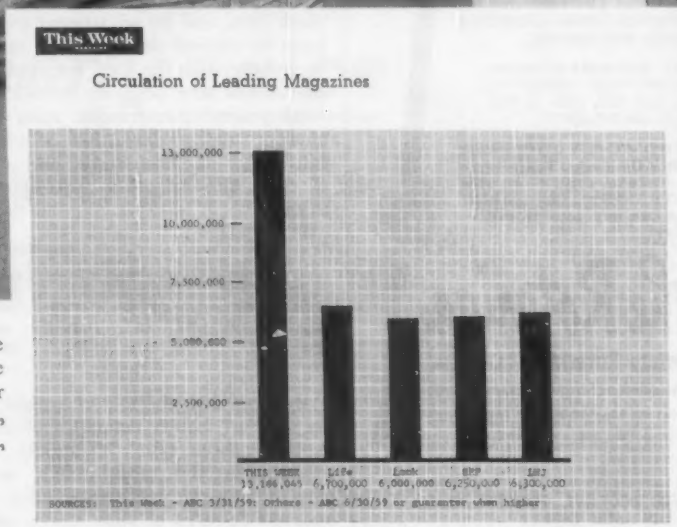
A manufacturer of a plastic surfacing material determined that sales fell into four well defined groups—new residential construction, furniture manufacture, interior decoration and home

This Week
MAGAZINE

Shares the selling power
and prestige of 42 great newspapers



If you wish to receive all the facts about "The Big One," a complete set of 34 comparative charts is yours for the asking. Send your request to Richard Neale, Promotion Dir., THIS WEEK Magazine, 485 Lexington Ave., New York 22, N.Y.



Only the
ROTARIAN
brings your sales message to this concentrated
"action audience"
Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!

90% play an active part in company buying!

84% are active homeowners!

54% are in companies operating 1,265,217 trucks!

82% are active travelers! (more than 12 trips a year)

53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 375,000 "men-of-action" at the low, low cost of only $3.52 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

ABC AUDITED PAID CIRCULATION

The Rotarian

Revista Rotaria is a key publication reaching 40,000 readers. Send for Market Facts, Inc., study of this important export market.

AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILL.
IN LATIN AMERICA . . .

maintenance. The company's national dollar value involved in new residential construction was distributed among all counties in accordance with our county estimates of the annual increase in the number of occupied dwelling units. Sales to furniture manufacturers were distributed by way of employment in furniture manufacturing (industrial card #2), sales for interior decorating purposes were distributed according to furniture-household-appliance sales and those for home maintenance according to the number of occupied dwelling units as of January 1. Thus for each county we had four independently derived dollar totals which when added represented the total potential for this company's product in that county.

Merchandise Line Sales

One of the most difficult marketing problems centers about the fact that retail sales data are classified by type of outlet rather than by merchandise line. Yet with the increasing importance of supermarkets, discount houses and outlets of the general merchandise type, the same merchandise line tends to be sold in many different types of outlets today. While 1948 remains the last year for which the Census Bureau provided merchandise line breakdowns, it is now possible to update the data on commodities by counties for several types of outlets.

The procedure can be illustrated by the case of shoes, which are sold in varying degrees by outlets classified as department stores, dry goods stores, general stores, variety stores, and eight different types of apparel outlets. For each type of outlet it is possible to calculate the shoe percentage of total sales from census benchmark data, and by adjustment to conform to current data on shoe output to emerge with the fact, for example, that shoes now account for 5.8% of total general merchandise sales (excluding mail order), for 86.4% of total sales of shoe stores, and 4.2% of total sales of other apparel store sales.

		Shoe Sales In	
County	Total Shoe Sales ($000)	General Mdse. Outlets	Apparel Store Outlets
Autauga, Ala.	68	48	20
Baldwin, Ala.	312	120	192
etc.	etc.		

By applying these percentages to our current county estimates of sales in these three types of outlets, we emerge, in the table above, with current data on total shoe sales, as opposed to sales of shoe stores only.

A similar procedure can be invoked to produce estimates of sales of many apparel lines, such as brassieres, girdles, gloves, hosiery, women's and men's apparel, as well as other merchandise lines such as home furnishing, appliances, etc.

Sales of Eating Places Versus Drinking Places

It frequently proves possible to extend the range of Census county data by further breakdowns of broad outlet classifications. For example, while sales of eating and drinking places are generally lumped together, there is great variation in the relative importance of the two types of outlets among rural versus urban areas, and also because of local dry laws in many southern states. We have succeeded in segregating the latter, i.e., sales of drinking places, which has proved helpful in pinpointing certain special markets (liquor consumption etc.).

The Market Effects of Military Posts

The presence of some 2,000,000 members of the armed forces stationed at the various army, air force and naval bases throughout the country frequently constitutes a hidden plus factor in local retailing. The average income of armed forces personnel, while well below the national average, is frequently largely available for "discretionary" spending in local areas, quite aside from PX buying. For some marketing purposes it is possible to evaluate the importance of this military factor in about 200-odd key markets.

Marketing Abroad

We are often asked if similar measures of foreign markets are available. Except for England and the Scandinavian countries, official statistics are just not available in the degree necessary for the refinements possible here. However, we have succeeded in creating Buying Power Indexes for all foreign nations as an aid in evaluating foreign markets.

Classification by Size and Market

Many companies find it desirable to regroup cities into various classifications not found in the *Survey*. The IBM cards facilitate the distribution of city cards into size groupings for population, families, retail sales, etc. Certain interesting market character-





He will look at your advertisement... and, later, look at it *again*





She will look at your advertisement... and, later, look at it *again*

How one magazine gives your advertising

nearly twice as many opportunities to make a sale

New study proves it...

New study shows how

- **gives a valuable bonus that TV cannot offer... and that varies greatly among magazines**
- **exposes your advertising to your best sales prospects**

If your advertisement is shown only once, it has only one chance to make a sale.

But if it is shown twice, its chances to sell can *double*.

Now it has been proved that you get millions of extra chances to sell when you advertise in Reader's Digest. Through the Digest you can expose your selling message to 35 million people . . . an average of *1.7 times apiece.*

You get repeat "exposures" without paying to repeat your message . . . as you would have to with TV.

This new information comes from nationwide interviews of 32,000 people—in the largest study of its kind ever made. It was conducted by Alfred Politz Research, and co-sponsored by Saturday Evening Post and Reader's Digest, covering those magazines and Life and Look as well.

The table below shows how repeat exposures affect the value you can get from your advertising investment. For example, you will see that per 1000 advertising exposures—

- the average nighttime network TV program costs you more than twice as much as the Digest
- the other three major magazines cost almost 50% more.

Are Digest readers good prospects for you?

People will look at your advertisement 60 million times in the Digest. But what *kind* of people are they? Good prospects for *your* product?

Very probably. Interviews revealed that—

Digest readers are *far above average* in both income and education. They spend considerably more on automobiles, appliances, clothing, food, insurance, leisure products . . . and scores of other items, probably including those you advertise. The exact figures are available to you in the 84-page book, *Advertising Exposure.*

And here is a significant comparison:

The best-educated people pick up and read the Digest twice as often as the least-educated—and consequently *look at your advertisement twice as often.*

On the other hand, the more education people have, and the higher their incomes, *the less they look at television.* This is clearly shown in a recent study by the Market Research Corporation of America.

It suggests what the new Politz study documents—

that Reader's Digest can deliver your company's message more times...to your best prospects . . . at the lowest cost.

Now see what you really pay to deliver your advertising

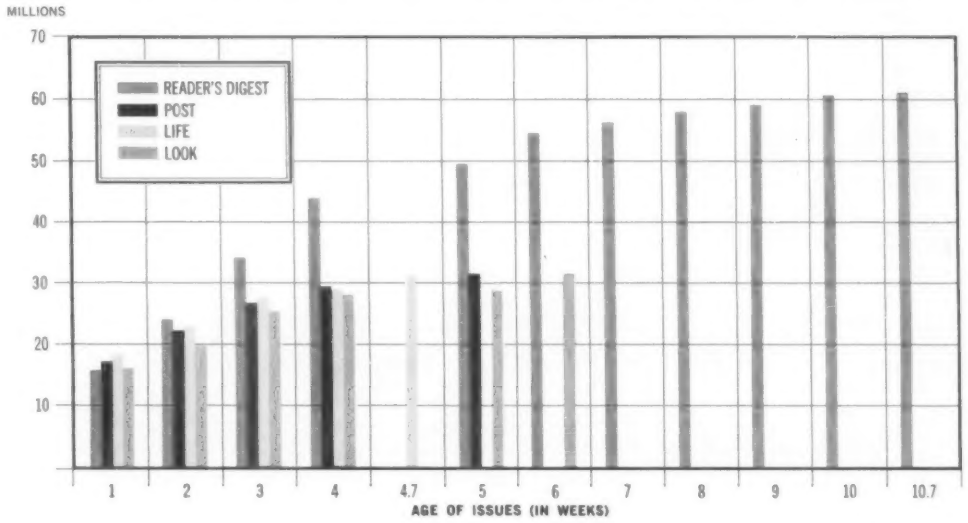
	Exposures per person to a page or commercial minute	Total exposures to a page or commercial minute
READER'S DIGEST	1.7	60,947,000
SATURDAY EVENING POST	1.3	30,861,000
LIFE	1.0	30,110,000
LOOK	1.1	30,702,000
ALL 4 MAGAZINES COMBINED	2.3	152,620,000
AVERAGE NIGHTTIME NETWORK TV PROGRAM	1.0	17,419,000

Magazine figures are based on new Politz study, Advertising Page Exposure in Four Magazines; costs are for a black-and-white page. Television figures are Reader's Digest estimates based on the year 1959.

Reader's Digest...

HOW LEADING MAGAZINES CAN ACCUMULATE "SALES CALLS" FOR YOUR PRODUCT

How the total number of exposures builds up during the life of an advertisement



Your advertising benefits from the demand for all the good reading found in Reader's Digest. The average reader picks up and reads the Digest on five different days. As a result, exposures of your advertisement continue to build up for at least two and a half months—and reach a total of 60,947,000.

Your message in the Digest gets immediate impact plus sustained effect. Exposure starts right away and lasts about twice as long as it does with advertising in any of the other three leading magazines.

1000 times

Cost per 1000 exposures
59¢
85¢
98¢
84¢
77¢
$1.63

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

First Class Permit No. 4, Pleasantville, N. Y.

Mrs. Estelle Sheldon
Reader's Digest
Dept. 2
230 Park Avenue
New York 17, N. Y.

Reader's Digest offers these extra benefits to its advertisers

1. The largest proven audience of readers. It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the Digest than look at the average nighttime network television program.

2. The largest quality audience that can be found. More people with greater spending power read the Reader's Digest than read any other magazine. And you will find that the higher the income group, the greater the Digest's share of the audience.

3. Discrimination in the advertising accepted. The Digest alone of major media accepts no alcoholic beverages, tobacco, or patent medicines. And for any product, it accepts only advertising that meets the highest standards.

4. Belief in what the magazine publishes. People have faith in Reader's Digest . . . in its editorial and advertising columns alike.

See how many exposures you can get to your own best prospects through national or regional advertising

A NEW 84-PAGE BOOK entitled *Advertising Exposure* gives useful, detailed results of the new Politz study. People were asked 116 questions about income, education, possessions and recent purchases. From their replies, you may learn better how to reach your own best prospects.

THE WESTERN AND METRO. N.Y. EDITIONS have the same unmatched power to deliver advertising page exposures. Now you can see just how efficiently you can use the Digest as a prestige *regional* medium. Use the postcard below to send for this new information.

Please send more information

Please send the publication or publications checked.

- ☐ *Advertising Exposure*, an 84-page book showing the national results of new Politz research. (*Free to advertisers and their agencies; others, please enclose $5.*)
- ☐ New booklet on the *Western Edition* of Reader's Digest.
- ☐ New booklet on the *Metropolitan New York Edition* of Reader's Digest.

Name_____

Title_____

Company Name_____

Address_____

Simply fill in and mail. No postage needed.

People have faith in

Reader's Digest

Largest magazine circulation in the U. S.
Over 12,000,000 copies bought monthly



In winning a new market...

DEPTH OF PENETRATION

is most important

Advertisers in THE CHRISTIAN SCIENCE MONITOR are constantly proving that this advertising sells goods and services. In this great international daily newspaper, their sales message penetrates right to the buying impulse of its readers.

Important, too, is the fact that MONITOR readers have far better than average buying power, especially for the worthwhile things in life. And leading retailers tell us that MONITOR readers make a point of asking for MONITOR-advertised products.

A planned program of MONITOR advertising will be a valuable stimulus to your business. May we draw up a detailed proposal custom-made for your product? — THE CHRISTIAN SCIENCE MONITOR, One, Norway Street, Boston 15, Mass.

News, Advertising, Readership Devoted to Building a Better Civilization

The CHRISTIAN SCIENCE MONITOR
An International Daily Newspaper

Branch Offices
NEW YORK: 588 Fifth Avenue
CHICAGO: 333 N. Michigan Avenue
LOS ANGELES: 650 S. Grand Avenue
LONDON, W. C. 2: Connaught House, 163/4 Strand

istics emerge from such anaylses. Although per capita and per family income vary directly with city population size, the largest per capita food sales are found in cities with populations of between 2,500 and 50,000; the highest general merchandise sales per capita in cities with populations of between 250,000 and 1,000,000; the highest per capita sales of home furnishings, radios and appliances in cities with populations of between 100,000 and 250,000; the highest per capita automotive sales in cities with populations between 25,000 and 50,000; and the highest per capita sales of drugs in cities between 100,000 and 500,000.

Another interesting application of this kind, by *The Farm Journal*, reapportioned the population of small towns by congressional districts in an analysis of voting trends.

Effect of Climatic Factor

The demand for some goods, particularly wearing apparel, can be affected by variations in climate. Changes in average rainfall will affect the demand for rainwear, rubber shoes, etc., while variations in average temperature will play a role in the demade for fans, air conditioners and similar products.

In recent years, measures of climatic variation have been calculated for counties and states and introduced into regional studies of potential, with corresponding gains in accuracy. To illustrate some of the interesting fluctuations in demand due to this factor, it has been found that the families of a given income status will spend 50% more on woolen sweaters in the Pacific states, than they would in the South.

Negro Markets

The heavy gains in income in recent years have given a new emphasis to this market. It is possible to estimate the distribution of the Negro population, by county, as of January 1, 1960, by an examination of color breakdowns of births. The results indicate a startling drop in the relative importance of the Negro population in the South, and gains of the order of 150 to 200% in the large urban concentrations of the North and West. This type of information can prove useful in surveys of Negro demand.

Regional Distribution of Age and Sex

Sex and age are such stable factors that 1950 Census data will still suffice in the investigation of regional variations in these characteristics. In gen-



In all the newspapers in this group, published in the cities shown on the map, you can place a full page ad for only 3c per family reached. Full page space costing less than a postage stamp is advertising tagged with a tiny price.

The fact that your advertising delivers extra punch when it appears in the local newspaper, makes this an even better buy.

WALLACE WITMER CO. NEWSPAPER REPRESENTATIVES

1509 MADISON AVE., MEMPHIS 4, TENN., / OFFICES: NEW YORK, DETROIT

eral the degree of regional variation will be small. For example, in 1950 New Hampshire had the highest proportion of persons 65 years and over (10.8%) and New Mexico had the lowest (4.9%). However, the relative importance of children and teenagers does vary considerably, especially for suburban as opposed to urban areas, and here we have found it necessary to provide updated estimates by county to ascertain the potential of the teenage market. As the age composition of the population alters in favor of the oldsters in the Sixties, concentrations of this age group will be found to be increasingly important in the warm climate states.

Regional variation in sex composition is nowadays quite small. As a holdover from pioneer times, the Mountain states still have 104.4 males per 100 females; New England has the smallest ratio, 95.7. This is too small a difference to have any marketing significance.

Curtis Market Areas

All 3,072 county cards are annually distributed and subtotaled into the 501 market areas delineated by the Curtis Research Department. Other national breakdowns include the 613 Hearst Areas and the National Wholesale Druggists Association 84 areas.

Television Areas

The major broadcasting networks all use *Survey* data on cards to work out market data subtotals for television areas. IBM cards containing *Survey* data can be coded to include such TV coverage areas as well as county data on the number of television homes, plus their ratios to total homes.

Circulation Analysis

Survey cards carrying data on households are used as a base to establish current circulation coverage ratios for all major magazines. Eleven cooperating advertising agencies in Chicago broke down the circulation of 60 leading magazines by counties and metropolitan areas, relating circulation figures to *Survey* data. A similar study was also made by them on newspaper circulation. *Survey* cards are also used as a base to establish number of radio and television homes, by county.

Supermarket Sales by County

The research department of *The American Weekly* has used IBM *Survey* data on food sales to segregate sales of supermarkets. Ratios of supermarket sales to total food sales have been found to range from under 25 percent in Cook County to over 75 percent in Los Angeles.

Growth Factors

Data on households taken from successive *Surveys* have been found to be useful in establishing growth trends, by county, in residential construction.

Forecasts of Market Data

Several large companies use *Survey* data on cards to project trends for one-to-three-year periods, in an effort to avoid basing current quotas entirely on past experience.

Back Data

Many users desire back series in order to keep track of divergent regional trends. One difficulty in the use of past *Surveys of Buying Power* for such a purpose is that we do not publish past estimates for changes in level resulting from the publication of new and more accurate information available from the Census Bureau. Although on the whole valid indications of trend movement will emerge from comparision of estimates in the 1960 *Survey* with past *Surveys*, there will be occasional discrepancies due to revision of levels. For those interested in long-term trends by counties, Market Statistics, Inc., has developed sets of IBM cards containing comparable data on population and sales going back to 1939, covering all counties.

Industrial Markets

Data on industrial plants and employment are available on cards for all 3,071 counties. The layout-form on page 29 indicates the 26 industrial classifications for which data are available.

The above can only suggest some of the many new developments made possible by *Survey* data on cards.

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Permission to reproduce these *Survey of Buying Power* data in printed form, in whole or in part, may be granted only through written request to SALES MANAGEMENT, INC.



Stop Hidden Inflation

— *in your advertising budget*

Hidden inflation boosts ad costs by compelling you to spend more to reach fewer and fewer readers. It works three ways:

When your ad is "buried" in a solid section of ads in a general magazine.
When you can't get attention unless you use costly multi-page ads or gatefolds.
When rates go up to cover the soaring costs of adding forced circulation.

Sunday newspaper magazines are the answer to hidden inflation of advertising budgets.
Ads in Sunday magazines are placed near editorial material where more people read them.
They reach their audience all in one day, while their selling proposition is *news*.
Sunday newspaper magazines go up and down every street in key markets all over America, without costly promotion to force circulation.
Sunday newspaper magazines cost less per thousand circulation, too.

LATEST ANNOUNCED CIRCULATIONS AND RATES

Syndicated Sunday Magazines	**37,183,254** (AMERICAN WEEKLY, FAMILY WEEKLY, PARADE, THIS WEEK)	.....	**$3.91** PER M 4-COLOR PAGE
Weekly and Bi-Weekly Magazines	**18,750,000** (LIFE, LOOK, SATURDAY EVENING POST)	.....	**$6.66** PER M 4-COLOR PAGE
Women's Magazines	**16,183,745** (GOOD HOUSEKEEPING, LADIES' HOME JOURNAL, McCALL'S)	.....	**$5.04** PER M 4-COLOR PAGE

PARADE
9,541,607 A.B.C.

Sunday newspaper magazines are the biggest thing in print—and print achieves both believability and memorability. The newspaper publishers of America produce the "greatest show on earth" week in and week out. In newspapers the advertiser avoids the risk of spending his money for a poorly rated "show," and avoids hidden inflation due to double spotting and shared sponsorship in TV.

THE SUNDAY MAGAZINE WITH GAINS IN ADVERTISING REVENUE EVERY YEAR SINCE 1952



Architectural Record

announces:

A HISTORY-MAKING STUDY with the aid of Dodge Reports of a full year's building planning activity by over 1,100 architectural and architectural-engineering firms in New York State.

89.8 PERCENT COVERAGE by paid subscription of $3 billion of new projects designed by these firms.

This New York State study is the 28th in a series of statewide studies* by Architectural Record of the number and dollar volume of 15 major types of projects planned by architects and their engineers—and the Record's coverage of these markets. (For a full report return the coupon at right.)

*Other studies based on *Dodge Reports*: Connecticut, Delaware, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Mississippi, Nebraska, New Hampshire, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia. Special studies: California, Washington, Oregon.





SCOPE OF THE STUDY

The Record's New York State study includes ALL new building projects planned by architects and their engineers in the 12-month period ending September 1, 1959 as reported by F. W. Dodge Corporation's *Dodge Reports*.

Specifically, the study covers 26,667 new building projects... $3,007,200,000 of work by 1,107 firms.

The projects are classified by 15 major types and a separate tabulation has been prepared for planning activity in the 5 Boroughs of New York City.

Architectural Record's Coverage

Architectural Record has determined its coverage *by architect and engineer subscriptions alone* of each segment of the New York State building market.

The summary table below shows that Record's coverage of nine out of ten architect-planned building dollars in New York State closely parallels its coverage of the country as a whole.

Percentage Coverage by Architectural Record of Architect and Architect-Engineer Planned Building (as documented by Dodge Reports)

		New York State	Combined Statewide Studies
NON RESIDENTIAL	Projects	77.6	83.5
	Dollar Volume	93.0	94.1
ALL TYPES	Projects	80.4	74.3
	Dollar Volume	89.8	89.9

Again Architectural Record is Five Ways Your Best Buy

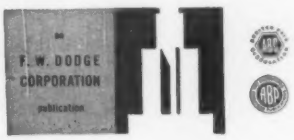
1. Top verifiable market coverage— over 89% coverage of architect and architect-engineer planned building — nonresidential and residential, small and large.

2. Largest architect and engineer paid circulation in the field EVER!

3. Preferred readership as revealed by 140 out of 155 studies sponsored by building product manufacturers and their advertising agencies.

4. Editorial leadership in quantity and in quality of service to architects and their engineers.

5. Advertising leadership—in advertising pages and number of advertisers, for the 14th year in a row.



Architectural Record

119 West 40th Street
New York 18, N. Y.

"workbook of the active architect and engineer"

To Architectural Record

I'd like your full report on New York State as soon as it's off the press. ☐

Also send me your combined states summary. ☐

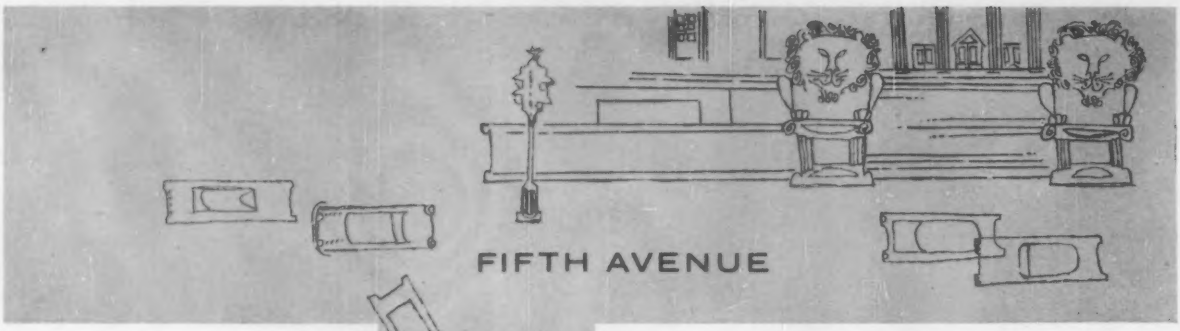
Name_____

Title_____

Company_____

Street_____

City_____ State_____



SLIGHTLY WEST OF MADISON AVENUE



41st STREET

You don't have to be far off Madison Avenue to be a lot closer to the viewpoint of industrial, commercial, and retail buyers...to think in terms of clients' business problems and to weigh the returns-value of advertising paid for by clients' hard-earned cash. You have to be just far enough away to be impervious to the insular thinking of those who live in a world where all sustenance is drawn from a cauldron of pure creativity.

The Schuyler Hopper Company is strategically located, geographically and philosophically, just west of Madison Avenue—neatly balanced between creative ideas and the practical business problems of clients and their customers.

THE SCHUYLER HOPPER CO.

12 East 41st Street *(just west of Madison)*
New York 17, New York • LExington 2-3135
"Advertising that sells by helping people buy"



Section 2

POPULATION and INCOME Data

for all States, their Counties and Cities;

FARM INCOME Data

Other Sections:

1. *Foreword; How to Use the Survey* 19

3. *Canadian Population, Income, Sales Data* 395

4. *Retail Sales Data for States, their Counties and Cites* 463

5. *Rankings of Leading Counties and Cities; Metropolitan Area Summaries and Rankings; Summaries of All Data for Regions and States* 711

Turn to these pages for the definitions and explanations of the terms used in the population-income data tables of the Survey of Buying Power.

Population	46	Cash Income Per Household	54
Households	46	How Income Is Broken Down by States	56
Consumer Spending Units	47	—by Counties	60
Urbanized Population	48	—by Income Brackets	64
Net Effective Buying Income	48	Significance of Income Distribution	64
Net Effective Cash Income	48	Meaning of Table Headings	68

Sources, Estimating Techniques, Definitions of

Population and Income Data

We shall discuss here each of the population and income market factors contained in the basic county-city tables published for each of the states.

They are: (1) Population; (2) Households; (3) Consumer Spending Units; (4) Urbanized Population; (5) Net Effective Buying Income; (6) Cash Income Per Household; (7) Distribution of Cash Income by Households.

The retail sales factors are discussed in the introduction to the retail sales data, starting on page 464.

1. POPULATION

The estimates of the number of persons and families in any county or city are as of January 1, 1960. They constitute a 117-month projection from the April, 1950, Census benchmark.* These projections are based on three factors: (1) individual growth trends as established over the past decade, (2) population growth adjusted by current sales data (in about 600 areas where correlations have been established between the two), and (3) chamber of commerce reports.

Every chamber of commerce in the nation was solicited by mail, telegrams and follow-up inquiries to report, for the city and county involved, changes in population since 1959, changes in the number of public utility connections since 1950, plus any unusual economic developments which might affect population growth.

The research staff places great emphasis on this aspect of the *Survey*, for a realistic population figure is the most basic and essential ingredient in a successful market analysis problem. The overall percentage of return on this canvass of chambers of commerce was 95%.

* One very helpful feature has been the recent development of special censuses conducted by the Census Bureau on behalf of local agencies. Over 800 cities have had special population censuses conducted since 1950.

2. HOUSEHOLDS

Our definition of a "household" is equivalent to the Census Bureau's definition of a "private household," which includes all persons occupying a house, an apartment or other group of rooms, or a room regarded as a dwelling unit. Any occupied dwelling unit can be considered a household.

Probably more confusion centers about the concept of "household" or "family" than about any other single important government statistic. The confusion arises from the fact that this unit was called a "family" in the 1930 Census of Population, and a "private household" in the 1940 Census, and therefore many people regard these terms as interchangeable. But the Census Bureau now reserves the term "family" for "a group of two or more persons related by blood, marriage or adoption and residing together."

In the past we had accepted popular usage of the term "family" to denote "household," in order to retain continuity with all the past *Surveys* going back to 1929. However, we now follow the current Census Bureau practice and no longer use the term "family."

A single person living alone in an apartment or dwelling unit, is counted as a household, unless he lives in a hotel, rooming house, college dormitory, military barracks, or institution. The Census does not regard such residents as occupying dwelling units.

This creates a problem in the census area breakdowns of occupied dwelling units or private households, because the population figures do include persons residing in such units. Thus, for the first time in Census history, Government enumerators in 1950 included in the census count college students residing in college dormitories during the week the census was taken, also military personnel and other institutional residents, on the principle that all persons should be counted as usual residents of the community in which they sleep more than half the week, even though they maintain permanent residence elsewhere.

For large urban areas the resulting discrepancy between population and the number of households (which excludes such "quasi-households"—the official term for institutional residents), is slight, and can be ignored. (Example: the discrepancy is not

STATE MARKETS ON THE MOVE—TO UTOPIA



The industrial states of the Midwest, Northeast and East show the best balanced income distribution. With Alaska, California and the District of Columbia, they add up to 13 states where better than two-thirds of the households enjoy incomes of $4,000 or more. Best balanced of all states is Connecticut, which is first in the percentage of households (42.7) in the $4,000-$6,999 group, and has the second highest percentage in both the $7,000-$9,999 and over-$10,000 groups—19.6% and 17.5% as against D.C.'s 19.7 and 18.8.



Pop'n Rank		HOUSEHOLDS %	HOUSEHOLDS Number (thousands)	NET INCOME %	NET INCOME Dollars (add 000)
26.	CONNECTICUT	79.8	564.7	93.6	$5,251,736
40.	D. OF COLUMBIA	76.5	186.3	90.5	1,525,175
1.	NEW YORK	76.3	3,880.4	91.7	32,459,097
21.	MARYLAND	74.3	643.4	90.2	4,911,027
47.	DELAWARE	74.0	93.9	91.6	883,762
8.	NEW JERSEY	73.7	1,290.9	90.7	11,231,418
9.	MASSACHUSETTS	71.9	1,043.8	89.4	8,693,799
4.	ILLINOIS	70.2	2,181.4	89.1	18,733,923
7.	MICHIGAN	69.6	1,626.6	88.4	12,816,826
51.	ALASKA	69.5	32.8	88.8	261,088
6.	OHIO	68.4	1,982.6	87.4	15,219,015
2.	CALIFORNIA	67.5	3,308.9	87.9	27,477,577
3.	PENNSYLVANIA	67.3	2,201.0	86.8	16,899,811

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large enough to show up in San Diego despite a large military population.) However, discrepancies do show up in many smaller areas where such institutional residents form a significant part of the total population. The ratios of persons per household for such communities will be far greater than normal, as illustrated by the following cases: Baldwin County, Ga., prison; Chattahoochee County, Ga., military;* Champaign, Ill., university; Riley County, Kas., military; Lake Charles, La., military; West Feliciana, La., prison; East Feliciana, La., mental institution.

Suppose a single person boards with a family in an apartment. The Census Bureau would define such an establishment as a single household. If he is not related to the family, however, *such an establishment is* regarded as two "consumer spending units"—the family *and* the unrelated boarder.

3. CONSUMER SPENDING UNITS

Students, soldiers and residents of hotels, boarding houses and other institutions (i.e. quasi-households) are regarded as consumer spending units if they earn income. Thus the con-

* An example: We are forced to credit Chattahoochee County with a per family income of over $50,000 because the population and income of the county reflect mainly the activities of Fort Benning, whereas the number of households relates to civilian families only.



THESE CITIES ARE BEST AT STAYING BEST

These cities have an enviable common denominator. For 24 consecutive months each has earned a starred rating in Sales Management's Preferred Cities feature for outgaining the nation in business activity. The index opposite each city relates its gain for May, 1960, over May, 1959 to the national change for the same period, represented by 100.

Index Rank		City-Natl. Index	Population (thousands)
1.	San Diego, Cal.	112.3	560.0
2.	Lubbock, Texas	111.5	152.8
3.	Santa Ana, Cal.	110.3	95.0
4.	Orlando, Fla.	110.1	96.0
5.	Reno, Nev.	110.0	54.8
6.	Phoenix, Ariz.	108.2	365.0
7.	Cheyenne, Wyo.	107.4	42.1
8.	Norristown, Pa.	107.1	40.2
9.	Hempstead Township, N.Y.	105.4	775.6
10.	Ft. Lauderdale, Fla.	105.2	97.5
11.	Rapid City, S.D.	105.2	44.2
12.	High Point, N.C.	104.1	48.1
13.	Austin, Texas	103.2	200.4
14.	Honolulu, Hawaii	103.1	380.1
15.	Miami, Fla.	102.6	300.7
16.	Tucson, Ariz.	102.5	185.0
17.	Greensboro, N.C.	101.6	123.2
18.	Sioux Falls, S.D.	101.5	68.5
19.	Atlanta, Ga.	101.4	510.5
20.	Albuquerque, N. Mex.	101.3	206.1
21.	Amarillo, Texas	100.5	147.9

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cept of a spending unit is very broad, embracing, in addition to households, doubled-up families and quasi-households. There were about 59 million consumer spending units in the United States as of January 1, 1960. This compares with a total of 52.2 million households.

4. URBANIZED POPULATION

We define urban population as the number of persons living in areas defined by the Census Bureau as 'urban' in character. The census definition of 'urban' population includes all places of more than 2,500 persons plus the densely settled 'urban fringe' areas surrounding cities of more than 50,000 persons. The 'fringe' can include, according to the Census Bureau:

a. Incorporated places of fewer than 2,500 inhabitants with 100 dwelling units or more concentrated in a density rate of 500 or more per square mile. This density represents approximately 2,000 persons per square mile and normally is the minimum found associated with a closely spaced street pattern.

b. Unincorporated territory with at least 500 dwelling units per square mile.

c. Territory devoted to commercial, industrial, transportational, recreational and other purposes functionally related to the central city.

d. In addition, outlying non-contiguous areas, incorporated or unincorporated, which meet the residential density requirements are included in the urbanized area in the following cases: all outlying areas within 1½ miles of the central contiguous urban area, measured along the shortest connecting highway; also, any outlying area within 1½ miles of the central contiguous urban area.

Our county-by-county estimates of "urbanized population" have become extremely popular, and have proven of great importance in indicating the potential for a wide variety of goods and services associated with urban (as opposed to rural) living patterns.

5. NET EFFECTIVE BUYING INCOME

Our concept of "Net Effective Buying Income" is what the Government calls the disposable income

A few useful facts you might like to know about **THE NEW YORKER**

- National in scope. Goes into over 4,000 cities and communities all over the U. S. and abroad. In fact, over 70 per cent of its total U. S. circulation is outside the New York City area.

- Has a weekly circulation of 427,053 (average total paid circulation for six months ending 12/31/59 A.B.C.)—
  Concentrates heavily in the top 47 U. S. city trade areas where most business is done.

- Served more than 1,600 advertisers last year.

- Ran more than 5,000 pages of advertising last year (over 100,000 since 1925).

- Carries more pages of retail advertising than any other magazine.
  Retailers in 27 states (and that includes more than 150 New York City retailers) spent over $1,750,000 advertising in The New Yorker last year.

- Ranks first among all consumer magazines in many classifications of advertising:
  Retail; Travel, Hotels & Resorts; Radios, Television Sets, Phonographs, Musical Instruments & Accessories; Beer, Wine & Liquor; Toiletries & Toilet Goods; Apparel-Men's; Jewelry, Optical Goods & Cameras.

- Appeals to top management: 673 of all 1,867 directorships in the 100 largest U. S. corporations are held by New Yorker subscribers. Many others are newsstand buyers.

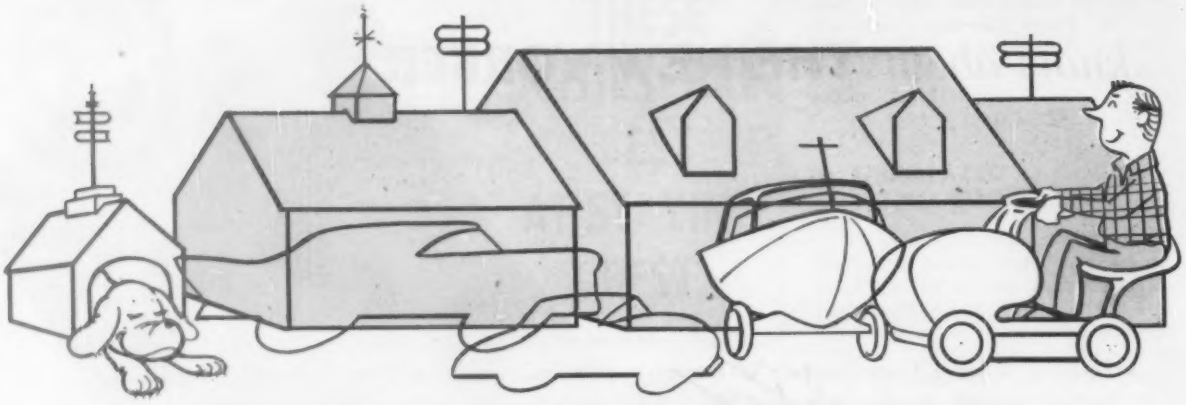
Ask Ken Bosee, Research Director of The New Yorker Magazine, for supporting material such as Circulation Breakdown, Character of Readers, and other pertinent facts.

THE
NEW YORKER
NO. 25 WEST 43rd STREET, NEW YORK 36, N.Y.
Oxford 5-1515

. . . sells quality in quantity

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

MEET 4 MILLION JONES FAMILIES



You'll find 70% of the nation's top-income households—the families other families try to keep up with—concentrated in these 15 states. The states are listed according to the number of "over $10,000" families each contains. As the population rank shows, the largest states, for all their size, don't necessarily hold the largest number of "big-ticket" families.

Pop'n Rank		Households Over $10,000	Total Income Over $10,000 (add 000)	Average Hshld Inc.	Hshld. Inc. Rank
1	NEW YORK	828,969	$13,617,568	$16,427	5
2	CALIFORNIA	681,391	11,015,358	16,166	6
4	ILLINOIS	459,895	7,849,804	17,069	3
3	PENNSYLVANIA	385,907	5,985,318	15,510	9
6	OHIO	344,921	5,334,282	15,465	10
7	MICHIGAN	299,148	4,663,269	15,589	8
8	NEW JERSEY	287,246	4,907,459	17,085	2
5	TEXAS	259,544	3,950,358	15,220	12
9	MASSACHUSETTS	211,946	3,490,352	16,468	4
11	INDIANA	131,026	1,993,907	15,218	13
21	MARYLAND	129,019	1,784,139	13,828	15
10	FLORIDA	126,019	1,889,433	14,993	14
26	CONNECTICUT	123,847	2,468,431	19,931	1
13	MISSOURI	123,174	1,886,828	15,318	11
15	WISCONSIN	108,326	1,689,405	15,956	7

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available for spending in the various states.

The concept of "national income" is a frequent source of confusion. The average businessman nowadays is frequently forced to find his way through a staggering maze of Government statistics in order to relate his own situation to that of the economy at large. Thus he will run into the terms, "national income," "gross national product," "personal income," and "disposable income," which are *not* at all interchangeable, though they frequently are regarded as equivalent terms.

Let us start with "national income," which in any year consists of the money received by all the traditional "factors of production of land, labor and capital." This is what you get if you add the wages and salaries received by all wage earners and salaried employes, the profits of all firms whether incorporated or not, and payments of interest, dividends and other types of property income, such as rentals to landlords, etc. "Personal income" excludes the profits of business enterprises from national income in order to emphasize the distribution of income among

A QUICK QUIZ

For Fleet Car Buyers And Operators...

Q. *Are Rising Fleet Car Costs Ruining Your Budget?*

A. Switch to Rambler!
Rambler offers America's lowest-priced cars, based on manufacturers' suggested delivered prices.

Q. *Are Fleet Operating and Maintenance Costs Getting You Down?*

A. Switch to Rambler!
Fleet operators' own figures show Rambler averages approximately 4 more miles per gallon than larger fleet cars previously used. Maintenance costs of the quality-built Rambler also are substantially lower. In most states, insurance rates are less, too.

Q. *Are Bulky Fleet Cars Jamming Your Company Garage?*

A. Switch to Rambler!
The Compact Rambler—easiest to park and handle in traffic—takes up less garage space.

The Compact Car With Proven FLEET Experience!



Fleet Leasing Arrangements Available

If your firm leases fleet units, ask your leasing company for low Rambler rates or write us for the names of leasing companies with whom we have working arrangements for your convenience.

Write or Wire...

FLEET SALES DEPARTMENT
DEPT. 710

AMERICAN MOTORS CORP.
14250 Plymouth Road, Detroit 32, Michigan

FIVE PRINCIPALS OF SOUND SALESMANSHIP

AMONG ADVERTISERS SCHEDULED, SPRING 1960:

Aluminum Co. of America
Amana Refrigeration, Inc.
American Molasses Company
Calgon Company
California Packing Corp.
Campana Sales Company
Clairol, Inc.
Coats and Clark's Sales Corp.
Curtis Publishing Co.
Fels & Company
R. T. French Company
Frito Company
General Electric Co.
General Foods Corporation
Hartz Mountain Products
Kellogg Company
Kitchens of Sara Lee
Mentholatum Company
Niagara Therapy Mfg. Corp.
Norcross, Inc.
Northam Warren Corp.
Real-Kill Co.
Thos. D. Richardson Co.
Sea Breeze Laboratories, Inc.
A. E. Staley Mfg. Co.
Sweets Co. of America, Inc.
Sylvania Electric Products, Inc.
Tetley Tea Co., Inc.
Turtle Wax
William Underwood Company
United States Plywood Corp.
Vitamin Specialties Corporation
Whitehall Laboratories





GODFREY LINKLETTER MOORE CROSBY & CLOONEY



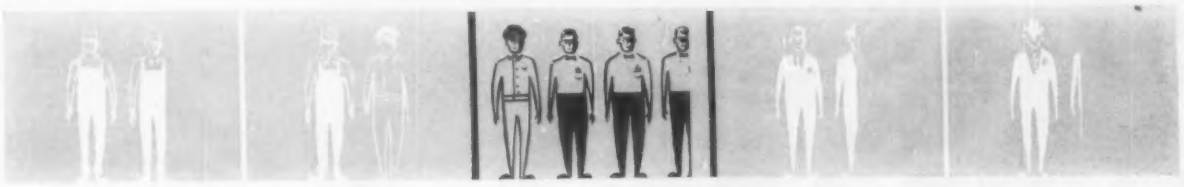


...THEIR SPONSOR LIST SPEAKS VOLUMES TOO!

Listeners get the message when you use the most exciting daytime personality lineup in all broadcasting on the CBS Radio Network.

IS YOUR PRODUCT DESIGNED FOR THE MIDDLE INCOME GROUP?

71% of all households in the $4,000-$6,999 income group are in these 15 states, where 80 of the nation's 100 counties leading in industrial employment are located. There is a spread of $318 in the family income averages.



Pop'n Rank		Households $4,000-$6,999	Income ($000) $4,000-$6,999	Average Per Hshld.
1.	NEW YORK	2,110,565	$11,213,782	$5,313
2.	CALIFORNIA	1,779,462	9,521,758	5,351
3.	PENNSYLVANIA	1,311,430	6,882,606	5,248
6.	OHIO	1,208,674	6,412,814	5,306
4.	ILLINOIS	1,202,563	6,556,256	5,452
7.	MICHIGAN	932,502	4,952,796	5,311
5.	TEXAS	923,754	4,742,143	5,134
8.	NEW JERSEY	690,091	3,738,069	5,417
9.	MASSACHUSETTS	586,141	3,140,289	5,358
11.	INDIANA	569,680	2,987,044	5,243
13.	MISSOURI	476,272	2,531,087	5,314
10.	FLORIDA	464,968	2,492,298	5,360
15.	WISCONSIN	428,320	2,251,166	5,256
18.	MINNESOTA	363,413	1,909,223	5,254
21.	MARYLAND	360,212	1,891,597	5,251

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individuals receiving either wages, salaries, profits or property income. Then, in order to indicate how much of this income is available for the purchase of goods and services produced by these factors of production, we deduct all tax payments to federal, state and local governments. The Government calls the result "disposable personal income."

In recent years, Government statisticians have included "imputed rentals of owner-occupied homes" in the above definitions of income (and we have followed suit). The reasoning is that owners of such homes have the option of renting the unit to others, in which case they would derive a rental income. By including imputed rental incomes, we avoid changes in the national income total resulting from home-owners (who account for more than half of all homes) who decide to rent to others.

6. CASH INCOME PER HOUSEHOLD

Last year we introduced a new measure of cash income available to households for spending, after taxes. It differs from Net Effective Buying Income described above by excluding all non-cash items, such as: "income in kind" represented by the food and fuel produced and consumed by farmers, "imputed rentals of owner-occupied homes", income received by trusts, pensions and welfare funds, income of non-profit institutions, etc.

These and several other miscellaneous types of income are included by the Government in the national income totals. However, in official and private surveys of consumer income and expenditures these artificial forms of income are invariably omitted. Therefore, since we find our income

BUYING BUILDING BOOKS?

...keep in mind these important reasons why FORUM is America's leading architectural-building publication:

EDITORIAL:

- **Balance:** Only FORUM covers all three main areas of building: Architecture, Technology and Building Economics.
- **Staff:** FORUM has the largest staff in the architectural-building press – 30 writers, editors, artists and reporters, each a specialist in his field.
- **Building's Best:** FORUM has published the most award-winning buildings. Of the 19 AIA award buildings for 1960, FORUM published 14 (13 of them first or exclusively). Of the 31 award buildings of the New York Architectural League, FORUM published 25 (21 of them first or exclusively).
- **Criticism:** Only FORUM consistently advances the area of architectural criticism – serving all building professionals by honestly appraising their work and relating its contribution to the community it serves.
- **Recognition:** FORUM *makes news:* U.S. newspaper editors made FORUM the most widely quoted architectural publication in America (e.g. in first quarter 1960, FORUM received 564 press pick-ups; the next two magazines combined received 130).
- **Awards:** FORUM has received the greatest number of editorial awards: in the last decade, 34 separate awards and honors; in 1959, 5 awards.

CIRCULATION:

- The largest circulation in the field – over 61,000.
- The greatest architectural circulation growth.
- The greatest overall circulation growth.
- Reaches the greatest number of contractors and building clients.
- The only magazine to reach all four building team members – architects, engineers, contractors and building clients.

ADVERTISING:

- The first choice of 18 of the top 25 building product advertisers.
- 316 national advertisers – 128 of which were NEW to FORUM's pages last year – and 48 more in the first quarter '60.

COST:

- The lowest cost per thousand circulation.

PREFERENCE:

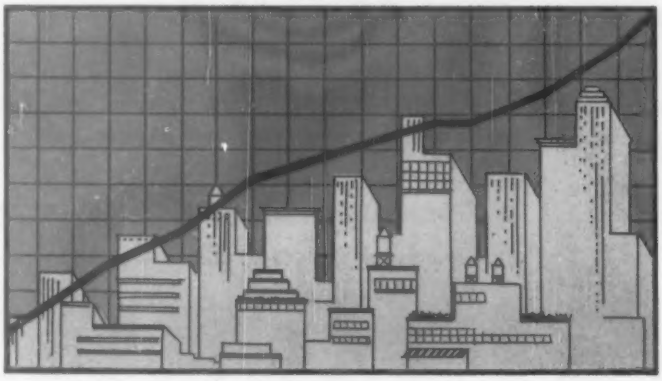
- In 29 separate mail polls *conducted within the last two years,* the salesmen who sell building products voted FORUM the most important magazine to your customers. *(Write for a copy.)*

	No.	Percent
Architectural FORUM	620	46%
Architectural Record	383	28%
Progressive Architecture	261	19%

WHERE THE INTEREST IS,
THE RESULTS ARE... IN



GAINS AND GROWING PAINS



We usually associate continued business gains with small and medium-size cities still in their growth period. But what of the largest cities? Have their gains stopped with their growing pains? Sales Management's Preferred Cities feature, which measures business activity each month against the same month of the previous year, shows that 15 of the nation's 20 largest cities had greater gains than the nation in six or more months of the past two years.
The index figure below is for June, 1960 over June, 1959, and is based on 100 representing the U.S. change for the period.

	No. of Months Above Nation	City-Nat. Index
New York	11	104.4
Chicago	7	99.7
Los Angeles	19	94.9
Philadelphia	17	108.3
Detroit	9	104.7
Cleveland	9	101.7
Washington	15	105.8
Hempstead Township	24	105.4
San Francisco	10	100.9
Milwaukee	18	101.9
Boston	16	101.0
Pittsburgh	6	99.6
Dallas	21	103.8
San Antonio	19	101.2
Seattle	18	104.3

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distributions of households increasingly used as controls in such surveys (the extensive Life Survey of Consumer Expenditures for example), we feel it is now realistic to ignore these artificial forms of income in our estimates of household income distributions.

Our net Effective Buying Income totals for each county and city are still defined as in the past, but it can now be represented as the sum of the following:

a. Cash household income (accounting for about 90% of net Effective Buying Income).

b. Cash income of consumer units not included in households, such as the military, college students and hotel and boarding house residents (accounting for about 5% of the net Effective Buying Income).

c. Non-cash income (accounting for about 5% of net Effective Buying Income).

How Income Is Broken Down by States. Unlike retail sales, for which current estimates are provided by the Government only for the nation as a whole, our estimates of Net Effective Buying Income are based on estimates of personal income for the preceding year as published for each state in the August issue of the Department of Commerce "Survey of Current Business." Thus, state estimates for 1958 were taken from this source, adjusted to conform to our definition of Net Effective Buying Income, less overseas payments, and then projected for each state to 1959.*

In this projection, separate consideration was given in each state to all significant components of income. Thus, the farm income was extended by way of current monthly reports on cash receipts from farm marketings provided for each state by the Bureau of Agricultural Economics. (At the time this projection was made, data had been available on farm marketings for the first 11 months of 1959.) Similarly for each state, income from manufacturing, construction, mining and trade was projected on the basis of monthly employment and payroll data for the first nine months of 1959 received from the Bureau of Labor Statistics.

With the help of our other regional indicators of current activity (bank debts and sales tax collections), we can in this way derive state income estimates for 1959 which will be

* We estimate that the volume of income flowing to overseas personnel (armed forces and civilian) totals about $2.6 billion.



22¢ buys 1,000 exposures in Outdoor, the *Persistent* Primary Medium!

While other major media talk about exposure costs in terms of a dollar, a dollar and a half, even two dollars a thousand, Outdoor lets you show your message to 1,000 people for only 22¢.

With Outdoor you show your message to people in a uniquely effective way. Big, to make it impressive. Simple to make it memorable. Colorful to give a real-life product identity. Close to the point-of-sale to make it pay off, fast.

Most important, Outdoor gives you the essential quality of *persistence*. Studies show that your message in Outdoor is exposed *repetitively* 21 times a month to an average of 94% of all the car owning households in a market.

OAI – national sales representative of the Outdoor advertising medium – will put research, planning, creative, and merchandising services at your disposal to help Outdoor go to work persistently for you.

OAI OUTDOOR ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

McCALL'S— FIRST MAGAZINE FOR WOMEN

FIRST
in Editorial Service Linage

	FOOD & NUTRITION	APPAREL	BEAUTY	APPLIANCES	BETTER* LIVING
McCALL'S	98,877	90,435	25,741	33,056	107,120
LADIES' HOME JOURNAL	56,319	64,439	19,301	11,003	32,425
GOOD HOUSEKEEPING	90,026	70,246	23,742	19,947	69,161

*Includes Decorating & Home Furnishings, Homemaking & Home Management, Housewares & Utensils, Tableware, Building

SOURCE: 1959 Lloyd H. Hall Co. Magazine Editorial Reports; Classifications 400, 500, 900, 1100, 1400.

FIRST
in Circulation Growth*

(both newsstand circulation and total circulation)

NEWSSTAND

4th QUARTER '59...455,000 OVER '58
(37% INCREASE)

TOTAL CIRCULATION GUARANTEE

UP FROM 5,200,000 IN '59
TO 6,300,000 IN OCTOBER '60
TO 6,500,000 EFFECTIVE JANUARY '61
(OR EARLIER)

*SOURCE: Computations from ABC Publishers' Statements

FIRST
in Advertising

(total advertising columns)

1st QUARTER '60 TOTAL ADVERTISING COLUMNS*

McCALL'S	960
LADIES' HOME JOURNAL	921
GOOD HOUSEKEEPING	718

APRIL '60 TOTAL ADVERTISING COLUMNS**

McCALL'S	451
LADIES' HOME JOURNAL	363
GOOD HOUSEKEEPING	341

McCALL'S APRIL '60 AD REVENUE UP 91% OVER LAST YEAR

*P.I.B. **HAND COUNT

These are the statistics. Now take a look at the printed pages of the magazine. Its editorial brilliance will show you why it's the one that's read first, read best, read-hot —the most talked-about magazine in America today.

McCall's
FIRST MAGAZINE FOR WOMEN



Heading Like Sixty for '65

Sales Management's November 10, 1959, "Marketing on the Move" issue projected metropolitan growth trends to 1965. Here, out of 300 metropolitan areas, are the 10 "growingest" in population, Effective Buying Income and retail sales. The growth index is based on 100 for 1959.

POPULATION



	Index
1. Midland, Texas	150.7
2. Ft. Lauderdale, Fla.	149.9
3. Las Vegas, Nev.	149.6
4. San Jose, Cal.	145.9
5. Orlando, Fla.	143.7
6. Odessa, Texas	141.3
7. Phoenix, Ariz.	140.9
8. Amarillo, Texas	140.1
8. Lubbock, Texas	140.1
10. San Diego, Cal.	139.9

INCOME



1. Kalamazoo, Mich.	173.2
2. Midland, Texas	171.0
3. San Jose, Cal.	170.1
4. Lafayette, La.	167.9
5. San Bernardino-Riverside-Ontario, Cal.	166.6
6. San Diego, Cal.	163.8
7. Odessa, Texas	162.9
8. Albuquerque, N. Mex.	161.9
9. Las Vegas, Nev.	161.8
10. Baton Rouge, La.	159.7

RETAIL SALES



1. Kalamazoo, Mich.	182.9
2. Lafayette, La.	174.9
3. San Jose, Cal.	169.1
4. Midland, Texas	165.6
5. San Diego, Cal.	163.0
6. San Bernardino-Riverside-Ontario, Cal.	159.7
7. Odessa, Texas	159.0
8. Huntsville, Ala.	158.1
9. Sacramento, Cal.	157.0
9. Santa Barbara, Cal.	157.0

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comparable (after certain technical adjustments), to the estimates to be published in the August 1960 issue of the "Survey of Current Business."

How Income Is Broken Down by Counties. Since 1929, the county estimates of income published in the *Survey* have been derived by distributing a given state total among the counties, in accordance with a wide variety of statistical indications available on a county level. For instance, one approach was to segregate the state total into the income derived from farming, manufacturing, trade, property, etc. Then the farm income would be distributed among all counties in accordance with the number of farm operators and laborers, the manufacturing income would be allocated according to the number of manufacturing workers in each county, and so on until the sum of the income earned by the components of the county labor force would be the county income total.

The resulting figures have, over time, been successfuly refined by correlation analyses based on the median and mean rent figures collected for both counties and cities and reported in the 1940 and 1950 Censuses of Housing.

These techniques were employed because prior to 1950 there had never been, as there were in the population and retail sales fields, a Census of Income to provide county benchmarks as a base from which annual projections could be made. That's why SALES MANAGEMENT has taken a rather special interest in the fact that after many years of spadework on the part of the American Marketing Association particularly, an income questionnaire was introduced into the 1950 Population Census, in the face of some opposition.

Such a question, it was felt, would provide not only some official indicators of the income of local areas, but would also serve to indicate regional variations in the distribution of income. The opposition to the inclusion of such questions was based on the feeling that people would be reluctant to answer truthfully questions about their earnings—a secret shared only with the Bureau of Internal Revenue. For this reason, the Bureau of the Census did not feel it wise to attempt to ascertain the income of persons earning over $10,000. While this limitation necessarily made the Census of Income incomplete, it was hoped nevertheless, that sufficient data would be obtained to permit a satisfactory calculation of income distributions for the various areas of the country.



Is your advertising missing this 39.9% of U.S. income?

Special analyses by Sales Management show that 39.9% of the national income in 1959 was received by people in non-urban markets of under 10,000 population — the very market served by weekly newspapers.

ASSURED COVERAGE THROUGH WEEKLIES

It's an important market—and only with weekly newspapers can you be sure your print advertising is covering it in depth. For the **apparent** coverage of these non-urban communities by outside dailies is drastically reduced by careful analysis of their own ABC reports.

Thus, in one typical weekly market, **apparent** coverage by an outside daily only 30 miles away shrinks from a seeming 111% to an inadequate 48% when the circulation is applied to the total market — the trade center, plus the surrounding trade area. In another "weekly" town, **apparent** coverage of 141% by six different dailies (from 5 cities) shrivels to a real coverage of only 47%!

HIGH AD READERSHIP IN WEEKLIES

The editorial content of weekly newspapers is the greatest "reader-assist" print advertising ever received. It's 100% local: news about the community, and the people in it. This intensely local editorial material develops highest ad readership — averaging six times the readership achieved by similar ads in daily newspapers.

PIN-POINTED "SPOT" ADVERTISING

With weekly newspapers, you can pin-point your sales message to any part of this rich and responsive market with the most localized "spot" campaign in all advertising. Your message goes exactly to the markets you want — and only to those markets.

Weekly newspapers are an ideal medium for extra sales effort where and when you need it. Use them for those local tie-ins and dealer listings that build more sales.

WEEKLIES — COMPLETELY FLEXIBLE

WNR is the spokesman for over 8,000 of the nation's weeklies. Our punch card "finger-print" file can help you customize your list to your most specific requirements. For weekly newspaper advertising is as flexible as a length of rope. And it can help you tie-up the sales potential represented by 39.9% of the nation's income.

WHY TAKE CHANCES?

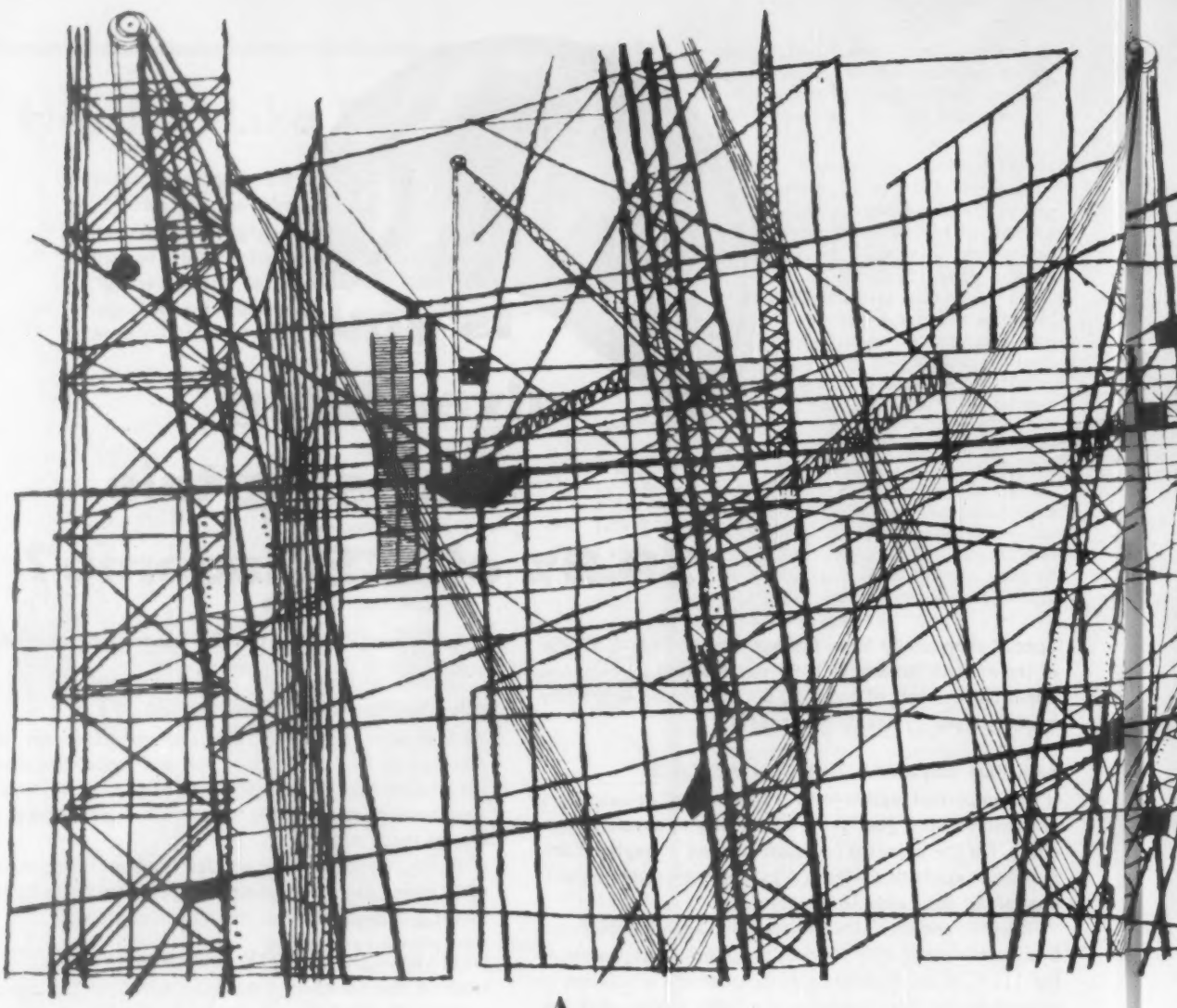
Inadequate coverage of this vital and substantial segment of your market can cost you sales. Call or write WNR for the full story of the sales power of weekly newspapers.

WNR INC.

NATIONWIDE
ONE-ORDER
ONE-BILL
ONE-CHECK
SERVICE

Weekly Newspaper Representatives, Inc.

404 FIFTH AVENUE, NEW YORK 18, NEW YORK • BRYANT 9-7300 • ATLANTA • CHICAGO • DETROIT • LOS ANGELES

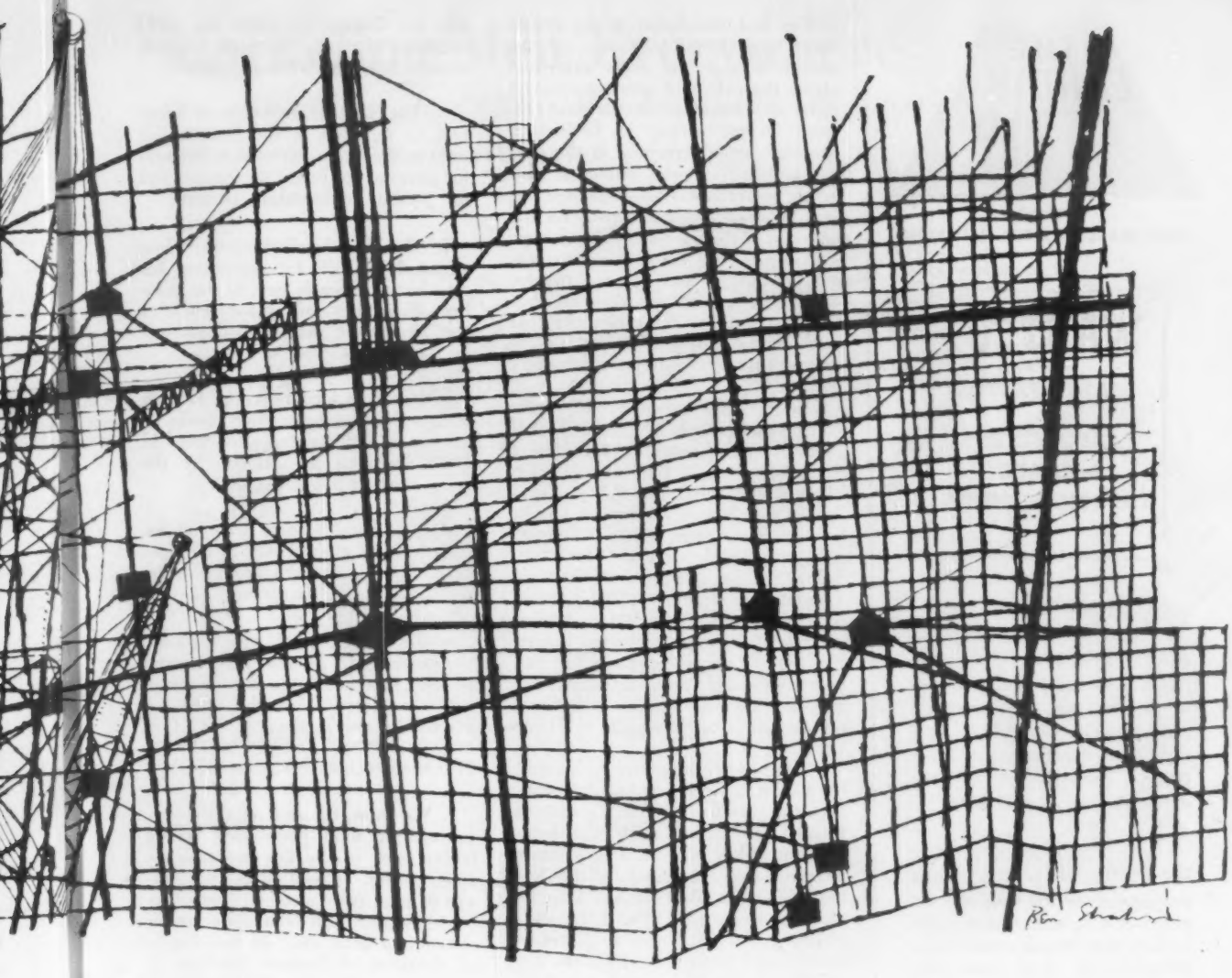


A simply staggering story

*Consider this one, warm, round statistic. 280,000 new bedrooms will be built in the New York Area in the next 12 months alone.*① *Start there when you want to measure the incredible vitality of the New York market. In addition to commercial construction, more than $1,400,000,000 is also being spent for new dwelling units in one year in the New York Area. They will need over 3,000,000,000 board feet of lumber,*② *350,000,000 gallons of paint,*③ *650,000,000 new bricks,*④ *and 800,000 miles of new piping*⑤ *in one year. Small wonder that, no matter what you sell, the New York Area is your primary*

① Enough to sleep everyone in Kansas City.
② Enough to build a bridge to the moon 2 1-2 ft. wide.
③ Enough to give the State of Connecticut a good, thick coat.
④ Enough to build a six-foot wall from Canarsie to Cleveland.
⑤ Enough for three pipelines to the moon (and 80,000 miles left over!)

Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia RI 6-5491 • Doyle & Hawley: Los Angeles DU 8-23



market for volume and profits. And the most effective way to sell it is in the Herald Tribune—
"the market without waste"—the New York newspaper with the highest percentage of
reader-families with incomes of $7,000 or more. The Trib delivers a market bigger than
Syracuse, Richmond and Des Moines combined—so big (and so choice!) that the Trib carries
the 4th largest volume of general advertising among all U. S. newspapers. Fact is, no paper but
the Trib delivers such a preferred portion of the New York families you most easily sell
at a profit. That is why you are missing plenty if you don't use the New York

Herald Tribune

San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 8-8754 • Allin Associates: Toronto EM 4-2001, Montreal VI 5-6898



as seen by
JOHN BURGOYNE & BILL MASTERSON



Whatever the product — from cake mixes to toothbrushes — only BURGOYNE, with established sales information centers in the best test markets from coast-to-coast, can deliver sales facts with maximum speed, accuracy, thoroughness — and minimum cost to the client.

The BURGOYNE organization is permanently set up with selected panels of drug and grocery stores in more than 50 top test markets. BURGOYNE field personnel, who audit product units on shelf, in stock, and on purchase orders, know their work and know their stores. They get the job done quickly, but with an accuracy and reliability that has won for BURGOYNE a top reputation for delivering the facts when promised and as promised.

Write or phone. We'll gladly send you complete information on BURGOYNE Retail Sales Studies and how they can best be used to solve your specific market problem.

The first conclusion to be drawn about the overall accuracy of the census is that the fears expressed about the extent of coverage proved to be well founded. On the total personal income earned in 1949 (the calendar period involved in the census inquiry), it was estimated that nearly one-fifth was *not* accounted for, even when allowance is made for the omission of the over-$10,000 incomes. This degree of under-coverage was not unexpected and is not indicative of a poor job of enumeration, but merely points up the difficulties that stand in the way of obtaining a complete census of income on a voluntary basis.

The second and more important conclusion drawn by the research staff of SALES MANAGEMENT and Market Statistics, Inc., the organization charged with the responsibility of preparing the *Survey of Buying Power*, was that the degree of undercoverage was surprisingly uniform for individual income groups and types of income. Therefore, it proved possible to adjust for the three major sources of understatement: people not reporting income, those reporting but understating, and those earning over $10,000 but who therefore did not report their total income to the Census.

These adjustments were so successful that it became possible to reconcile the results of the Census of Income, by states, with the independently derived estimates of state income payments issued by the National Income Unit of the Department of Commerce. The latter estimates, based on Internal Revenue Bureau and Social Security data, are considered complete, and not subject to the downward bias implicit in any Census inquiry.

7. INCOME DISTRIBUTION

Since the county and city income estimates published in the *Survey of Buying Power* have been geared to the Department of Commerce figures, the reconciliation enabled us to check our county income figures with the adjusted census results. As a result of this analysis, we were able to publish for all counties and cities the complete distribution of persons and income according to income groups. We confine our income distributions to "cash" Net Effective Buying Income. Since this is easier to ascertain than "total" income, this is the income concept applicable in most field surveys of consumer income.

Breakdown by Income Brackets. The successive steps required to translate the Census data into our 1959 estimates of income, by class, for each county and city, were as follows:

a. The 1949 distribution of families, as reported to the Census Bureau in 1950, was adjusted to account for persons not reporting income and for persons understating income.

b. The 1949 distributions were then adjusted to 1959 by accounting for the change, in each area, in the number of families falling into each of the 15 income classes distinguished by the Census.

c. For each income group, in each area, estimates were then made of the mean cash income after taxes in 1959, including an estimate for the group earning above $10,000.

d. Total income was obtained for each area by multiplying the number of households in each group by the mean income of the group.

e. For purposes of simplification, the original 15 income classes used by the Bureau of the Census were then consolidated into the following five net income classes: $0 to $2,499; $2,500 to $3,999; $4,000 to $6,999; $7,000 to $9,999, and over $10,000.

f. We show, for each area, the percentage of total households falling within each of the five net cash income classes, as well as the percentage of total cash income. These percentages permit an immediate appreciation, for each area, of the degree of skewness of income distribution, or how heavily the distribution is weighted by the presence or absence of high-income units.

g. In each county and city an estimate was made of the number of consumer spending units that did not reside in households, i.e., military personnel in barracks, students living in dormitories but earning income, permanent residents of boarding houses, hotels and other institutions etc. It was found that the bulk of such units fell into the first three income brackets, i.e., earning less than $7,000 per year. Excluding such units, and their income, from the distribution left us with the number of households and their estimated cash income falling into each income class. The distribution of households is more "skewed" than that of consumer spending units.

Significance of the Income Distributions. The new income data afford, for one thing, a better balanced and more refined analysis of the varying

Marketing Men Everywhere

are evaluating Incentive Merchandising as their new sales dimension for sustained sales growth.



Qualitative Minds Agree

Incentives supplement advertising and move merchandise—Quickly

Edited to inform those who must sell—more.

To study a copy (without cost) write—

PREMIUM PRACTICE

The Magazine of Incentive Merchandising

630 Third Avenue, New York 17, N. Y.



TWO you can TRUST

for advertising accuracy

NATIONAL REGISTER PUBLISHING CO., Inc.

147 West 42nd Street, New York 36, N.Y.
333 North Michigan Avenue, Chicago 1, Ill.
2700 West 3rd Street, Los Angeles 57, Cal.

quality of markets. For instance, we can now discover whether a high average income area results from a concentration of wealth at the extreme end of the income scale, or whether it is due to a high average income for all families throughout the income scale.

As an example, the first two counties in Connecticut, Fairfield and Hartford, are extremely high-income areas, ranking among the top ten in the nation. An examination of their respective income distributions, on pages 103 and 104, will show, however, that Hartford's good showing reflects an above-average concentration in the $4,000 to $7,000 income group (41.7% as against the national average of 33.5%), whereas the Fairfield distribution reflects a particularly heavy concentration in the over $10,000 group (20.6% of all households accounting for 52.8% of all income earned in the county, as against the national averages of 11.3% of all households with 31.1% of income).

Thus, the data show that the three richest counties in the United States, in terms of the highest percentages of households and income, are Montgomery County, Maryland, in the Washington, D. C., Metropolitan Area, and Westchester and Nassau Counties in the New York Metropolitan Area. The top income group of these three counties accounted for 57.1%, 54.6%, 53.1% of total income respectively, as contrasted with the average percentage for the United States of 31.1%.

It is interesting to note how sharply divergent are the income distributions of urban counties, which tend to have the largest concentration in the $2,500 to $4,000 income group, as contrasted with rural counties, which usually have the bulk of all family units (frequently well over 60%) in the first group ($0 to $2,500).

Indeed, the first impression gleaned from a study of the county income distributions is that of an enormous diversity; within each income group the percentages among the nation's 3,071 counties may range from close to zero to close to 100.

The simultaneous calculation of median income and mean income for all areas now becomes possible for the first time in the history of marketing statistics. Statisticians know that the difference between the *median income* (i.e., the income of the "middle" unit, on either side of which lies one half of all units, in the order of their incomes) and the *mean income* (total income divided by the total number of units) is the best indicator of "skewness," i.e., the degree to which the income distributed is unbalanced.

This is so because the presence of even a few well-to-do units tends to pull the mean up without affecting the median. Now, since the median is the value on the income scale on either side of which 50% of all units ne, our data permit the calculation of medians by interpolation. In Madera County, Calif., for example, 23.2% of all households fall in the first group, 23.8% in the second group, which means that a little less than half of all households earn less than $4,000. The median income must therefore be somewhat less than $4,000. In the like manner, the data will permit at least rough calculations of medians by inspection of all areas.

In general, then, the data shown here, by illuminating the *composition* of each market, go beyond the aggregates of population and income previously published and explain how, in some cases, per capita income averages might actually be misleading when taken as representative of an entire market. Note, for instance, how the trek to the suburbs in the last decade has stripped New York County of its middle-income groups so that it now has, in relation to the national averages, high concentration in both the very high and very low income groups, and under-representation in the middle groups.

While limitations of space make it impossible to publish here the actual unit and income data on which the percentages are based, manufacturers and distributors will note that the data in this form will permit the computation of sales quotas for areas geared to particular income brackets. Thus, the distribution of particularly high-price luxury goods would probably correlate highly with the amou of income in each market in the ove $7,000 group.

In fact, such data open up new and exciting possibilities in the construction of scientific sales quotas. Many manufacturers, for instance, have been able, on the basis of consumer surveys, to determine nationally what proportion of each income group could be regarded as potential consumers of their product. These proportions now can be applied to the number of units and dollar volume in particular income groups to obtain market potentials never before available.

Meaning of the SM Trade-Mark . . . the Triangles . . . Bold Face Lines . . . Light Face Lines . . . and Italic Lines

In the data tables:

The SM trade mark (SM) indicates exclusive copyrighted SALES MANAGEMENT estimates.
Solid Triangle (▲) denotes central city of Standard metropolitan area.
Open Triangle (△) denotes central city of Potential metropolitan area.

Bold Face Lines indicate **COUNTY** data, Light Face Lines CITY data.

Italic Lines indicate a *MULTIPLE CITY*—Two or more adjoining cities constituting a single market. They can be separated by a river or state line, but the area between them must be less than 10 miles and must comply with the Census Bureau standards of urbanization.

(The above definitions apply also to the Canadian tables on Pages 395-454)

BASIS FOR INCLUDING CITIES IN THE SURVEY

All cities of 10,000 or more population in the 1950 Census of Population, plus certain cities below 10,000 with unusual population gains since 1950, and all incorporated cities with $12 Million or more retail sales in the 1954 Census, are included in this *Survey*.

THE INCOME AND RETAIL SALES MAPS

Included with the population-income tables for each state is a double map. The distort map retains the normal shape of the state but distorts the counties to indicate each one's share of the state's Effective Buying Income. The shading in each county reflects the proportion of county income in each city of the county that had $15 million income in 1953.

The retail sales map shows the geographic location, within county outlines, of all cities with $25 million retail sales in 1956.

Dotted lines on the distort maps trace metropolitan area boundaries.

Definitions of Headings in Population-Income Table

	1	2	3	4	5	6	7	8	9	10	11	12	13		14		15		16		17	
ALABAMA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Madison	231	108.4	.0607	27.8	33.5	74.9	128,209	.0394	1,183	4,612	3,819	3,930	35.1	13.2	25.6	20.4	27.5	36.9	7.5	15.2	4.3	14.3
△Huntsville		60.2	.0337	19.1	21.9		88,008	.0264	1,462	4,608	4,019	4,064	34.2	12.4	25.2	19.5	28.2	36.4	7.8	15.4	4.6	16.3
Marengo		26.6	.0149	6.7	7.2	4.7	26,221	.0079	986	3,914	3,628	3,188	49.2	22.9	25.7	25.5	18.1	29.9	4.3	11.0	2.7	10.7
Marion		24.1	.0135	6.0	6.1		22,523	.0067	935	3,754	3,690	3,144	45.0	21.1	29.3	29.3	20.0	33.3	4.0	10.3	1.7	6.0
Marshall		49.2	.0275	13.1	13.2	16.0	51,958	.0158	1,056	3,966	3,930	3,448	42.0	18.0	27.6	25.2	22.2	33.7	5.2	12.2	3.0	10.9
Albertville		7.5	.0042	1.1	2.0		8,934	.0027	1,191	4,254	4,289	4,079	34.1	12.3	27.1	20.9	26.7	34.4	6.9	13.5	5.2	18.9
Mobile	101	282.5	.1881	78.2	88.2	245.1	428,116	.1284	1,515	5,475	4,849	4,914	23.8	7.2	22.5	14.4	34.6	36.9	11.4	18.6	7.7	22.9
▲Mobile		178.0	.0996	49.3	60.1		294,366	.0883	1,654	5,971	4,895	5,223	21.3	6.0	20.8	12.5	36.2	36.4	12.7	19.5	9.0	25.6
Prichard		43.2	.0242	7.5	13.2		48,162	.0144	1,115	6,422	3,632	4,458	25.1	8.3	25.0	17.6	34.6	40.7	9.9	17.9	5.4	15.5
Mobile-Prichard		*221.2*	*.1838*	*56.8*			*342,528*	*.1027*	*1,548*	*6,005*												
Monroe		23.8	.0133	5.7	6.0	2.0	23,318	.0070	980	4,091	3,833	3,335	45.0	19.9	26.4	24.9	20.7	32.6	5.0	11.9	2.9	10.7
Montgomery	102	165.5	.0926	46.4	55.8	134.4	265,069	.0795	1,602	5,713	4,750	5,035	26.3	7.7	21.3	13.3	31.2	32.5	11.9	18.9	9.3	27.6
▲Montgomery		131.4	.0735	39.2	46.8		227,737	.0683	1,733	5,810	4,864	5,142	25.1	7.2	21.0	12.8	31.9	32.6	12.3	19.2	9.7	28.2

Column 1. Metropolitan Area Code. Numbers appear after certain counties to identify them as metropolitan counties. They are keyed to the code immediately preceding the area names in the alphabetic summary of population-income data for metropolitan areas in Section 5 (starting on page 711), and are especially helpful in identifying the "satellite" counties in areas made up of two or more counties.

Column 2. Population. In thousands (add 2 zeros). As of January 1, 1960. A projection from April, 1950, Census benchmark, refined by SALES MANAGEMENT 10-year record of growth trends, current sales data and thorough canvass of chambers of commerce.

Column 3. % of U.S.A. Population. Has many obvious applications to individual, comparative and cumulative market measurements. A basic factor in arriving at SALES MANAGEMENT'S "sales-advertising controls"—Buying Power Index, Quality Index and Index of Sales Activity, defined on page 469.

Column 4. Households. In thousands (add 2 zeros). Broader term than "family", it is equivalent to Census Bureau's "private hosehold" and includes all persons occupying a house, apartment or group of rooms, or a room regarded as a dwelling unit—in short, any occupied dwelling.

Column 5. Consumer Spending Units. In thousands (add 2 zeros). A much broader term than "households", it includes housesholds as well as military personnel, students, residents of hotels and boarding houses, and residents in institutions who earn income.

Column 6. Urbanized Population. In thousands (add 2 zeros). All persons in what Census defines as "urban areas"—communities of 2,500 population and the densely settled "fringes" of cities of 50,000 population.

Column 7. Net Dollars, Effective Buying Income. For the year 1959. (Add 3 zeros). Total net Effective Buying Income, or disposable income, includes wages, salaries, and pensions of individuals, proprietors' and rental income, and payments of interest and dividends—less all federal, state, and local income taxes.

Column 8. % of U.S.A. Income. See explanation of Column 3 above.

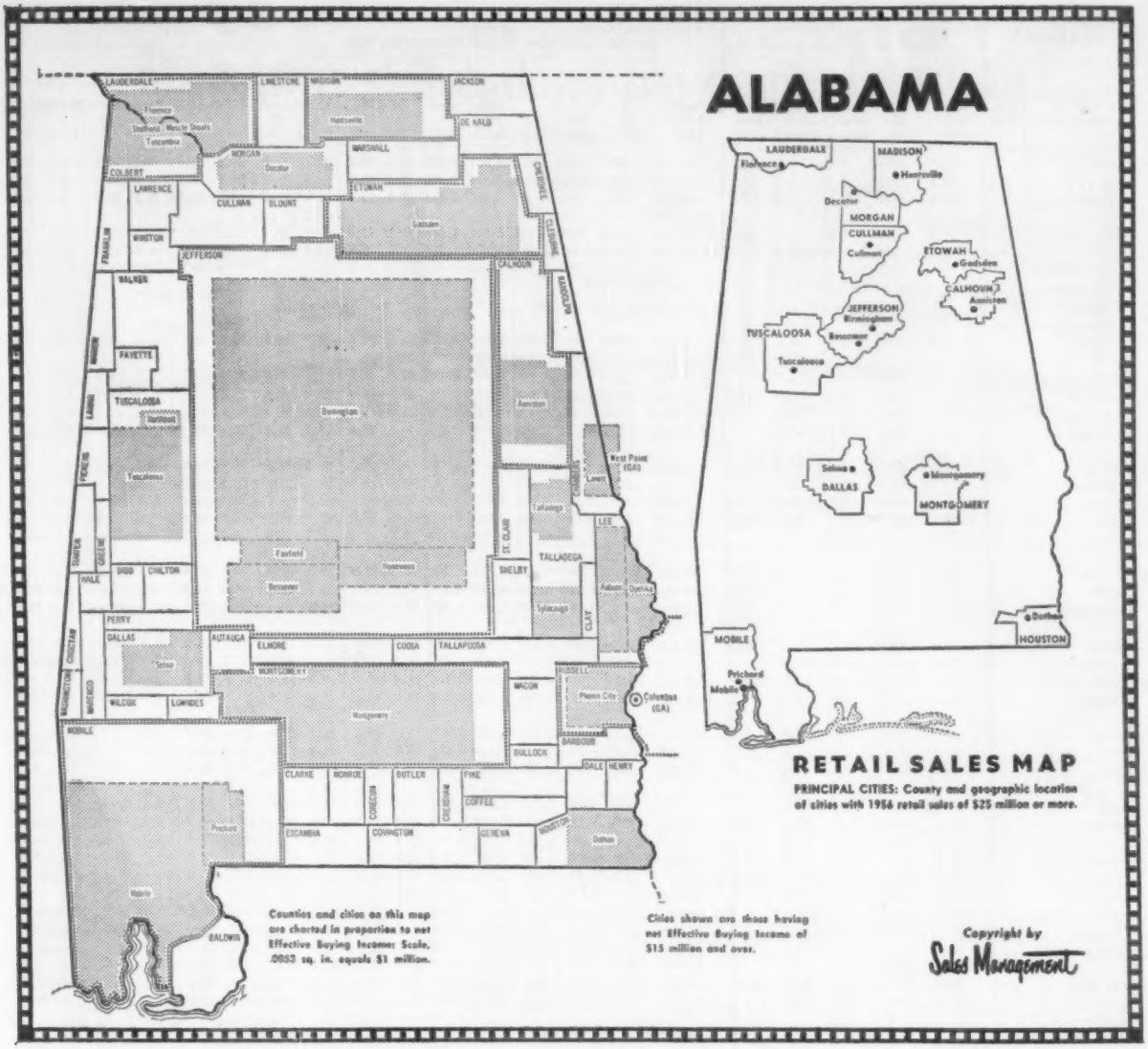
Column 9. Per Capita. A mathematical average—total net Effective Buying Income divided by total population.

Column 10. Per Household. A mathematical average—total net Effective Buying Income divided by total households.

Column 11. Income Per Consumer Spending Unit. A mathematical average—total net Effective Buying Income divided by total consumer spending units.

Column 12. Cash Income Per Household. A mathematical average—total *cash actually available for spending* divided by total households. Cash Income is total net Effective Buying Income less non-cash items such as food and fuel produced and consumed by farmers, imputed rentals of owner-occupied homes, income received by trusts, pension and welfare funds and income of non-profit institutions.

Columns 13-17. Breakdown of Cash Income by Households. A more realistic measurement than per capita or household averages, it shows the per cent of households and per cent of cash income dollars in each income group.



ALABAMA— (Other East South Central States: Kentucky, Mississippi, Tennessee.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hsids.	% Inc.	$2,500-3,999 % Hsids.	% Inc.	$4,000-6,999 % Hsids.	% Inc.	$7,000-9,999 % Hsids.	% Inc.	$10,000&over % Hsids.	% Inc.
Autauga		16.7	.0093	4.1	4.2	4.2	16,553	.0049	991	4,037	3,896	3,497	41.9	17.7	25.5	23.0	23.6	35.3	6.0	13.8	3.0	10.2
Baldwin		47.5	.0266	12.6	13.4	8.4	55,515	.0167	1,169	4,406	4,113	3,851	35.1	13.5	27.4	22.4	26.6	36.2	6.9	14.3	4.0	13.9
Barbour		25.9	.0145	6.4	6.6	6.3	24,395	.0073	942	3,812	3,682	3,210	46.5	21.4	27.3	26.7	19.4	31.6	4.4	11.1	2.4	9.2
Bibb		14.7	.0082	3.6	3.9		1,438	.0043	978	3,994	3,627	3,304	42.2	18.8	28.4	27.0	22.7	36.1	5.0	12.1	1.7	6.0
Blount		27.2	.0152	6.9	7.4	2.8	28,165	.0084	1,035	4,082	3,801	3,267	44.0	19.8	27.3	26.3	21.7	34.9	4.9	12.0	2.1	7.0
Bullock		13.1	.0074	3.2	3.4	2.6	12,147	.0037	927	3,796	3,538	3,043	51.7	25.1	25.3	26.1	16.7	26.8	3.8	10.0	2.5	10.0
Butler		23.7	.0132	5.7	5.8	5.5	22,696	.0068	958	3,982	3,880	3,393	42.9	18.7	26.8	24.9	22.4	34.5	5.2	12.3	2.7	9.6
Calhoun	186	96.1	.0538	25.1	28.9	49.6	130,572	.0392	1,359	5,202	4,513	4,593	24.6	7.9	24.8	17.0	34.6	39.5	10.1	17.7	5.9	17.9
△Anniston		35.0	.0196	9.0	11.2		54,333	.0163	1,552	6,037	4,836	5,196	18.8	5.3	22.4	13.6	38.3	38.7	12.2	18.8	8.3	23.6
Chambers		35.4	.0198	9.3	10.0	14.6	46,610	.0139	1,317	5,012	4,634	4,414	26.7	8.9	25.1	17.8	33.0	39.5	9.9	17.9	5.3	15.9
See West Point (Ga.)-Lanett (Ala.)																						
Cherokee		16.4	.0092	4.0	4.3		16,403	.0050	1,000	4,101	3,795	3,278	44.9	20.2	27.1	26.0	20.7	33.1	4.8	11.8	2.5	8.9
Chilton		26.1	.0146	6.7	7.0	4.6	26,464	.0079	1,014	3,950	3,764	3,287	44.1	19.8	27.3	26.1	21.4	34.1	4.9	12.1	2.3	7.9
Choctaw		18.0	.0101	4.3	4.7		16,400	.0049	911	3,814	3,427	2,956	52.1	26.0	26.5	28.2	16.0	28.3	3.3	9.1	2.1	8.4

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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ALABAMA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (theus.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Clarke		23.5	.0131	5.9	6.1	2.9	24,067	.0072	1,024	4,079	3,901	3,420	43.1	18.6	27.8	25.5	20.8	32.0	5.1	11.9	3.2	12.0
Clay		12.5	.0070	3.2	3.3		13,078	.0040	1,046	4,086	3,891	3,291	45.1	20.2	26.6	25.4	21.1	33.4	4.7	11.6	2.5	9.4
Cleburne		10.9	.0061	2.8	2.9		10,499	.0031	963	3,749	3,554	3,086	47.6	22.8	27.2	27.7	19.6	33.4	4.1	10.6	1.5	5.5
Coffee		38.3	.0215	9.6	9.8	12.9	37,373	.0112	976	3,893	3,785	3,411	41.3	17.9	27.8	25.6	23.1	35.5	5.3	12.5	2.5	8.5
Colbert	221	46.1	.0269	12.1	13.5	22.3	44,507	.0194	1,341	5,331	4,774	4,710	24.8	7.8	23.1	15.4	34.8	38.8	10.8	16.4	6.5	19.6
△Sheffield		18.1	.0101	5.4	6.0		31,238	.0094	1,726	5,785	5,148	4,939	22.4	6.7	22.7	14.4	36.0	38.4	11.6	18.8	7.3	21.7
See Florence-Sheffield-Tuscumbia-Muscle Shoals																						
Conecuh		16.6	.0104	4.2	4.6	3.1	16,382	.0049	981	3,900	3,561	3,023	48.2	23.5	28.2	29.3	18.3	31.7	3.7	9.9	1.6	5.6
Coosa		8.2	.0046	2.0	2.1		8,962	.0027	1,092	4,476	4,205	3,496	39.3	16.6	27.9	25.0	24.4	36.8	5.7	13.0	2.7	8.6
Covington		38.4	.0215	9.3	10.0	16.6	42,904	.0128	1,117	4,613	3,942	3,725	36.8	14.6	28.7	22.6	26.5	37.2	6.6	14.2	3.4	11.4
Andalusia		10.1	.0057	3.1	3.3		14,061	.0042	1,392	4,536	4,261	4,176	31.2	11.0	25.8	19.4	29.9	37.5	8.2	15.8	4.9	16.3
Crenshaw		14.5	.0081	3.6	4.0		14,725	.0045	1,016	4,090	3,618	3,109	50.1	23.8	28.2	28.5	17.1	28.9	3.9	10.0	2.7	10.8
Cullman		49.4	.0276	12.0	13.3	10.8	49,840	.0149	1,009	4,153	3,743	3,215	46.1	21.1	27.0	26.4	20.1	32.8	4.5	11.3	2.3	8.4
Cullman		10.8	.0060	3.5	3.6		13,996	.0042	1,296	3,999	3,888	3,713	38.8	15.4	26.9	22.8	24.3	34.4	6.2	13.3	3.8	14.1
Dale		23.2	.0130	5.9	8.3	5.9	26,403	.0079	1,138	4,475	3,180	3,313	44.0	19.6	27.6	26.2	21.0	33.4	4.8	11.5	2.6	9.3
Dallas		57.6	.0322	14.4	16.6	28.3	67,095	.0202	1,165	4,659	4,033	3,874	41.5	15.8	23.2	18.8	22.7	30.8	7.2	14.8	5.4	19.8
Selma		28.3	.0158	8.4	9.4		38,429	.0115	1,358	4,575	4,059	4,068	37.6	13.6	23.8	18.3	25.0	32.1	7.7	15.1	5.9	20.9
De Kalb		43.8	.0246	11.3	11.4	6.1	43,250	.0129	987	3,827	3,772	3,149	46.7	21.9	27.9	27.9	19.1	31.9	4.1	10.4	2.2	7.9
Elmore		26.5	.0148	6.6	7.1	5.1	30,561	.0092	1,153	4,630	4,257	3,853	36.1	13.8	25.2	20.5	27.2	37.3	7.5	15.5	4.0	12.9
Escambia		32.0	.0179	7.8	8.4	11.3	34,102	.0102	1,066	4,372	4,023	3,794	37.0	14.4	27.4	22.7	25.2	34.8	6.3	13.4	4.1	14.7
Etowah	58	100.2	.0561	27.2	29.4	76.8	145,316	.0436	1,450	5,343	4,928	4,808	21.8	6.7	24.2	15.8	36.2	39.5	11.2	18.8	6.6	19.2
▲Gadsden		70.0	.0392	20.1	22.2		109,978	.0330	1,571	5,472	4,946	4,985	20.0	5.9	23.6	14.9	37.4	39.3	11.9	19.2	7.1	20.7
Fayette		16.7	.0093	4.1	4.4	3.1	16,504	.0050	988	4,025	3,723	3,224	46.0	21.0	27.0	26.3	20.2	33.0	4.4	11.0	2.4	8.7
Franklin		23.1	.0129	5.9	6.1	5.5	24,644	.0074	1,067	4,177	3,992	3,536	39.4	18.4	27.9	24.8	24.1	35.9	5.7	12.8	2.9	10.1
Geneva		23.1	.0130	6.0	6.2	3.1	23,446	.0070	1,015	3,908	3,756	3,309	43.2	19.2	28.4	27.0	21.4	34.0	4.6	11.2	2.4	8.6
Greene		13.6	.0076	3.2	3.6		12,344	.0037	908	3,858	3,410	2,837	56.2	29.2	25.3	28.0	13.3	24.6	2.9	8.2	2.3	10.0
Hale		17.4	.0097	4.3	4.4		15,460	.0046	889	3,595	3,480	2,828	54.2	26.3	25.9	28.8	15.3	28.4	3.1	8.7	1.5	5.8
Henry		16.3	.0103	4.1	4.6		17,313	.0052	946	4,223	3,760	3,412	43.8	19.0	26.7	24.6	21.2	32.5	5.1	12.1	3.2	11.8
Houston		53.5	.0299	14.4	15.7	34.6	63,602	.0191	1,189	4,417	4,039	3,845	37.1	14.2	26.1	21.3	25.6	34.9	6.9	14.4	4.3	15.2
Dothan		32.5	.0182	9.6	10.7		44,222	.0133	1,361	4,606	4,124	4,156	32.4	11.5	25.4	19.2	28.7	36.2	8.2	15.9	5.3	17.2
Jackson		36.3	.0203	8.8	9.3	4.4	34,592	.0104	953	3,931	3,716	3,217	45.6	20.9	27.7	27.0	19.9	32.7	4.4	10.9	2.4	8.5
Jefferson	20	634.1	.3549	179.5	207.1	526.5	1,082,017	.3245	1,706	6,028	5,224	5,409	17.7	4.8	22.0	12.8	37.7	38.5	13.1	19.4	9.5	26.5
Bessemer		33.0	.0185	9.4	10.0		46,853	.0141	1,420	4,984	4,647	4,601	23.0	7.4	26.5	18.1	34.7	39.4	10.0	17.5	5.8	17.6
▲Birmingham		378.1	.2116	114.4	127.0		662,041	.1986	1,751	5,787	5,209	5,296	19.2	5.3	22.1	13.1	36.8	36.5	12.8	19.4	9.1	25.7
Fairfield		18.5	.0104	4.7	5.4		27,480	.0082	1,485	5,847	5,064	5,375	14.8	4.1	23.4	13.7	39.9	39.0	13.2	19.6	8.7	23.6
Homewood		22.0	.0123	6.2	6.6		46,135	.0138	2,097	7,441	6,955	7,001	13.4	2.8	16.6	7.5	34.1	25.4	16.9	19.4	19.0	44.9
Lamar		15.2	.0085	3.8	3.9		13,762	.0042	905	3,622	3,446	2,874	52.3	26.8	27.2	29.8	16.0	29.3	3.2	9.9	1.3	5.1
Lauderdale	221	60.9	.0341	16.5	18.4	34.5	82,160	.0246	1,349	4,979	4,460	4,286	30.2	10.4	24.1	17.7	31.3	38.2	9.2	17.3	5.2	16.4
△Florence		34.5	.0193	10.0	12.0		54,718	.0164	1,586	5,472	4,560	4,822	24.5	7.5	22.2	14.4	34.9	38.1	11.3	18.8	7.1	21.2
△Florence-Sheffield-Tuscumbia-Muscle Shoals		*67.5*	*.0377*	*80.4*			*109,743*	*.0329*	*1,631*	*5,880*												
Lawrence		28.2	.0148	6.3	6.9		24,553	.0074	937	3,897	3,535	3,073	47.0	22.5	28.2	28.8	19.2	32.9	4.0	10.4	1.6	5.4
Lee		47.5	.0266	11.2	16.7	30.9	63,967	.0192	1,347	5,713	3,810	4,218	34.2	12.0	21.1	15.7	29.5	36.6	9.5	18.1	5.7	17.6
Auburn		15.8	.0088	3.2	8.7		28,198	.0085	1,785	8,812	3,241	4,580	35.7	11.5	9.8	6.7	34.0	39.0	12.7	22.2	7.8	20.6
Opelika		15.1	.0085	4.3	4.7		21,072	.0063	1,395	4,900	4,483	4,459	29.1	9.6	24.6	17.3	30.4	35.9	9.7	17.5	6.2	19.7
Limestone		38.0	.0213	9.4	9.9	10.6	38,507	.0115	1,013	4,096	3,871	3,444	42.4	18.2	27.3	24.9	22.0	33.5	5.2	12.1	3.1	11.3
Athens		10.6	.0059	2.8	3.4		13,621	.0041	1,285	4,865	3,933	4,154	34.4	12.2	25.2	19.0	27.4	34.7	7.5	14.4	5.5	19.7
Lowndes		13.2	.0074	3.0	3.5		12,268	.0037	929	4,066	3,444	2,815	56.9	29.8	24.4	27.2	13.2	24.6	3.3	9.5	2.2	8.9
Macon		22.4	.0125	4.9	6.4	5.0	24,552	.0074	1,096	5,011	3,783	3,543	45.3	18.9	23.4	20.7	20.6	30.5	6.4	14.5	4.3	15.4
Madison	231	108.4	.0607	27.8	33.5	74.9	126,209	.0384	1,183	4,612	3,819	3,930	35.1	13.2	25.6	20.4	27.5	36.9	7.5	15.2	4.3	14.3
△Huntsville		60.2	.0337	19.1	21.9		88,008	.0264	1,462	4,606	4,019	4,064	34.2	12.4	25.2	19.5	28.2	36.4	7.8	15.4	4.6	16.3
Marengo		26.8	.0149	6.7	7.2	4.7	25,221	.0079	936	3,914	3,628	3,168	49.2	22.9	25.7	25.5	18.1	29.9	4.3	11.0	2.7	10.7
Marion		24.1	.0135	6.0	6.1		22,523	.0067	935	3,754	3,690	3,144	45.0	21.1	29.3	29.3	20.0	33.3	4.0	10.3	1.7	6.0
Marshall		49.2	.0278	13.1	13.2	16.0	51,958	.0156	1,056	3,966	3,930	3,448	42.0	18.0	27.6	25.2	22.2	33.7	5.2	12.2	3.0	10.9
Albertville		7.5	.0042	2.1	2.0		8,934	.0027	1,191	4,254	4,289	4,079	34.1	12.3	27.1	20.9	26.7	34.4	6.9	13.5	5.2	18.9
Mobile	101	282.5	.1581	78.2	86.2	245.1	428,116	.1284	1,515	5,475	4,849	4,914	23.8	7.2	22.5	14.4	34.6	36.9	11.4	18.6	7.7	22.9
▲Mobile		178.0	.0996	49.3	60.1		294,366	.0883	1,654	5,971	4,895	5,223	21.3	6.0	20.8	12.5	36.2	36.4	12.7	19.5	9.0	25.6
Prichard		43.2	.0242	7.5	13.2		48,162	.0144	1,115	6,422	3,632	4,458	25.1	8.3	25.0	17.6	34.6	40.7	9.9	17.9	5.4	15.5
Mobile-Prichard		*221.2*	*.1858*	*56.8*			*342,528*	*.1027*	*1,548*	*6,030*												
Monroe		23.8	.0133	5.7	6.0	2.8	23,318	.0070	980	4,091	3,833	3,335	45.0	19.9	26.4	24.9	20.7	32.6	5.0	11.9	2.9	10.7
Montgomery	102	165.5	.0926	46.4	55.8	134.4	265,069	.0795	1,602	5,713	4,750	5,035	26.3	7.7	21.3	13.3	31.2	32.5	11.9	18.9	9.3	27.6
▲Montgomery		131.4	.0735	39.2	46.8		227,737	.0683	1,733	5,810	4,864	5,142	25.1	7.2	21.0	12.8	31.9	32.6	12.3	19.2	9.7	28.2

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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Data in this Survey in 5 Sections—See page 17

Mobile is still making big gains. Are you?

1960 Population 282,500
Ten Year Gain 24%
1965 Population 329,100
Five Year Gain 18%*
*Ala. 5% U. S. 11%

1959 E.B.I. $428,116,000
Ten Year Gain 29%
1965 E.B.I. $548,008,000
Five Year Gain 38%*
*Ala. 27% U. S. 33%

Circulation—All time high
1959 Press Register 111,705
Advertising—Makes new record
1959 Daily & Sunday
39,478,000 lines

COVERING SOUTH ALA., NORTHWEST FLORIDA, SOUTHWEST MISS.

The Mobile Press Register

Morning - Evening - Sunday
THE JOHN BUDD COMPANY REPRESENTATIVES

METRO AREA, POP & E.B.I. FROM S.A. 5/10/60 & 11/10/59

ALABAMA

ALABAMA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Morgan		52.6	.0295	14.5	15.4	26.0	65,621	.0197	1,248	4,526	4,257	3,940	35.7	13.4	25.7	20.5	26.3	35.1	7.7	15.6	4.6	15.4
Decatur		23.2	.0130	7.3	8.0		35,657	.0107	1,537	4,885	4,457	4,462	29.6	9.8	24.2	17.1	30.2	35.5	9.7	17.4	6.3	20.2
Perry		17.3	.0097	3.9	4.4	2.5	16,052	.0048	926	4,116	3,629	3,140	49.7	23.4	25.9	25.9	17.4	28.9	4.3	11.0	2.7	10.8
Pickens		21.7	.0121	5.1	5.4	2.7	19,899	.0060	917	3,902	3,634	3,135	48.8	23.0	26.0	26.1	18.4	30.7	4.4	11.2	2.4	9.0
Pike		27.1	.0152	7.0	7.5	10.1	29,366	.0088	1,084	4,195	3,893	3,545	43.5	18.1	25.7	22.8	21.5	31.7	5.4	12.3	3.9	15.1
Randolph		20.1	.0112	5.0	5.2	4.9	20,453	.0062	1,018	4,091	3,874	3,332	41.3	18.3	28.7	27.1	23.4	36.9	4.9	11.8	1.7	5.9
Russell	36	46.5	.0260	11.6	12.3	27.9	50,371	.0151	1,083	4,342	4,083	3,887	34.0	12.9	26.5	21.4	28.0	37.9	7.7	15.8	3.8	12.0
Phenix City		27.9	.0156	7.6	7.9		34,977	.0102	1,221	4,484	4,275	4,138	29.7	10.6	26.1	19.9	31.0	39.2	8.8	17.1	4.4	13.2
St. Clair		24.0	.0135	6.0	6.4	.1	27,680	.0093	1,153	4,613	4,303	3,937	32.9	12.3	26.9	21.5	28.9	38.6	7.4	15.1	3.9	12.5
Shelby		32.9	.0184	8.2	9.5		36,167	.0108	1,097	4,403	3,788	3,688	36.4	14.6	27.0	23.0	27.0	38.5	6.5	14.1	3.1	9.8
Sumter		16.5	.0092	3.9	4.6		17,292	.0052	1,048	4,434	3,755	3,104	51.5	24.5	24.0	24.3	17.3	29.2	4.5	11.6	2.7	10.4
Talladega		67.1	.0376	16.4	17.7	40.0	79,804	.0239	1,189	4,866	4,487	4,317	27.3	9.3	26.0	19.0	32.8	39.9	9.0	18.6	4.9	13.2
Sylacauga		14.8	.0083	4.2	5.0		23,783	.0068	1,539	5,424	4,556	4,730	22.7	7.1	23.8	15.8	36.7	40.6	10.7	18.1	6.1	18.4
Talladega		18.1	.0101	4.3	5.4		22,472	.0067	1,242	5,226	4,161	4,446	26.0	8.6	25.2	17.8	33.8	39.9	9.6	17.3	5.4	16.4
Tallapoosa		33.7	.0188	8.7	9.2	14.7	42,285	.0127	1,255	4,860	4,557	4,284	27.7	9.5	26.6	19.5	31.9	39.2	8.9	16.7	4.9	15.1
Alexander City		12.7	.0071	3.8	4.3		19,659	.0059	1,548	5,173	4,572	4,638	24.9	7.9	25.5	17.3	33.3	37.6	9.9	17.2	6.4	20.9
Tuscaloosa	291	107.0	.0599	25.5	33.6	63.7	135,810	.0407	1,269	5,326	4,037	4,284	32.4	11.2	22.8	16.7	29.8	36.4	9.2	17.3	5.8	18.4
△Tuscaloosa		59.8	.0335	14.4	22.5		89,537	.0269	1,497	6,218	3,967	4,060	29.4	9.3	20.1	13.5	32.3	36.4	10.8	18.6	7.4	22.2
Tuscaloosa-Northport		*61.0*	*.0364*	*15.5*			*95,735*	*.0287*	*1,473*	*6,176*												
Walker		50.5	.0283	13.0	13.7	13.1	54,886	.0165	1,087	4,222	3,967	3,655	35.8	14.4	28.6	24.5	28.3	37.8	6.3	13.7	3.0	9.6
Jasper		9.9	.0055	2.9	3.3		14,048	.0042	1,419	4,844	4,257	4,299	30.1	10.3	26.5	19.3	29.6	38.2	8.3	15.5	5.5	18.7
Washington		11.5	.0064	2.6	2.9		10,766	.0032	936	4,142	3,671	3,069	48.9	23.5	27.1	27.8	18.1	31.0	3.8	9.9	2.1	7.8
Wilcox		20.2	.0113	4.6	5.0		16,828	.0051	833	3,740	3,332	2,795	54.6	28.6	26.4	29.7	14.8	27.7	3.8	8.6	1.2	5.2
Winston		14.8	.0083	3.6	4.0	2.7	16,005	.0048	1,080	4,471	3,959	3,511	42.9	18.0	27.1	24.3	20.7	30.9	5.5	12.6	3.8	14.2
Total Above Cities		1,319.1	.7382	575.8	644.6		2,111,814	.6334	1,601	5,620	4,750	4,960	23.7	7.0	22.5	14.3	34.3	36.3	11.5	18.6	8.0	23.8
State Total		3,209.6	1.7962	838.6	945.1	1,644.2	4,173,790	1.2519	1,300	4,977	4,416	4,292	31.6	10.9	24.5	18.0	29.3	35.8	8.9	16.5	5.7	18.8

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Anniston	96.1	.0539	25.1	28.9	49.6	130,572	.0392	1,359	5,202
Birmingham	634.1	.3549	179.5	207.1	526.5	1,082,017	.3245	1,706	6,028
△Florence-Sheffield-Tuscumbia-Muscle Shoals	109.0	.0610	28.6	31.9	56.5	146,667	.0440	1,346	5,128
Gadsden	100.2	.0561	27.2	29.4	76.8	145,316	.0436	1,450	5,343
△Huntsville	108.4	.0607	27.8	33.5	74.9	128,209	.0384	1,183	4,612
Mobile	282.5	.1581	78.2	88.2	245.1	428,116	.1284	1,515	5,475
Montgomery	165.5	.0926	46.4	55.8	134.4	265,089	.0795	1,602	5,713
△Tuscaloosa	107.0	.0599	25.5	33.6	63.7	135,810	.0407	1,269	5,326
Total Above Areas	1,602.8	.8971	436.3	508.4	1,227.3	2,461,776	.7383	1,536	5,617

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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ALASKA—

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
1st Judicial Division		35.1	.0197	10.2	14.9	18.9	70,661	.0212	2,013	6,928	4,733	5,228	27.3	7.6	16.3	9.7	26.4	28.3	13.8	21.0	14.2	33.4
Juneau		8.5	.0048	2.8	3.6		20,598	.0062	2,423	7,356	5,679	6,151	18.7	4.4	13.4	6.8	30.4	25.6	17.0	22.0	20.5	41.2
Ketchikan		8.4	.0047	2.0	3.3		20,110	.0060	2,394	6,703	6,059	6,073	17.4	4.2	14.9	7.6	31.4	27.0	17.2	22.4	19.1	38.8
2nd Judicial Division		14.0	.0078	3.1	3.7		12,983	.0039	927	4,188	3,503	3,356	47.7	20.8	24.2	22.5	17.9	27.5	6.0	14.2	4.2	15.0
3rd Judicial Division		117.1	.0655	26.0	62.6	42.6	306,363	.0919	2,616	10,942	4,887	6,754	8.3	1.8	14.9	6.9	37.9	29.1	19.0	22.4	19.9	39.8
Anchorage		36.5	.0204	10.9	15.6		106,923	.0321	2,929	9,809	6,842	8,202	3.8	.7	8.7	3.3	31.9	20.3	23.3	22.5	32.3	53.2
4th Judicial Division		54.5	.0306	5.9	27.5	13.5	110,382	.0331	2,025	18,709	4,005	6,951	11.2	2.4	10.3	4.6	34.0	25.3	18.5	21.2	26.0	46.5
Fairbanks		13.5	.0076	4.9	6.0		39,257	.0118	2,908	8,012	6,474	7,127	10.0	2.0	11.1	4.8	31.7	23.3	19.6	21.8	27.6	48.1
Total Above Cities		66.9	.0375	21.6	28.5		186,888	.0561	2,794	8,652	6,557	7,393	9.0	1.8	10.7	4.5	31.7	22.3	20.8	22.3	27.8	49.1
State Totals		220.7	.1235	47.2	108.7	73.0	500,389	.1501	2,267	10,601	4,603	6,228	15.3	3.6	15.2	7.6	34.1	28.5	17.0	21.6	18.4	38.7

ARIZONA—

(Other Mountain States: Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.)

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Apache		32.7	.0183	6.1	7.0		25,642	.0077	784	4,204	3,648	3,591	44.2	18.2	24.6	21.6	21.2	30.9	5.6	12.5	4.4	16.8
Cochise		42.5	.0238	11.6	16.6	21.2	75,291	.0226	1,772	6,491	4,515	5,166	22.8	6.5	20.0	12.2	36.6	37.2	11.8	18.3	8.8	25.8
Douglas		12.0	.0067	3.6	3.8		19,862	.0060	1,655	5,517	5,140	5,101	23.0	6.7	20.4	12.5	36.5	37.6	11.7	18.4	8.4	24.8
Coconino		38.1	.0213	9.3	10.6	11.0	49,308	.0148	1,294	5,302	4,659	4,776	26.9	8.3	22.2	14.6	32.7	36.0	10.6	17.8	7.6	23.3
Flagstaff		11.0	.0062	3.1	3.6		18,350	.0055	1,668	5,919	5,051	5,238	21.9	6.2	20.5	12.3	36.2	36.3	12.2	18.6	9.2	26.6
Gila		24.3	.0136	6.7	7.0	10.9	40,570	.0121	1,670	6,055	5,730	5,565	18.0	4.8	16.2	9.1	41.5	39.2	14.7	21.2	9.6	25.7
Graham		13.1	.0073	3.3	3.6	3.8	18,177	.0055	1,388	5,508	5,049	4,933	27.6	8.3	22.8	14.6	30.7	32.5	9.8	16.0	9.1	26.6
Greenlee		12.2	.0068	3.1	3.5	9.7	22,048	.0066	1,807	7,112	6,171	6,452	8.4	1.9	10.0	4.9	51.1	41.5	18.3	22.8	12.2	28.9
Maricopa	120	630.2	.3527	182.8	204.6	595.0	1,083,760	.3251	1,720	5,929	5,295	5,417	21.9	6.0	20.3	11.8	35.2	33.9	12.1	18.0	10.5	30.3
Glendale		13.1	.0073	3.8	3.7		18,321	.0055	1,399	4,821	4,876	4,649	27.3	8.7	23.9	16.2	31.5	35.5	10.1	17.4	7.2	22.2
Mesa		36.1	.0202	10.2	10.2		54,646	.0164	1,514	5,357	5,332	5,103	23.9	6.9	22.2	13.7	33.9	34.9	11.0	17.3	9.0	27.2
▲Phoenix		365.0	.2043	121.2	135.5		715,567	.2146	1,961	5,904	5,280	5,495	21.6	5.8	20.0	11.5	35.2	33.6	12.3	18.0	10.9	31.1
Mohave		7.2	.0040	2.1	2.3	3.0	12,940	.0039	1,797	6,162	5,458	5,425	18.4	5.0	18.8	10.9	39.5	38.2	14.0	20.7	9.3	25.2
Navajo		38.8	.0217	9.8	9.8	16.7	46,044	.0138	1,187	4,847	4,667	4,484	33.7	11.1	22.4	15.7	27.0	31.6	9.4	16.8	7.5	24.8
Winslow		9.6	.0054	2.8	2.9		18,156	.0054	1,891	6,484	6,167	6,059	18.6	4.5	17.6	9.1	35.1	30.5	15.1	20.0	13.6	35.9
Pima	187	265.1	.1484	80.5	93.0	252.5	491,446	.1474	1,854	6,105	5,280	5,520	20.7	5.5	18.7	10.6	36.7	35.0	13.2	19.1	10.7	29.8
▲Tucson		165.0	.1035	57.7	75.3		360,919	.1083	1,951	6,255	4,790	5,605	20.6	5.4	18.3	10.3	36.7	34.3	13.3	19.1	11.1	30.9
Pinal		68.9	.0385	17.3	19.0	22.9	94,217	.0283	1,367	5,446	4,946	4,989	24.9	7.4	21.8	13.8	34.5	36.4	10.5	17.0	8.3	25.4
Casa Grande		9.4	.0053	2.7	3.0		15,712	.0047	1,671	5,819	5,143	5,343	20.9	5.8	20.1	11.8	37.4	36.7	12.1	18.2	9.5	27.5
Santa Cruz		13.0	.0073	3.4	3.8	8.2	19,566	.0058	1,505	5,755	5,068	5,206	26.1	7.4	21.5	13.0	31.1	31.3	10.8	16.6	10.5	31.7
Nogales		8.2	.0046	1.9	2.3		11,760	.0035	1,434	6,189	4,987	5,289	25.4	7.1	20.6	12.2	31.9	31.7	11.3	17.2	10.8	31.8
Yavapai		24.8	.0139	7.4	8.6	12.0	44,468	.0134	1,802	6,039	5,188	5,376	21.1	5.8	18.0	10.5	38.3	37.5	13.1	19.5	9.5	26.7
Prescott		9.0	.0050	3.4	3.6		18,972	.0057	2,108	5,580	5,208	5,151	22.8	6.5	20.5	12.5	35.7	36.4	12.2	19.0	8.8	25.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

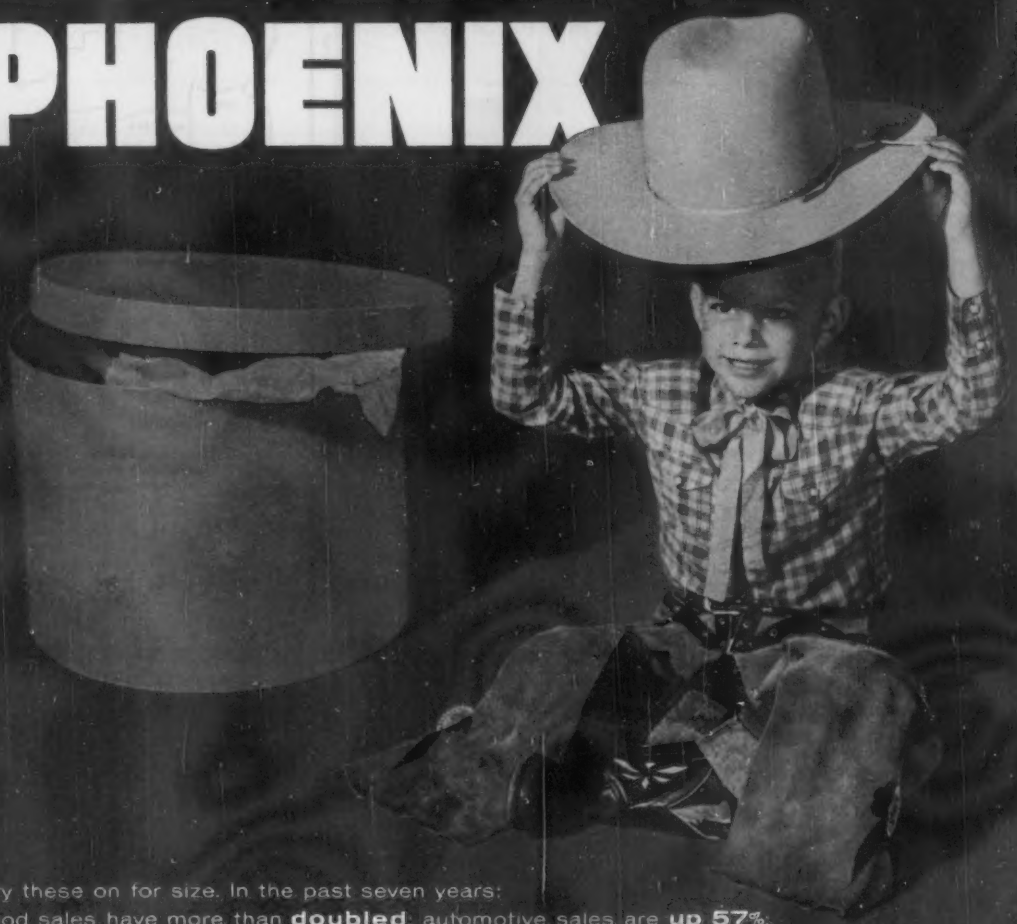
Before using these figures read foreword, page 19.
© SM, 1960.

Metropolitan
Tucson
4th largest population center in the 8 state Rocky Mountain Area!
POPULATION NOW
265,100
FIRST in Arizona
in '59 in percentage of increase in
BANK DEBITS . . . . . UP 22%
BUSINESS VOLUME . . UP 32%
DEEDS RECORDED . . . UP 28%
The Arizona Daily Star Morning and Sunday
Tucson Daily Citizen Evening
2 Independent Newspapers produced in the same plant • Represented nationally by Cresmer & Woodward, Inc.

Farm Market Data Section starts on page 380

Think **BIG** *when you think of*

PHOENIX



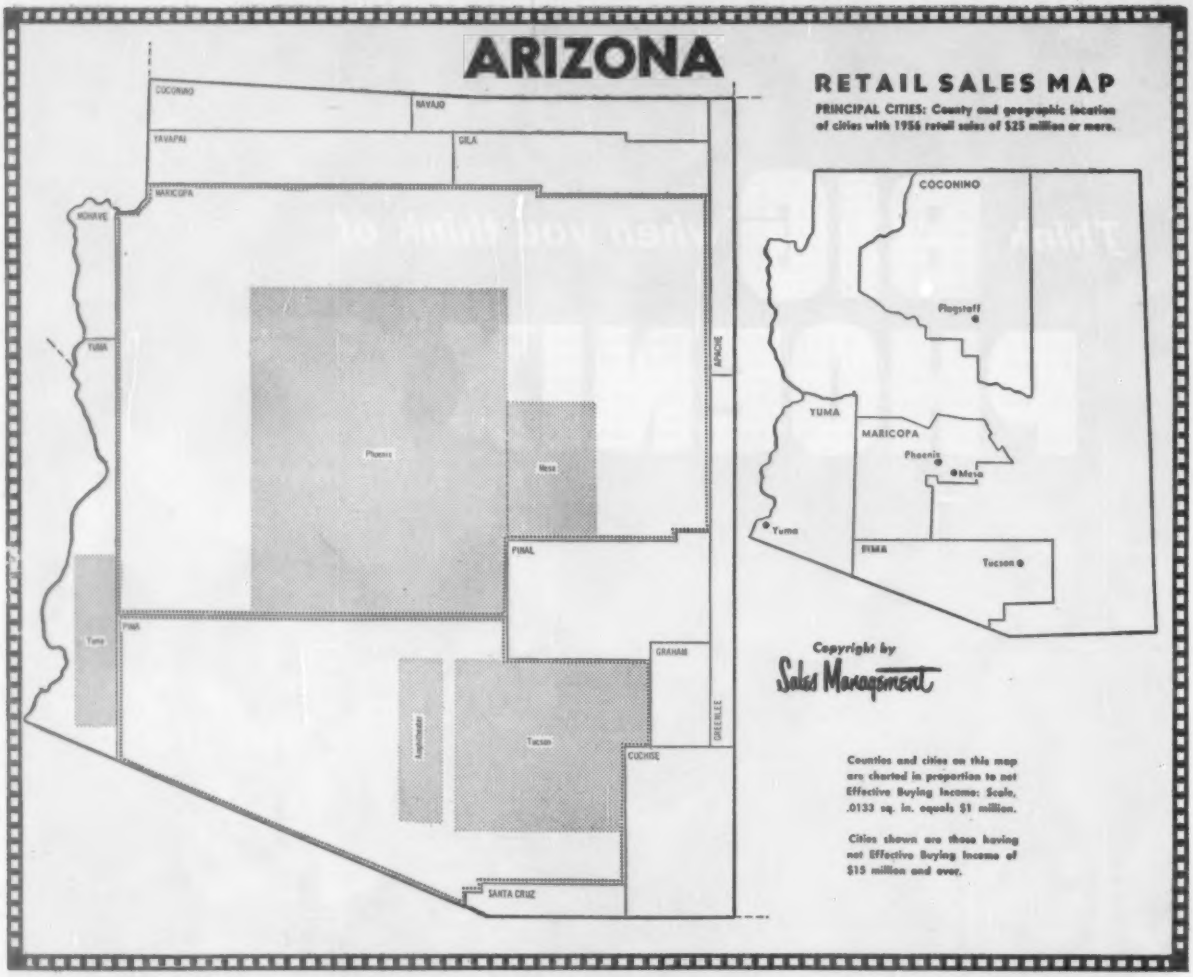
Try these on for size. In the past seven years:
food sales have more than **doubled**, automotive sales are **up 57%**,
furniture and appliance sales are **up 75.5%**, retail sales are **up 76.4%**,
buying income is **up 94%**.

Phoenix is a **big** rich market . . . a BILLION DOLLAR market!
You can penetrate this BUYING POWER with the ONE low-cost medium
that does the **big** job. Daily metropolitan coverage of **91.6%**,
plus a **63%** bonus state-wide coverage.

The Arizona **REPUBLIC**
Morning and

The Phoenix **Gazette**
Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

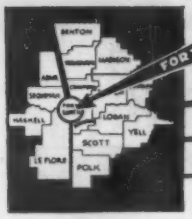


ARIZONA		SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Yuma		50.1	.0280	14.1	16.7	27.2	86,835	.0261	1,733	6,159	5,178	5,524	20.4	5.5	18.9	10.7	37.1	35.2	13.0	18.9	10.6	29.7
Yuma		22.5	.0126	6.9	6.9		39,540	.0119	1,757	5,730	5,704	5,485	21.0	5.7	19.5	11.2	36.3	34.6	12.7	18.6	10.5	29.9
Total Above Cities		680.9	.3811	217.3	250.8		1,291,825	.3875	1,897	5,945	5,151	5,479	21.5	5.8	19.7	11.3	35.6	34.1	12.5	18.3	10.7	30.5
State Total		1,261.0	.7057	357.2	406.0	988.1	2,110,529	.6331	1,674	5,909	5,198	5,346	22.5	6.2	20.0	11.7	35.2	34.7	12.2	18.3	10.1	29.1

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Phoenix	630.2	.3527	182.8	204.8	595.0	1,083,760	.3251	1,720	5,929	Total Above Areas	995.3	.5011	263.3	297.6	847.5	1,575,206	.4728	1,759	5,983
Tucson	265.1	.1484	80.5	93.0	252.5	491,446	.1474	1,854	6,105										

For Retail Sales data, see Section 4 location on page 17.
© SM, 1960.
Before using these figures read foreword, page 19.

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local developments and trends behind the SM estimates. The ads and the data go together.



FORT SMITH 1ST IN ARKANSAS

Southwest-Times Record
FORT SMITH TIMES RECORD
Southwest American

$5,478 TOTAL RETAIL SALES PER HOUSEHOLD

PLUS A 14 COUNTY MARKET

*Population 298,500 *Effective Buying Income $382,669,000 *Source: S.M. '59

Flash Borg-Warner Norge Division and Ohio Rubber Co. are building new plants in Fort Smith at a cost of more than $16,000,000.

This Fast Growing Industrial Area Is Reached Only By The

Southwest American and FORT SMITH TIMES RECORD

Represented by Arkansas Dailies, Inc.

ARKANSAS— (Other West South Central States: Louisiana, Oklahoma, Texas.)

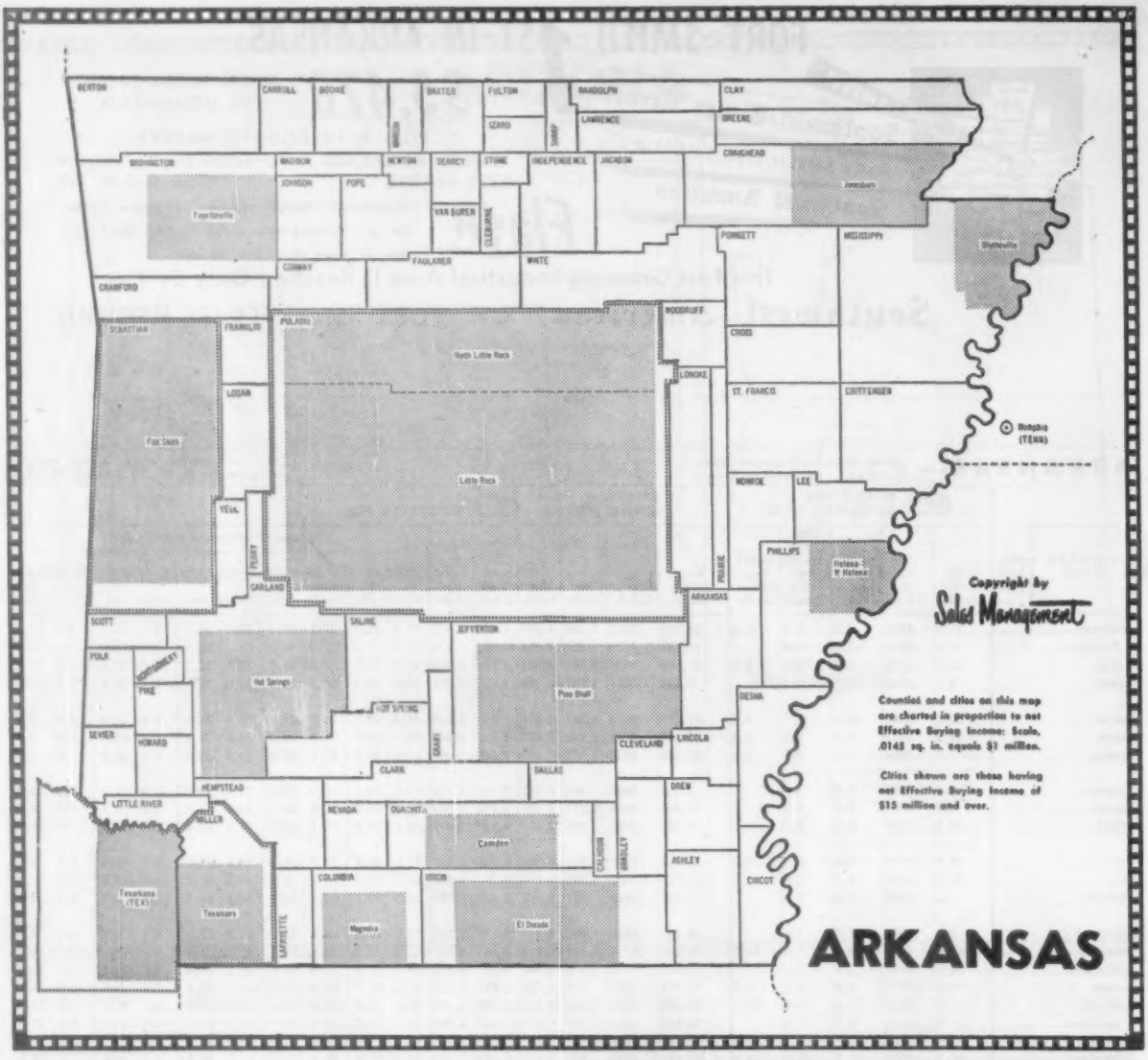
The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Arkansas		17.9	.0100	5.3	5.5	12.8	24,243	.0072	1,354	4,574	4,345	3,943	38.8	15.1	27.7	22.9	22.9	31.5	6.1	12.9	4.5	17.3
Stuttgart		10.0	.0056	3.3	3.6		15,261	.0046	1,526	4,625	4,143	4,220	35.6	12.9	27.0	20.9	25.1	32.6	7.0	13.8	5.3	19.8
Ashley		22.4	.0126	5.9	5.8	6.5	24,869	.0074	1,101	4,181	4,189	3,674	42.7	17.8	27.0	24.0	21.1	31.0	5.7	13.0	3.5	13.8
Baxter		8.3	.0046	2.3	2.3		10,018	.0031	1,207	4,356	4,195	3,773	39.8	16.2	26.8	23.2	23.8	34.5	6.2	13.7	3.4	12.4
Benton		32.9	.0184	10.2	10.7	9.9	41,677	.0125	1,267	4,086	3,886	3,369	45.3	20.7	28.2	27.4	19.5	31.4	4.8	11.5	2.4	9.0
Boone		13.3	.0075	4.0	4.0	4.8	15,947	.0047	1,199	3,987	3,927	3,346	45.1	20.7	28.9	28.3	19.3	31.4	4.4	10.9	2.3	8.7
Bradley		11.8	.0066	3.1	3.2	4.1	12,546	.0038	1,063	4,047	3,858	3,396	41.4	18.7	31.1	30.0	21.2	34.0	4.5	11.0	1.6	6.3
Calhoun		5.4	.0030	1.3	1.4		5,358	.0016	992	4,122	3,757	3,118	51.1	25.1	27.1	28.5	16.0	28.0	3.8	10.1	2.0	8.3
Carroll		9.8	.0055	3.2	3.1		11,865	.0036	1,211	3,708	3,710	3,004	52.1	26.6	27.8	30.2	15.2	27.7	3.3	9.1	1.6	6.4
Chicot		18.5	.0103	5.3	5.7	5.5	18,481	.0055	999	3,487	3,225	2,813	58.2	31.8	24.5	28.4	13.0	25.3	2.8	8.4	1.5	8.1
Clark		18.8	.0106	5.1	6.1	5.6	21,711	.0065	1,155	4,257	3,538	3,307	47.0	21.8	27.3	27.0	18.9	31.3	4.5	11.2	2.3	8.7
Clay		20.5	.0114	5.7	5.6	2.0	21,457	.0065	1,047	3,764	3,780	3,185	48.1	23.2	28.9	29.6	17.2	29.7	3.8	9.9	2.0	7.6
Cleburne		7.5	.0042	2.0	2.0		7,329	.0022	977	3,665	3,652	2,794	55.5	30.5	28.4	33.2	12.7	24.8	2.4	7.2	1.0	4.3
Cleveland		5.8	.0033	1.6	1.6		6,146	.0018	1,060	3,841	3,709	2,987	51.6	26.5	28.8	31.5	15.0	27.4	3.1	8.7	1.5	5.9
Columbia		24.7	.0138	6.8	7.1	10.6	29,372	.0088	1,189	4,319	4,137	3,741	42.3	17.4	25.5	22.3	22.6	32.9	5.9	13.1	3.7	14.3
Magnolia		10.6	.0059	3.4	3.5		15,265	.0046	1,440	4,490	4,281	4,165	37.6	13.9	24.2	19.0	25.9	33.9	7.3	14.6	5.0	18.6
Conway		13.8	.0077	3.6	3.8	4.2	13,543	.0041	981	3,762	3,512	3,025	51.5	26.1	27.4	29.6	16.2	29.3	3.4	9.4	1.5	5.6
Craighead		44.3	.0248	11.8	12.9	21.0	54,850	.0164	1,238	4,648	4,226	3,925	38.8	15.2	26.9	22.4	23.4	32.5	6.7	14.3	4.2	15.6
Jonesboro		21.0	.0118	6.1	7.6		30,663	.0092	1,460	5,027	4,032	4,298	34.3	12.2	25.4	19.3	26.8	34.2	8.3	16.0	5.2	18.3
Crawford		20.9	.0117	5.9	6.0	5.9	22,554	.0068	1,079	3,823	3,750	3,318	45.6	21.1	28.4	28.0	19.5	32.1	4.4	11.1	2.1	7.7
Crittenden		45.1	.0253	11.6	12.4	19.6	43,391	.0130	962	3,741	3,493	3,077	54.8	27.4	25.6	27.2	13.6	24.0	3.3	8.9	2.7	12.5
West Memphis		19.6	.0110	5.3	5.5		19,330	.0058	986	3,647	3,293	3,255	51.3	24.2	25.8	25.9	15.8	26.5	4.1	10.4	3.0	13.0
Cross		18.1	.0101	4.7	4.7	3.0	19,408	.0058	1,072	4,129	4,120	3,474	48.4	21.4	26.4	24.9	16.8	26.4	4.8	11.1	3.9	16.2
Dallas		11.4	.0064	3.0	3.0	3.5	11,430	.0035	1,003	3,810	3,710	3,350	43.6	20.0	30.2	29.4	19.9	32.5	4.2	10.4	2.1	7.7
Desha		20.4	.0114	5.3	5.8	5.3	21,195	.0063	1,039	3,999	3,652	3,177	52.0	25.1	24.5	25.2	16.7	28.8	4.5	11.7	2.3	9.2
Drew		13.3	.0074	3.9	3.7	3.3	14,072	.0042	1,058	4,021	3,759	3,211	48.4	23.2	27.8	28.1	17.8	30.2	4.1	10.7	2.1	7.8
Faulkner		21.9	.0123	5.8	7.3	10.5	25,446	.0077	1,162	4,387	3,470	3,227	48.3	23.0	26.1	26.4	19.2	32.5	4.5	11.7	1.9	6.4
Conway		10.5	.0059	2.9	4.6		14,945	.0045	1,423	5,153	3,210	3,570	44.6	19.2	23.2	21.3	22.8	34.8	6.4	15.0	3.0	9.7
Franklin		8.7	.0049	2.4	2.5		9,418	.0028	1,082	3,923	3,679	3,030	50.3	25.5	26.3	30.5	16.9	30.5	3.3	9.1	1.2	4.4
Fulton		7.6	.0043	2.0	2.1		7,458	.0022	956	3,729	3,466	2,851	53.8	28.8	28.1	32.2	15.1	28.9	2.8	7.7	.8	2.4
Garland		46.5	.0260	14.7	16.6	33.0	70,354	.0211	1,513	4,786	4,238	4,192	35.0	12.8	27.4	21.4	25.2	32.9	7.3	14.4	5.1	18.5
Hot Springs		33.0	.0185	11.1	13.1		55,309	.0166	1,676	4,983	4,215	4,330	34.0	12.0	26.6	20.1	26.0	32.8	7.8	15.0	5.6	20.1
Grant		7.9	.0045	2.2	2.2		8,113	.0025	1,027	3,688	3,641	3,115	47.4	23.4	29.5	31.0	18.4	32.2	3.5	9.4	1.2	4.0
Greene		23.4	.0131	6.3	6.2	11.1	25,486	.0078	1,088	4,042	4,052	3,505	44.8	19.6	28.2	26.3	19.0	29.7	4.8	11.4	3.2	13.0
Paragould		11.1	.0062	3.5	3.5		14,449	.0043	1,302	4,128	4,050	3,884	40.1	15.8	27.8	23.4	21.8	30.8	5.9	12.7	4.4	17.3
Hempstead		17.0	.0095	4.8	5.1	9.6	19,191	.0058	1,129	3,998	3,763	3,267	47.5	22.3	27.4	27.4	18.9	31.7	4.1	10.5	2.1	8.1
Hope		9.6	.0054	3.1	3.2		12,093	.0036	1,260	3,901	3,703	3,578	42.6	18.3	27.5	25.1	21.9	33.4	5.1	11.9	2.9	11.3
Hot Spring		22.0	.0123	5.9	5.9	8.0	25,873	.0077	1,176	4,385	4,324	3,906	35.6	14.0	29.7	24.9	24.8	34.7	6.3	13.5	3.6	12.9
Howard		8.8	.0049	2.4	2.4	2.4	8,893	.0027	1,011	3,705	3,579	3,041	49.6	25.0	29.0	31.1	17.0	30.7	3.3	9.1	1.1	4.1
Independence		20.5	.0115	5.8	5.9	7.5	21,695	.0065	1,058	3,741	3,618	3,192	47.8	23.0	28.9	29.7	17.7	30.2	3.7	9.6	1.9	7.5
Batesville		7.5	.0042	2.3	2.6		9,795	.0029	1,306	4,259	3,667	3,641	40.8	17.2	28.6	25.6	22.1	33.3	5.4	12.3	3.1	11.6
Izard		7.8	.0043	2.1	2.3		7,460	.0022	957	3,556	3,171	2,634	57.0	33.2	29.4	36.5	11.7	24.2	1.9	6.1		
Jackson		27.3	.0153	7.4	7.4	7.0	28,688	.0086	1,051	3,877	3,848	3,486	44.6	19.6	27.3	25.7	20.1	31.5	5.1	12.1	2.9	11.1
Newport		7.0	.0039	2.1	2.4		10,354	.0031	1,479	4,930	4,252	4,325	34.1	12.1	24.8	18.8	27.4	34.5	8.4	16.3	5.3	18.3
Jefferson		83.0	.0465	23.6	25.8	49.2	100,576	.0302	1,212	4,262	3,918	3,721	43.4	17.9	25.2	22.2	21.5	31.8	6.1	13.0	3.8	14.7
Pine Bluff		49.2	.0275	15.0	17.4		67,702	.0203	1,376	4,513	3,885	3,971	40.4	15.6	24.5	20.2	23.5	32.2	7.0	14.8	4.6	17.2
Johnson		12.0	.0067	3.6	3.6	3.4	13,278	.0040	1,107	3,688	3,627	3,145	49.0	23.9	29.2	30.3	16.4	28.6	3.4	9.0	2.0	8.2
Lafayette		10.9	.0061	2.7	3.1	2.2	11,317	.0034	1,038	4,191	3,651	3,268	50.5	23.7	25.3	26.3	17.2	28.8	4.3	11.0	2.7	11.2
Lawrence		16.3	.0091	4.3	4.2	2.3	15,895	.0048	975	3,697	3,730	3,207	48.7	23.3	28.1	28.6	16.9	28.9	4.1	10.6	2.2	8.6
Lee		18.1	.0101	4.6	4.8	3.4	18,669	.0056	1,031	4,058	3,848	3,134	53.7	26.3	25.7	26.8	14.4	25.3	3.4	9.0	2.8	12.6

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.



In This Issue

POPULATION–INCOME

and RETAIL SALES

Appear in

2 SEPARATE SECTIONS

See Guide to Sections on

PAGE 17



• Get Maximum Sales In Arkansas •

Buying Power UP in 1959

Arkansas' Effective Buying Power
$2,123,637,000

Little Rock's 26-County Retail Trade Zone
$1,001,523,000

(These 26 counties out of state's 75 have 47.16% of state's estimated buying power, and 81% of the Democrat's circulation is centered in these 26 counties).
—Sales Management estimates for 1959

ARKANSAS DEMOCRAT PROVIDES THE
Largest Circulation in Arkansas
At Lowest Cost: 28¢ Line Dly., 30¢ Line Sunday

		DAILY	SUNDAY
TOTAL CIRCULATION	Arkansas Democrat	88,027	104,546
	Arkansas Gazette	85,979	96,826
	DEMOCRAT LEAD	2,048	7,720
CITY & RETAIL TRADE ZONES	Arkansas Democrat	71,619	83,346
	Arkansas Gazette	60,577	66,477
	DEMOCRAT LEAD	11,042	16,869

Source: ABC Publishers' Statements, Sept. 30, 1959

Arkansas Democrat Published Evening and Sunday Morning in Little Rock
REPRESENTED BY THE BRANHAM COMPANY

ARKANSAS DEMOCRAT

ARKANSAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Lincoln		12.5	.0070	3.2	3.2		11,105	.0033	888	3,470	3,370	2,721	39.7	33.7	25.2	30.3	11.4	22.9	2.3	6.9	1.4	6.2
Little River		6.9	.0050	2.4	2.5	2.0	9,728	.0029	1,003	4,053	3,474	3,149	52.0	25.4	25.7	26.6	16.1	28.1	3.5	9.9	2.4	10.0
Logan		14.1	.0079	3.8	4.1	2.7	15,144	.0045	1,074	3,985	3,615	3,101	49.9	24.7	27.8	29.4	16.9	29.7	3.7	9.8	1.7	6.4
Lonoke		21.4	.0120	5.7	6.1		25,048	.0076	1,170	4,394	4,097	3,579	46.1	19.8	27.4	25.0	17.9	27.3	4.6	10.7	4.0	17.2
Madison		11.2	.0063	2.7	3.1		10,398	.0031	928	3,851	3,310	2,768	56.9	31.5	26.8	31.7	13.0	25.7	2.4	7.3	.9	3.8
Marion		4.9	.0027	1.3	1.4		5,491	.0016	1,121	4,224	3,792	3,130	48.4	23.8	28.3	29.5	18.1	31.4	3.7	10.0	1.5	5.3
Miller	290	33.7	.0189	9.7	10.3	20.2	41,395	.0124	1,228	4,268	4,017	3,774	38.4	15.6	28.0	24.3	24.1	34.9	5.3	13.9	3.2	11.3
1△Texarkana		20.2	.0113	6.5	6.9		27,741	.0083	1,373	4,268	4,019	3,913	36.2	14.2	27.9	23.3	25.5	35.6	6.9	14.7	3.5	12.2
△*Texarkana (Tex.)-Texarkana (Ark.)*		*52.2*	*.0292*	*16.7*			*72,072*	*.0216*	*1,381*	*4,316*												
Mississippi		67.2	.0376	17.2	17.7	25.5	72,210	.0217	1,075	4,198	4,063	3,667	44.3	16.5	27.3	24.3	19.2	28.7	5.1	11.6	4.1	16.9
Blytheville		19.9	.0111	6.0	6.5		26,589	.0080	1,336	4,432	4,051	4,040	39.1	14.9	26.8	21.7	22.4	30.4	6.6	13.5	5.1	19.5
Osceola		5.6	.0031	1.6	1.8		7,256	.0022	1,296	4,535	4,031	4,012	39.0	14.9	26.4	21.5	23.3	31.8	6.5	13.5	4.8	18.3
Monroe		15.4	.0086	4.0	4.3	5.4	16,569	.0050	1,076	4,142	3,809	3,337	46.8	21.4	27.8	27.1	18.7	30.8	4.6	11.6	2.5	9.4
Montgomery		5.8	.0032	1.5	1.8		5,887	.0017	1,015	3,925	3,263	2,816	58.4	30.8	25.3	29.4	14.7	28.3	2.8	8.4	.8	3.1
Nevada		8.8	.0050	2.3	2.3	2.4	9,619	.0029	1,093	4,182	4,021	3,320	47.9	22.1	27.8	27.4	17.6	28.9	4.0	10.0	2.7	11.6
Newton		5.4	.0030	1.3	1.3		4,320	.0015	893	3,708	3,708	2,621	58.8	34.4	27.6	34.4	11.3	23.6	1.8	5.8	.5	1.8
Ouachita		29.5	.0165	8.2	8.5	20.9	35,787	.0107	1,213	4,364	4,190	3,903	37.2	14.6	27.3	22.9	25.3	35.4	6.6	14.1	3.6	13.0
Camden		17.7	.0099	5.3	5.9		24,063	.0072	1,359	4,540	4,033	4,039	35.8	13.6	27.1	21.9	25.9	35.1	7.1	14.6	4.1	14.8
Perry		5.1	.0028	1.3	1.4		4,713	.0014	924	3,625	3,235	2,824	55.2	30.9	27.5	31.8	13.8	26.9	2.5	7.4	1.0	3.9
Phillips		43.5	.0244	11.9	13.3	19.3	48,202	.0145	1,108	4,051	3,617	3,313	49.3	22.8	26.6	26.2	16.5	27.4	4.6	11.5	3.0	12.1
Helena		12.5	.0070	4.1	4.7		17,492	.0052	1,399	4,266	3,656	3,682	46.0	19.2	26.2	23.2	17.7	26.3	5.6	12.7	4.5	18.6
Helena-West Helena		*20.6*	*.0115*	*6.6*			*29,773*	*.0089*	*1,445*	*4,511*												
Pike		7.4	.0041	2.0	2.1		8,108	.0024	1,096	4,054	3,690	3,294	45.4	21.2	28.6	28.4	19.7	32.6	4.4	11.2	1.9	6.6
Poinsett		27.5	.0154	6.9	8.9	4.6	26,195	.0085	1,025	4,088	4,047	3,488	46.5	20.4	27.9	26.1	17.5	27.5	4.6	11.1	3.5	14.9
Polk		11.1	.0062	3.1	3.1	3.5	11,492	.0034	1,035	3,707	3,607	3,027	51.0	25.9	28.2	30.5	15.9	28.6	3.4	9.4	1.5	5.6
Pope		22.1	.0124	6.1	7.0	9.5	24,309	.0073	1,100	3,985	3,431	3,248	47.4	22.4	27.4	27.5	18.8	31.7	4.4	11.3	2.0	7.1
Russellville		9.5	.0053	2.9	3.6		12,786	.0038	1,346	4,409	3,477	3,603	42.5	18.1	26.4	23.9	22.0	33.3	6.0	13.9	3.1	10.8
Prairie		11.1	.0062	2.8	2.7		10,751	.0032	969	3,840	3,874	3,259	47.3	22.3	29.2	29.3	17.0	28.5	4.1	10.5	2.4	9.4
Pulaski	88	280.0	.1455	78.1	86.7	208.4	420,622	.1262	1,618	5,386	4,851	4,866	27.5	8.7	24.7	16.6	30.4	34.2	10.2	17.5	7.2	23.0
▲Little Rock		140.7	.0787	44.4	52.2		257,446	.0772	1,830	5,798	4,925	5,168	25.4	7.5	23.4	14.8	31.4	33.2	11.3	18.3	8.5	26.2
▲North Little Rock		59.1	.0331	18.1	18.8		87,482	.0262	1,480	4,833	4,630	4,499	29.1	9.9	26.5	19.3	30.2	36.6	8.9	16.6	5.3	17.6
▲*Little Rock-North Little Rock*		*199.8*	*.1118*	*69.5*			*344,928*	*.1034*	*1,726*	*5,519*												
Randolph		12.2	.0068	3.0	3.3	3.0	12,353	.0037	1,013	4,118	3,639	3,178	48.8	23.6	27.8	28.6	17.4	29.7	4.0	10.6	2.0	7.5
St. Francis		34.1	.0191	8.7	9.3	9.3	33,885	.0102	994	3,895	3,626	3,197	51.6	24.8	26.8	27.4	14.9	25.5	3.9	10.1	2.8	12.2
Forrest City		9.3	.0052	2.7	2.9		10,539	.0032	1,133	3,903	3,556	3,766	43.7	17.8	26.5	23.0	19.5	28.4	5.9	13.0	4.4	17.8
Saline		29.7	.0161	6.9	7.6	12.3	30,940	.0092	1,076	4,484	4,061	3,889	32.8	13.0	30.6	25.7	27.2	38.2	5.6	14.1	2.8	9.0
Benton		10.3	.0058	3.5	3.1		15,163	.0045	1,472	4,332	4,773	4,095	30.7	11.5	30.2	24.2	28.4	37.8	7.2	14.7	3.5	11.8
Scott		6.5	.0036	1.8	1.9		6,959	.0021	1,071	3,866	3,509	2,977	49.6	25.6	30.4	33.4	16.3	29.8	2.8	7.0	.9	3.3
Searcy		8.8	.0050	2.4	2.4		8,239	.0025	936	3,433	3,355	2,720	55.4	31.3	29.1	35.0	13.0	26.0	2.5	7.7		

1 Texarkana is in Bowie County, Texas and Miller County, Arkansas
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

LITTLE ROCK

Looks Forward to the Future

1960 PROGRAM

1. Begin $1,500,000 Cantrell Road widening.
2. Complete $650,000 University Avenue Expressway.
3. Complete 4 new fire stations at a cost of $240,000.
4. Complete new $650,000 Police and Courts Building.
5. Remodel City Hall at a cost of $200,000.
6. Complete new $5,000,000 Sewage Treatment Plant and interceptor lines.
7. Complete remodeling of Robinson Memorial Auditorium at a cost of $150,000.
8. Complete exterior remodeling of Airport at a cost of $150,000.
9. Complete mercury vapor lighting of entire downtown area.
10. Begin redevelopment of $4,000,000 High Street Urban Renewal Project.
11. Begin redevelopment of $1,500,000 Westrock Urban Renewal Project.
12. Livestock Urban Renewal Project will be completed.
13. Planning started on $10,000,000 Downtown Urban Renewal Project.
14. Planning started on $5,000,000 South End Urban Renewal Project.
15. New $1,250,000 Library will be almost completed.
16. Park projects totaling $500,000 will be completed.
17. The West Markham Street widening will be completed at a cost of $86,000.
18. A new $300,000 fully automatic radar controlled signal system will be completed in the downtown area.

Arkansas Gazette.

You Get More Out of the Gazette Because More Goes Into It

Represented Nationally by The John Budd Company

ARKANSAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Sebastian	54	66.4	.0371	18.5	28.6	62.7	111,912	.0336	1,685	6,049	3,908	4,426	30.5	10.6	27.4	20.3	28.8	35.5	7.9	14.9	5.4	18.7
▲Fort Smith		61.6	.0345	17.3	21.0		85,038	.0255	1,380	4,915	4,044	4,462	30.0	10.3	27.4	20.1	29.1	35.6	8.0	15.0	5.5	19.0
Sevier		8.4	.0047	2.4	2.4	2.1	9,456	.0028	1,126	3,940	3,805	3,305	44.7	20.8	29.4	29.1	20.0	32.9	4.0	10.2	1.9	7.0
Sharp		6.7	.0038	1.7	2.0		6,702	.0020	1,000	3,942	3,279	2,767	55.8	31.0	27.8	32.8	13.4	26.5	2.3	7.0	.7	2.7
Stone		6.3	.0035	1.6	1.7		5,805	.0018	921	3,628	3,357	2,816	55.0	29.9	27.8	32.2	13.9	27.2	2.5	7.3	.8	3.4
Union		47.8	.0267	13.8	14.3	25.4	67,764	.0203	1,418	4,875	4,738	4,452	32.2	11.1	23.8	17.5	29.6	36.3	9.0	16.9	5.4	18.2
El Dorado		25.4	.0142	8.0	8.4		41,141	.0123	1,620	5,143	4,841	4,760	29.6	9.5	22.8	15.7	30.9	35.5	10.1	17.7	6.6	21.6
Van Buren		7.0	.0040	1.9	2.1		7,116	.0021	1,017	3,745	3,389	2,742	57.3	32.1	27.6	32.9	11.8	23.6	2.1	6.3	1.2	5.1
Washington		51.1	.0286	14.9	16.0	30.1	69,848	.0210	1,367	4,688	3,873	3,748	41.4	17.0	27.1	23.7	21.8	31.7	5.9	13.1	3.8	14.5
Fayetteville		19.9	.0111	5.2	9.1		31,476	.0094	1,583	6,053	3,430	4,395	36.1	12.6	22.6	16.8	26.4	32.8	8.6	16.4	6.3	21.4
Springdale		10.2	.0057	3.2	3.2		12,370	.0037	1,213	3,866	3,832	3,644	40.1	16.9	30.4	27.3	21.4	32.1	5.0	11.4	3.1	12.3
White		37.0	.0207	10.5	11.1	7.7	39,602	.0119	1,070	3,772	3,550	3,181	48.6	23.5	28.6	29.4	17.0	29.2	3.7	9.7	2.1	8.2
Searcy		7.7	.0043	2.4	2.8		10,941	.0033	1,421	4,559	3,806	3,828	40.4	16.2	27.1	23.2	22.4	32.0	6.0	13.0	4.1	15.6
Woodruff		14.2	.0079	3.5	3.7		13,098	.0039	922	3,742	3,496	2,953	53.7	27.9	27.1	30.0	14.5	26.8	3.1	8.7	1.6	6.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures read foreword, page 19.

BUYINGEST FAMILIES IN ARKANSAS



FORT SMITH Southwest-Times Record

—METROPOLITAN FORT SMITH—

$5,478 TOTAL RETAIL SALES PER HOUSEHOLD

Source: S.M. '59

A 14-COUNTY MARKET

On The Arkansas-Oklahoma Border Where 298,500 People Live—Reached Only By The

Southwest American and FORT SMITH TIMES RECORD

Represented by Arkansas Dailies, Inc.

Only the TRIBUNE really covers
METROPOLITAN OAKLAND
Northern California's largest market

1st IN NEWS!

LINES OF NEWS PUBLISHED IN 1959

1. OAKLAND TRIBUNE 24,058,446
2. San Francisco Examiner 22,351,208
3. San Francisco Chronicle 19,768,413
4. News-Call Bulletin (combined linage) 12,463,175

Source: Media Records



1st IN COVERAGE!

HOUSEHOLD COVERAGE

CITY ZONE { 63.0% . . . . . Daily / 68.0% . . . . Sunday

Suburban Zone: 45.3% Daily, 55.3% Sunday

Largest home delivered circulation in Northern California

Oakland Tribune

National Representatives
CRESMER & WOODWARD, INC.
Sunday Comics: Metropolitan Sunday Newspapers, Inc.

ARKANSAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Yell		11.3	.0063	3.1	3.1		11,308	.0034	1,001	3,648	3,554	2,974	50.5	26.1	29.7	32.7	15.7	28.7	2.9	8.1	1.2	4.4
Total Above Cities		618.7	.3462	189.3	218.2		932,689	.2795	1,507	4,927	4,274	4,381	33.6	11.8	25.6	19.1	26.8	33.5	8.3	15.8	5.7	19.8
State Total		1,737.9	.9726	482.1	525.2	754.0	2,123,637	.6370	1,222	4,405	4,043	3,720	42.1	17.4	26.9	23.6	21.5	31.6	5.8	13.1	3.7	14.3

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Fort Smith	66.4	.0371	18.5	26.6	62.7	111,912	.0336	1,685	6,049
Little Rock-North Little Rock	260.0	.1455	78.1	86.7	206.4	420,622	.1262	1,618	5,386

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Texarkana	102.4	.0574	30.0	30.9	54.7	126,339	.0379	1,234	4,211
Total Above Areas	428.8	.2400	126.6	146.2	325.8	658,873	.1977	1,537	5,204

CALIFORNIA— (Other Pacific States: Oregon, Washington)

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Alameda	143	890.2	.4982	293.6	335.1	878.8	2,124,375	.6372	2,386	7,238	6,338	6,667	13.7	3.1	15.3	7.4	37.6	30.1	18.3	22.5	15.1	36.9
Alameda		68.1	.0381	21.9	24.3		160,662	.0482	2,359	7,336	6,611	6,770	11.4	2.5	14.8	7.0	39.4	31.2	19.4	23.4	15.0	35.9
Albany		19.1	.0107	6.1	6.2		43,464	.0130	2,276	7,125	7,010	6,774	11.6	2.6	14.4	6.8	39.2	30.9	19.9	24.1	14.9	35.6
Berkeley		122.2	.0684	40.1	54.7		332,951	.0999	2,725	8,303	6,078	7,155	13.0	2.7	12.9	5.8	36.7	27.5	19.1	21.8	18.3	42.2
Fremont		35.1	.0196	9.5	9.8		61,406	.0184	1,749	6,464	6,225	6,182	16.1	3.9	16.9	8.8	36.6	31.7	17.1	22.6	13.3	33.0
Hayward		68.6	.0384	20.9	22.4		143,492	.0430	2,092	6,866	6,380	6,425	13.8	3.2	15.8	7.9	38.8	32.3	18.2	23.2	13.4	33.4
Livermore		14.1	.0079	4.4	4.5		28,171	.0085	1,998	6,403	6,133	5,946	19.6	5.0	18.8	10.1	34.1	30.7	15.5	21.3	12.0	32.9
▲Oakland		408.0	.2283	140.6	159.6		1,020,809	.3062	2,502	7,260	6,395	6,649	13.0	2.9	15.2	7.4	38.5	30.9	18.5	22.8	14.8	36.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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CALIFORNIA		SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.											
													Income Breakdown of Households											
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over			
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.		
Piedmont		10.8	.0060	3.5	3.7		39,048	.0117	3,616	11,157	10,554	10,316	7.9	1.2	12.4	3.9	25.4	13.1	17.8	14.1	36.5	67.7		
San Leandro		67.0	.0375	20.9	21.1		146,455	.0439	2,186	7,008	6,928	6,688	13.8	3.1	15.1	7.2	37.3	29.9	18.8	23.0	15.0	36.8		
Alpine		.8	.0004	.1	.2		1,387	.0004	2,312	13,870	5,779	8,507	14.2	2.5	3.4	1.3	31.7	20.1	24.3	23.4	26.4	52.7		
Amador		8.9	.0050	2.9	2.9		16,970	.0051	1,907	5,852	5,720	5,472	20.4	5.6	20.1	11.8	36.1	35.3	14.3	21.3	9.1	26.0		
Butte		73.8	.0411	25.3	29.4	30.4	144,611	.0434	1,968	5,724	5,681	5,347	22.0	6.2	21.8	13.1	34.0	34.1	13.1	20.1	9.1	26.5		
Chico		15.7	.0088	5.3	6.3		36,202	.0109	2,306	6,821	5,690	6,065	16.5	4.1	18.1	9.6	37.7	33.3	15.5	20.9	12.2	32.1		
Oroville		6.7	.0037	2.6	2.7		16,117	.0048	2,406	6,199	5,880	5,737	20.8	5.5	20.0	11.2	33.5	31.2	14.4	20.5	11.3	31.6		
Calaveras		9.1	.0051	3.0	3.1		17,731	.0054	1,948	5,910	5,550	5,345	19.8	5.6	20.7	12.4	37.1	37.1	14.3	21.9	8.1	23.0		
Colusa		10.2	.0057	3.2	3.5	2.7	21,886	.0065	2,148	6,839	6,148	6,138	19.0	4.7	20.4	10.7	33.7	29.4	12.9	17.1	14.0	38.1		
Contra Costa	143	391.4	.2191	114.4	133.9	263.2	858,882	.2576	2,194	7,508	6,414	6,814	10.8	2.4	13.2	6.2	41.1	32.2	20.0	24.1	14.9	35.1		
Antioch		16.5	.0092	5.1	5.1		35,497	.0106	2,151	6,960	6,918	6,647	11.2	2.5	13.8	6.6	41.2	33.3	20.1	24.8	13.7	32.8		
Concord		32.1	.0180	8.5	10.0		56,804	.0170	1,770	6,683	5,659	6,363	15.8	3.7	15.3	7.7	37.3	31.5	18.2	23.3	13.4	33.8		
El Cerrito		24.9	.0139	8.3	7.8		61,380	.0184	2,465	7,395	7,869	7,062	12.9	2.8	13.9	6.3	36.8	27.9	19.2	22.2	17.2	40.8		
Martinez		9.5	.0053	3.0	3.6		24,536	.0074	2,583	8,179	6,761	7,396	8.7	1.8	9.8	4.2	40.4	29.3	23.1	25.6	18.0	39.1		
Pittsburg		18.0	.0101	5.3	6.1		39,980	.0120	2,221	7,543	6,551	6,950	9.7	2.1	13.8	6.4	40.6	31.3	20.2	23.8	15.7	36.4		
Richmond		77.7	.0435	22.0	23.1		149,917	.0450	1,929	6,633	6,466	6,302	11.6	2.8	15.8	8.1	42.1	35.7	18.8	24.4	11.7	29.0		
San Pablo		19.2	.0107	5.8	6.0		38,695	.0116	2,015	6,672	6,449	6,220	12.0	3.0	15.5	8.0	42.4	36.5	18.6	24.4	11.3	28.1		
Walnut Creek		8.3	.0046	2.7	2.5		21,018	.0063	2,532	7,784	8,304	7,085	9.4	2.0	11.5	5.2	41.8	31.6	20.9	24.2	16.4	37.0		
Del Norte		22.3	.0125	7.3	8.2		43,063	.0129	1,928	5,891	5,221	5,386	17.9	5.0	21.6	12.8	37.9	37.7	14.5	22.0	8.1	22.5		
Eldorado		22.5	.0126	7.6	7.5	5.6	41,558	.0125	1,847	5,469	5,488	5,167	23.2	6.8	22.4	13.9	33.8	35.0	12.4	19.6	8.2	24.7		
Placerville		5.6	.0031	1.8	2.0		13,084	.0039	2,336	7,269	6,458	6,620	14.1	3.2	15.1	7.3	37.6	30.5	18.4	22.7	14.8	36.3		
Fresno	57	380.9	.1963	107.1	110.2	201.0	669,563	.2009	1,906	6,252	6,073	5,835	18.8	4.8	20.1	11.1	35.0	32.1	14.7	20.7	11.4	31.3		
▲Fresno		132.0	.0739	42.7	48.5		299,677	.0899	2,270	7,018	6,172	6,437	14.7	3.4	16.7	8.3	37.4	31.1	17.2	21.9	14.0	35.3		
Reedley		5.5	.0031	1.7	1.7		10,583	.0032	1,924	6,225	5,999	5,611	19.2	5.1	21.4	12.2	35.2	33.7	13.9	20.3	10.3	28.7		
Selma		8.0	.0045	1.9	2.4		10,494	.0031	1,312	5,523	4,319	5,263	22.3	6.4	21.6	13.1	34.6	35.2	13.0	20.3	8.5	25.0		
Glenn		13.2	.0074	4.0	4.3	2.6	27,571	.0082	2,089	6,893	6,390	6,075	17.7	4.4	19.8	10.4	35.0	30.9	14.6	19.7	12.9	34.6		
Humboldt		95.4	.0534	31.0	32.7	45.2	217,728	.0653	2,262	7,023	6,442	6,485	13.5	3.1	15.8	7.8	39.0	32.2	17.9	22.6	13.8	34.3		
Arcata		5.4	.0030	1.5	2.1		11,841	.0036	2,193	7,894	5,533	6,924	9.4	2.0	14.5	6.7	41.2	31.9	19.4	22.9	15.5	36.5		
Eureka		30.1	.0168	9.7	11.3		73,348	.0220	2,437	7,562	6,491	6,900	11.7	2.5	13.8	6.4	39.4	30.7	19.2	22.7	15.9	37.7		
Imperial		69.0	.0391	18.6	23.2	41.4	124,585	.0374	1,785	6,627	5,370	5,755	21.2	5.5	18.7	10.4	34.0	31.7	14.6	20.8	11.5	31.6		
Brawley		14.5	.0081	3.9	4.4		24,335	.0073	1,678	6,240	5,425	5,656	23.3	6.2	20.0	11.3	31.8	30.1	13.2	19.1	11.7	33.3		
Calexico		8.2	.0046	1.8	2.3		12,075	.0036	1,473	6,708	5,216	5,648	20.7	5.5	19.5	11.0	34.8	33.1	14.3	20.8	10.7	29.6		
El Centro		18.7	.0105	5.0	6.3		34,343	.0103	1,837	6,869	5,422	6,158	17.8	4.4	17.0	8.9	35.7	30.9	16.5	21.9	13.0	33.9		
Inyo		12.6	.0070	4.3	4.7	3.4	29,189	.0087	2,314	6,781	6,171	6,309	11.9	2.8	15.6	7.9	41.9	35.6	18.7	24.3	11.9	29.4		
Kern	14	277.7	.1555	82.5	89.2	203.8	565,103	.1896	2,035	6,850	6,330	6,347	15.1	3.6	16.7	8.4	37.6	31.7	17.1	22.1	13.5	34.2		
▲Bakersfield		84.1	.0303	17.3	20.5		140,041	.0420	2,589	8,095	6,831	7,346	9.9	2.0	12.7	5.5	39.1	28.6	20.1	22.4	18.2	41.5		
Delano		11.6	.0065	3.3	3.7		21,528	.0065	1,856	6,524	5,818	5,818	18.9	4.9	18.6	10.2	36.0	33.1	15.3	21.6	11.2	30.2		
East Bakersfield		70.0	.0392	19.5	20.7		125,292	.0376	1,790	6,425	6,026	6,024	17.4	4.3	18.3	9.7	36.5	32.5	15.8	21.4	12.0	32.1		
Oildale		26.1	.0146	8.2	8.3		54,169	.0162	2,075	6,606	6,568	6,299	14.4	3.4	15.8	8.0	39.4	33.5	17.9	23.3	12.5	31.8		
South Bakersfield		23.0	.0129	6.6	7.0		47,049	.0141	2,046	7,129	6,666	6,726	13.1	2.9	15.3	7.3	38.3	30.6	18.2	22.1	15.1	37.1		
Taft		4.2	.0024	1.2	1.5		10,471	.0031	2,493	8,726	6,747	7,499	8.0	1.6	8.8	3.8	41.7	29.8	23.1	25.2	18.4	39.6		
Kings		46.2	.0258	13.6	13.6	18.1	85,465	.0256	1,850	6,284	6,263	5,883	18.6	4.7	20.1	10.9	34.9	31.9	14.7	20.5	11.7	32.0		
Hanford		11.3	.0063	3.5	3.7		22,700	.0068	2,009	6,496	6,135	6,035	19.1	4.8	18.8	10.0	34.4	30.6	14.9	20.1	12.8	34.5		
Lake		11.5	.0064	4.0	4.1		21,321	.0064	1,854	5,330	5,131	4,754	28.0	8.9	25.4	17.2	29.1	32.8	10.2	17.5	7.3	23.8		
Lassen		13.8	.0078	4.3	4.4	9.8	29,211	.0087	2,117	6,793	6,523	6,390	10.8	2.5	15.6	7.8	43.3	36.4	18.2	23.3	12.1	30.0		
Susanville		6.3	.0035	1.9	2.1		13,893	.0042	2,205	7,312	6,516	6,636	9.9	2.2	14.6	7.1	43.4	35.0	18.8	23.2	13.3	32.5		

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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There's More Than One Side to KERO-TV, Bakersfield.
It's the one and only advertising medium that spreads over the whole of the Southern San Joaquin Valley, all five rich-living counties of it.

KERO-TV
BAKERSFIELD

CALIFORNIA'S SUPER-market

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

SEAL OF GOOD PRACTICE

A TRANSCONTINENT STATION

CHANNEL 10

NBC



LOS ANGELES

NOW THE NATION'S SECOND LARGEST...

**Population *Buying Income *Total Retail Sales*

and **FIRST** IN AUTOMOBILE OWNERSHIP

This makes OUTDOOR your natural medium to reach the citizens of PACIFIC OUTDOORLAND!

PACIFIC OUTDOOR ADVERTISING CO. — 995 North Mission Road, Los Angeles, Calif.

CALIFORNIA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.											
													Income Breakdown of Households											
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Los Angeles	90	5,937.5	3.3229	1,989.4	2,207.2	5,654.9	13,884,718	4.1650	2,338	6,979	6,291	6,830	15.0	3.5	16.7	9.2	35.6	29.0	17.3	22.5	14.8	36.8
Alhambra		58.2	.0326	20.5	20.9		146,535	.0440	2,518	7,148	7,010	6,807	14.1	3.1	15.1	7.1	35.8	28.2	19.0	22.9	16.0	38.7
Altadena Township		53.3	.0299	14.9	17.2		132,389	.0397	2,475	8,885	7,654	8,176	9.1	1.7	11.5	4.5	34.6	22.6	20.9	20.9	23.9	50.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Sales Management's Up-to-Date

1960 COUNTY OUTLINE RETAIL SALES MAP OF THE 50 UNITED STATES

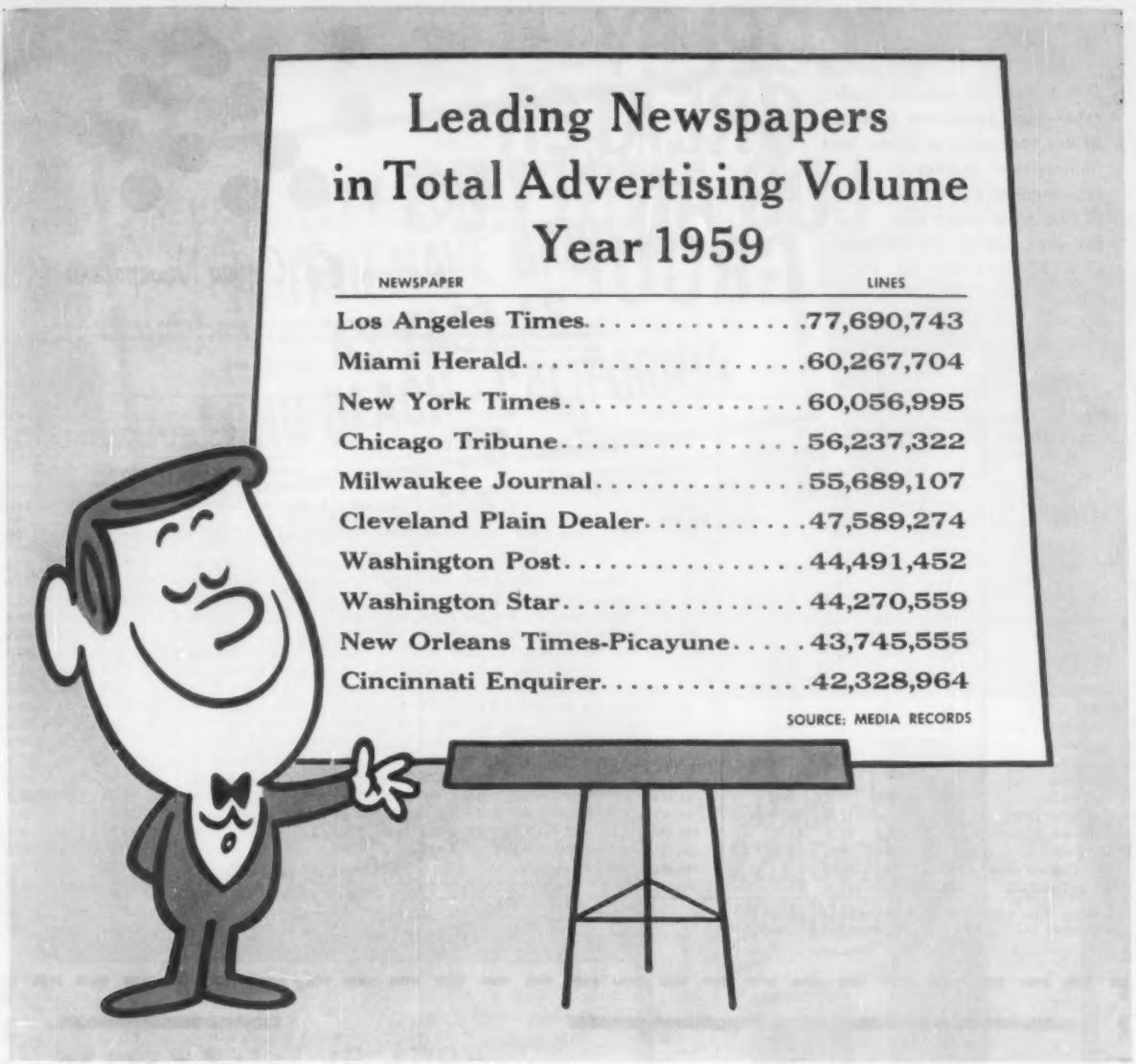
Includes Alaska and Hawaii (also Canadian Markets)

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . in 8 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all color shadings . . .
3. Differences in retail sales volume indicated by 7 different County color shadings . . .
   - –for counties with $500 million or more.
   - –for counties with $250 million to $500 million.
   - –for counties with $100 million to $250 million.
   - –for counties with $50 million to $100 million.
   - –for counties with $25 million to $50 million.
   - –for counties with $10 million to $25 million.
   - –for counties under $10 million.
4. 1750 cities with retail sales of $20 million or more.
5. City populations indicated–(as of January 1, 1960).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed family average.

PRICE: $4.50 a single copy; $3.50 each for two or more copies; $3.00 for five or more

SALES MANAGEMENT, 630 Third Avenue, New York 17, N. Y.



Again in 1959, for the fifth consecutive year, the Los Angeles Times led all newspapers in the nation in advertising volume. The Times published 77,690,743 lines during the 12-month period—the greatest advertising volume ever published by any newspaper in a single year.

In establishing its new record, The Times *gained* 12,312,544 lines (more than 5,000 pages) over the volume it published in 1958, to lead such newspapers as the Miami Herald, the New York Times and the Chicago Tribune by the widest margin ever recorded. Substantial gains were registered by The Times in every major category —in retail, national and classified advertising.

Locally, during the year, The Times published more than *twice* the advertising volume of its morning and Sunday competitor—and registered a gain in advertising over the preceding year nearly *three times* greater than that of the second Los Angeles morning and Sunday newspaper.

In circulation, The Times also set new records during 1959—attracting and holding the largest audience ever reached by a western newspaper—more than 500,000 families every weekday; more than 900,000 families every Sunday.

The record breaking leadership established by The Times in advertising and circulation during 1959 points to two positive conclusions:

More and more Southern California families are learning that they get *so much more out of reading The Times* . . .

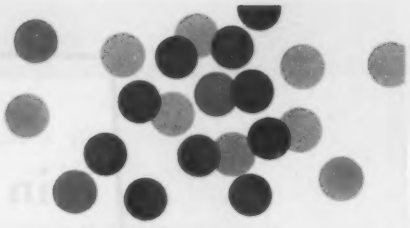
And more and more advertisers are discovering that *sales in Southern California start on First Street in Los Angeles*—home of . . .

The Los Angeles Times

NATIONALLY REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

COPLEY GREATER LOS ANGELES GROUP

One order—at one discounted rate—buys productive coverage of key communities in the vast "hometown" market of Los Angeles. For details of this great group buy, ask your nearest representative of WEST-HOLLIDAY CO., INC.



"THE RING OF TRUTH" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING GREATER LOS ANGELES – SAN DIEGO, CALIFORNIA – NORTHERN ILLINOIS – AND SPRINGFIELD, ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

CALIFORNIA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Arcadia		42.5	.0238	12.4	14.3		96,946	.0291	2,281	7,818	6,760	7,471	14.2	2.9	14.6	6.3	32.6	23.3	17.9	19.6	20.7	47.9
Azusa		19.5	.0109	5.5	5.6		36,593	.0110	1,877	6,653	6,503	6,254	12.1	2.9	15.9	8.1	42.4	36.3	18.1	23.7	11.5	29.0
Bell		19.7	.0110	7.4	7.2		51,618	.0155	2,620	6,975	7,112	6,588	12.0	2.7	15.4	7.5	39.0	31.8	19.6	24.3	14.0	33.7
Belvedere Township		49.3	.0276	11.6	12.5		69,850	.0210	1,417	6,022	5,564	5,556	16.8	4.5	21.3	12.3	37.9	36.6	15.0	22.1	9.0	24.5
Beverly Hills		32.0	.0179	11.8	14.3		130,429	.0391	4,076	11,053	9,120	10,170	9.5	1.4	11.3	3.6	26.7	14.0	15.9	12.8	36.6	68.2
Burbank		93.5	.0523	30.2	30.7		217,230	.0652	2,323	7,193	7,076	6,863	11.4	2.5	14.2	6.6	39.2	30.6	19.7	23.5	15.5	36.8
Compton		70.0	.0392	21.3	22.0		145,948	.0438	2,085	6,852	6,628	6,487	11.7	2.7	15.0	7.4	41.2	34.1	19.1	24.1	13.0	31.7
Covina		20.4	.0114	6.3	7.9		40,176	.0121	1,969	6,377	5,055	6,100	17.1	4.2	18.4	9.7	35.8	31.4	16.2	21.8	12.5	32.9
Culver City		33.6	.0188	11.0	11.3		78,266	.0235	2,329	7,115	6,871	6,733	12.5	2.8	15.1	7.2	38.4	30.5	19.0	23.1	15.0	36.4
El Monte		13.2	.0074	3.8	4.2		22,620	.0068	1,714	5,953	5,273	5,734	17.5	4.6	18.5	10.4	38.0	35.4	16.1	23.0	9.9	26.6
Gardena		33.5	.0199	10.9	10.9		71,494	.0214	2,014	6,559	6,525	6,263	15.3	3.7	16.9	8.7	37.3	31.9	17.6	22.9	12.9	32.8
Glendale		120.4	.0674	44.3	47.3		329,864	.0989	2,740	7,446	6,973	6,999	13.5	2.9	15.7	7.2	35.1	26.8	18.3	21.4	17.4	41.7
Hawthorne		34.2	.0191	10.1	11.4		69,144	.0207	2,022	6,846	6,047	6,353	12.8	3.0	15.4	7.8	40.7	34.4	18.6	23.9	12.5	30.9
Hermosa Beach		16.6	.0093	6.1	6.6		42,184	.0127	2,541	6,915	6,334	6,476	13.6	3.3	16.0	7.9	38.6	33.0	18.0	22.7	13.8	34.2
Huntington Park		29.5	.0165	12.9	12.4		88,077	.0264	2,986	6,828	7,070	6,421	13.2	3.1	16.6	8.3	38.6	32.1	18.3	23.3	13.3	33.2
Inglewood		66.5	.0372	22.3	23.2		163,640	.0491	2,461	7,338	7,024	6,932	13.0	2.8	14.9	6.9	36.3	28.1	19.3	22.8	16.5	39.4
Lakewood		63.2	.0354	18.4	19.3		120,217	.0361	1,902	6,534	6,200	6,150	14.9	3.7	16.9	8.8	37.4	32.5	17.3	23.0	13.5	32.0
Long Beach-Lakewood		*383.2*	*.2145*	*159.4*			*918,864*	*.2755*	*2,396*	*6,587*												
▲Long Beach		320.0	.1791	121.0	131.0		798,047	.2394	2,494	6,595	6,089	6,124	16.4	4.0	17.4	9.1	37.1	32.6	16.8	22.4	12.3	31.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

The secret of stretching sales seconds on radio...

"FRESH AIR" on

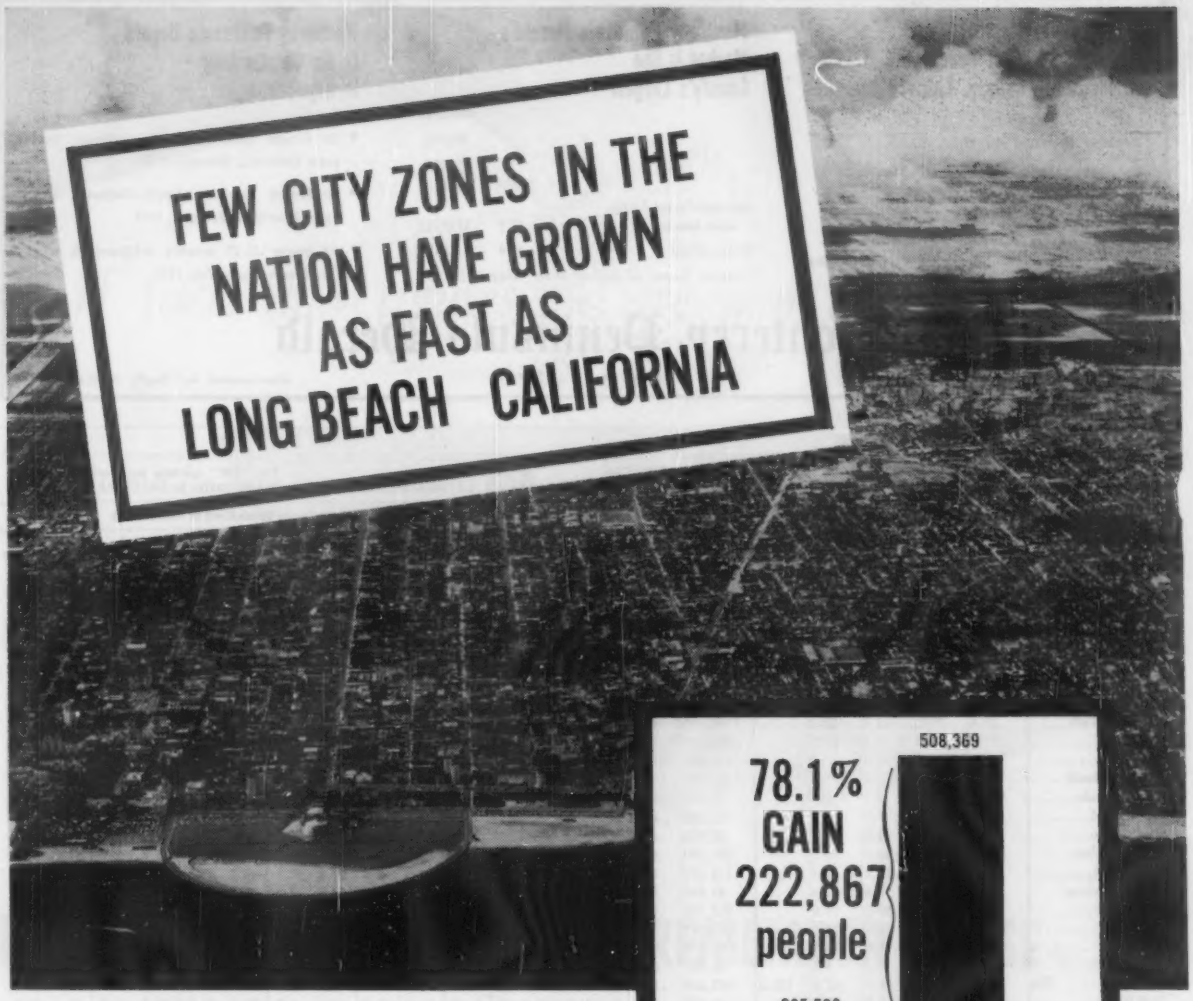
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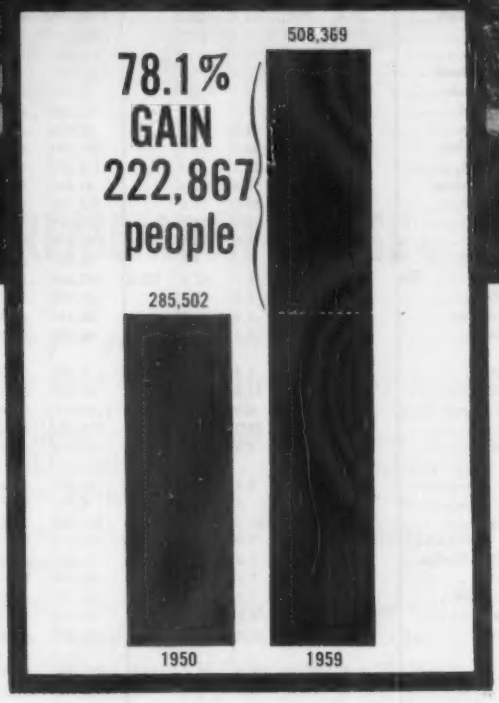
RADIO CATALINA

New FRESH AIR program format gets the attention and respect of a high-income audience in 234 valuable Southern California markets. Yet, 17 one-minute spots cost less than an average of 10 on other big-signal stations.

John Poole Broadcasting Company
6540 Sunset Blvd., Los Angeles 28.
HOllywood 3-3205
National Representative:
Weed Radio Corporation.

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.





NOW in the OVER HALF-MILLION POPULATION GROUP

The Independent, Press-Telegram covers nearly 7 out of 10 homes in this area. No "outside" newspaper covers even 1 out of 10.

Morning — Evening

Independent | **Press-Telegram**

Sunday

LONG BEACH, CALIFORNIA • REPRESENTED NATIONALLY BY RIDDER-JOHNS, INC.

Monterey Peninsula Herald Delivers the Most Coverage In Monterey County, California

	Daily Circ.	% Coverage
Monterey Peninsula Herald	20,376	38.0
Salinas Californian	14,831	27.6
San Jose Mercury-News	4,566	8.5
San Francisco Examiner	4,362	8.1
San Francisco Chronicle	4,204	7.8
San Francisco Call-Bulletin	2,607	4.8
San Francisco News	618	1.1
Oakland Tribune	515	1.0

(Source: ABC Annual Audit Reports—September 1958)

Monterey Peninsula Herald's Market Is The County's Largest

	Pop. (000)	Effective Buying Income (000)
Monterey-Carmel-Pacific Grove-Seaside	57.2	$117,762
Salinas-Alisal	42.4	87,876

(Source: Survey of Buying Power, May 1959)

Monterey Peninsula Herald Is An Outstanding Newspaper

- 1st General Excellence Award—California Newspaper Publishers, February 1959
- 1st General Excellence Award—California Newspaper Advertising Managers, 1959
- 6th among all US weekday newspapers in retail COLOR advertising—Year 1958

Monterey Peninsula Herald

Allen Griffin, editor and publisher — Monterey, California — represented by Doyle & Hawley

CALIFORNIA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

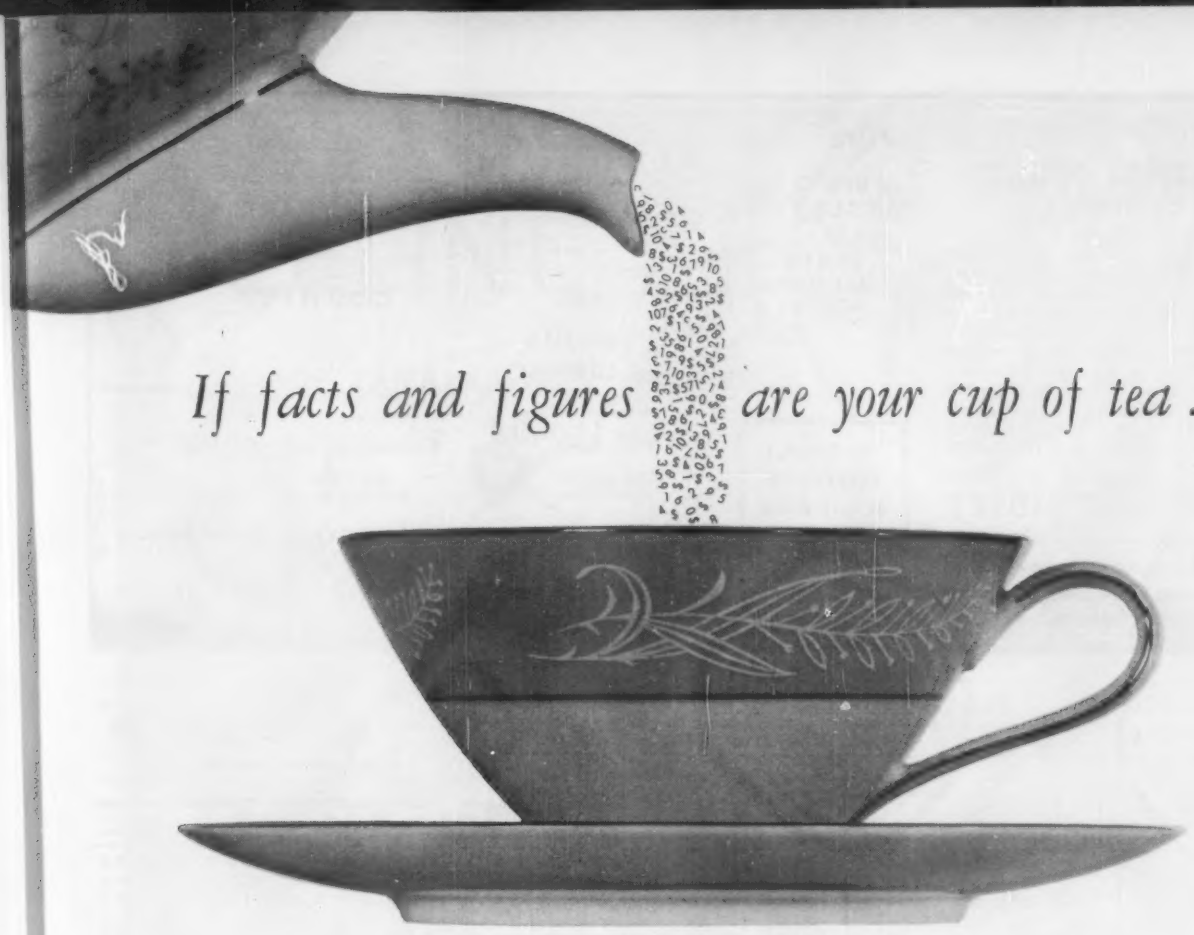
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
▲Los Angeles		2,472.0	1.3835	857.6	981.3		6,116,459	.18347	2,474	7,132	6,233	6,557	14.5	3.3	16.7	8.2	35.8	29.2	18.1	22.6	14.9	36.7
Lynwood		33.4	.0187	10.2	10.5		72,272	.0217	2,164	7,085	6,860	6,683	10.5	2.4	13.8	6.6	41.5	33.3	20.5	25.0	13.7	32.7
Manhattan Beach		34.6	.0194	13.6	12.4		99,212	.0298	2,867	7,295	7,978	6,830	12.4	2.7	14.7	6.9	38.0	29.8	19.2	23.9	15.7	37.6
Maywood		16.9	.0095	6.0	6.3		40,284	.0121	2,384	6,714	6,357	6,352	12.2	2.9	15.5	7.8	40.7	34.4	19.3	24.8	12.3	30.1
Monrovia		26.9	.0151	9.5	9.9		65,201	.0196	2,424	6,863	6,565	6,367	15.4	3.6	16.9	8.5	36.7	31.0	17.2	22.1	13.8	34.8
Montebello		32.5	.0182	10.9	9.8		78,460	.0235	2,414	7,198	7,987	6,863	12.0	2.6	14.2	6.6	38.5	30.1	19.7	23.5	15.6	37.2
Monterey Park		37.0	.0207	12.0	12.3		81,915	.0246	2,214	6,826	6,642	6,526	14.1	3.2	15.4	7.5	37.3	30.7	19.2	24.1	14.0	34.5
Pasadena		123.6	.0692	43.8	51.7		325,187	.0975	2,631	7,424	6,284	6,713	15.5	3.5	16.6	7.9	34.9	27.8	16.6	20.3	16.4	40.5
Pomona		69.3	.0388	22.3	24.8		149,562	.0449	2,158	6,707	6,026	6,205	14.7	3.6	17.2	8.9	38.4	33.1	17.3	22.8	12.4	31.6
Redondo Beach		48.0	.0269	15.4	15.8		99,072	.0297	2,064	6,433	6,247	6,086	15.7	3.9	17.2	9.1	38.3	33.7	17.1	23.0	11.7	30.1
San Fernando		16.2	.0091	4.9	5.4		32,080	.0096	1,980	6,547	5,941	6,040	14.8	3.7	18.2	9.6	39.0	34.7	16.7	22.6	11.3	29.4
San Gabriel		33.4	.0131	7.2	7.2		56,148	.0168	3,399	7,796	7,774	7,606	13.4	2.5	14.1	6.9	33.9	24.2	19.4	21.2	20.2	46.1
San Marino		13.8	.0077	4.2	4.6		61,400	.0184	4,449	14,619	13,075	13,747	7.3	.8	7.9	1.8	15.8	6.2	16.0	9.5	53.0	81.7
Santa Monica		88.3	.0494	32.2	36.2		226,640	.0680	2,567	7,039	6,250	6,474	14.2	3.3	16.8	8.3	37.4	31.0	17.4	22.0	14.2	35.4
South Gate		56.4	.0316	13.5	13.4		139,070	.0337	2,288	6,977	6,992	6,713	10.9	2.5	14.1	6.7	40.7	32.3	20.3	24.7	14.1	33.8
South Pasadena		19.6	.0110	7.8	7.6		61,838	.0185	3,155	7,928	8,077	7,478	14.2	2.9	14.4	6.2	32.3	23.0	18.4	20.2	20.7	47.7
Torrance		102.6	.0574	29.2	31.9		202,198	.0607	1,971	6,925	6,335	6,422	15.1	3.5	16.5	8.2	36.7	30.7	17.7	22.6	14.0	35.0
Whittier		34.7	.0194	12.0	12.9		87,762	.0263	2,529	7,314	6,764	6,837	14.5	3.2	15.2	7.2	35.8	27.9	18.0	21.6	16.5	40.1
Madera		40.3	.0225	11.8	11.7	18.3	65,270	.0195	1,620	5,527	5,537	5,198	23.2	6.7	23.8	14.7	32.1	33.1	12.2	19.2	8.7	26.3
Madera		14.4	.0081	4.3	4.2		24,616	.0074	1,709	5,725	5,739	5,396	22.3	6.2	21.6	12.8	33.2	33.0	13.4	20.3	9.5	27.7
Marin	143	140.2	.0785	43.1	47.8	103.2	345,083	.1036	2,461	8,007	7,216	7,434	11.9	2.4	13.6	5.9	35.4	25.5	19.4	21.3	19.7	44.9
Mill Valley		9.4	.0053	3.5	3.3		30,228	.0091	3,216	8,637	9,160	8,178	11.4	2.1	11.8	4.6	31.5	20.6	21.2	21.2	24.1	51.5
San Anselmo		11.8	.0066	3.8	3.7		30,144	.0090	2,555	7,933	7,947	7,616	11.2	2.2	12.6	5.3	35.4	25.0	20.5	22.0	20.3	45.5
San Rafael		19.9	.0111	6.5	7.4		54,909	.0165	2,759	8,448	7,345	7,752	10.5	2.0	11.9	4.9	35.8	24.8	20.6	21.7	21.2	46.6
Mariposa		4.7	.0026	1.4	2.0		9,909	.0029	2,108	7,078	4,881	5,718	14.7	3.9	19.7	11.1	41.2	38.5	15.0	21.4	9.4	25.1
Mendocino		46.9	.0263	14.5	15.1	19.3	86,613	.0260	1,847	5,973	5,731	5,508	19.3	5.3	21.4	12.4	38.0	34.9	14.0	20.9	9.3	26.5
Ukiah		11.0	.0062	3.6	3.8		21,765	.0065	1,979	6,046	5,675	5,684	18.5	4.9	20.4	11.5	36.5	34.3	14.5	20.9	10.1	28.4
Merced		89.7	.0502	26.3	32.4	29.2	173,390	.0520	1,933	6,593	5,339	5,725	19.6	5.2	21.1	11.8	34.2	31.9	14.0	20.0	11.1	31.1
Merced		21.8	.0122	6.6	7.2		41,710	.0125	1,913	6,320	5,767	5,946	19.0	4.8	19.9	10.7	33.7	30.5	15.1	20.7	12.3	33.3
Modoc		7.8	.0042	2.3	2.4	2.1	15,871	.0048	2,116	6,900	6,423	6,088	15.2	3.8	19.3	10.2	36.8	32.5	16.9	22.8	11.8	30.7
Mono		2.8	.0014	.8	.9		5,737	.0017	2,319	7,246	5,927	6,474	10.3	2.4	14.4	7.1	44.3	38.7	18.4	23.3	12.8	30.5
Monterey		187.5	.1049	55.4	79.5	104.1	421,539	.1265	2,248	7,609	5,299	6,382	14.7	3.5	16.6	8.3	37.8	31.7	17.1	21.9	13.8	34.6
Alisal		17.9	.0100	5.3	5.3		31,831	.0095	1,778	6,006	5,939	5,757	16.3	4.3	18.8	10.5	39.1	36.4	16.1	22.8	9.7	26.0
Carmel-by-the-Sea		4.5	.0025	2.0	2.0		16,467	.0049	3,689	8,234	8,052	7,297	11.1	2.3	13.3	5.9	37.3	27.3	19.5	21.9	18.8	42.6
Monterey		24.7	.0138	7.7	10.3		59,865	.0180	2,424	7,775	5,762	6,695	11.7	2.6	15.3	7.3	39.3	31.4	18.9	23.1	14.9	35.6
Pacific Grove		12.8	.0072	4.6	4.9		31,751	.0095	2,481	6,902	6,417	6,512	13.4	3.1	17.0	8.4	37.8	31.1	17.6	22.1	14.2	35.3
Salinas		25.7	.0144	8.2	10.7		65,746	.0197	2,558	8,018	6,135	7,033	13.9	3.0	15.0	6.8	35.4	27.0	17.7	20.6	18.0	42.6
Seaside		18.5	.0104	5.6	5.6		31,677	.0095	1,712	5,657	5,581	5,390	19.8	5.5	22.1	13.1	35.6	35.6	13.7	20.7	8.8	25.1
Napa		65.4	.0366	18.5	18.7	23.5	111,300	.0333	1,702	6,016	5,948	5,634	19.3	5.1	19.9	11.3	36.2	34.5	14.7	21.3	9.9	27.8
Napa		20.2	.0113	6.7	6.8		42,223	.0127	2,090	6,302	6,169	5,976	17.2	4.3	17.9	9.6	37.3	33.5	16.2	22.1	11.4	30.5
Nevada		16.4	.0092	5.8	6.0	7.4	31,955	.0096	1,948	5,509	5,289	5,108	22.9	6.7	23.4	14.7	33.0	34.6	12.8	20.6	7.9	23.4
Grass Valley-Nevada City		8.1	.0048	2.6			19,680	.0060	2,077	6,788												
Grass Valley		5.3	.0030	1.7	2.1		10,663	.0032	2,012	6,272	5,078	5,419	17.6	4.9	21.2	12.6	38.0	37.5	14.8	22.4	8.4	22.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

© SM, 1960.

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.



If facts and figures are your cup of tea . . .

IT CAN PAY YOU WELL TO REMEMBER THESE . . .

1. Los Angeles County, second largest and wealthiest in America is, *at the very least,* a 3 METROPOLITAN NEWSPAPER BUY.

2. Why? In New York (and its 5 boroughs) the *one* LARGEST newspaper gives 53% coverage. In Cleveland, the one largest gives 60% coverage. The same "one newspaper dominance" applies in Chicago, Detroit, Philadelphia, Pittsburgh, St. Louis and Baltimore.

3. *But, in Los Angeles, it takes a minimum of three metropolitan newspapers to get 50% coverage. Add a fourth (the second evening) and you get a total of 64%!*

4. The 4 Los Angeles Metropolitan newspapers are comprised of two mornings and two evenings. And, in each field, *one* is the undisputed leader . . . in circulation and advertising.

5. *In the evening field, the leader is the Herald-Express!*

6. When you buy newspapers in the wealthy Los Angeles county market, remember . . . *the only way to get maximum coverage at minimum cost* . . . is to include the Herald-Express.

P. S.:—*Want additional facts? Latest duplication information? Contact your nearest Moloney, Regan & Schmitt man, or, write: Robert Simon, General Advertising Manager, Box 2416 Terminal Annex, Los Angeles 54, California.*

Los Angeles Evening **HERALD-EXPRESS**

"Largest Evening Newspaper in Western America"

Represented Nationally by Moloney, Regan & Schmitt, Inc.

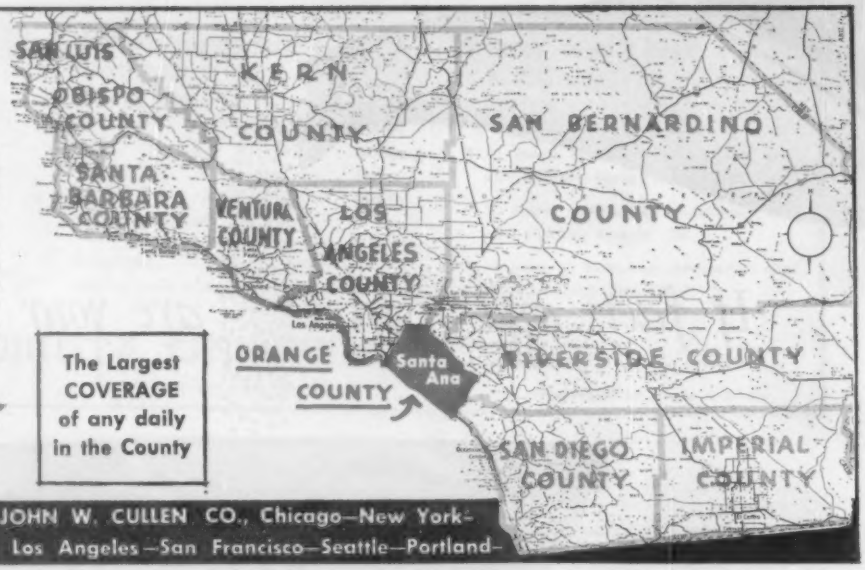
PIN-POINTING

ORANGE COUNTY
CALIFORNIA

Orange County is by far the "smallest" county in area in Southern California. It's only 35 miles long and 25 miles wide totaling 782 square miles. It's less than 1/5th the size of Los Angeles County. It's less than 1/75th of all 10 Southern California counties combined. It's the dynamic and fabulous growth county in the nation . . . there's no place like it! Population alone tripled in 10 years to over 670,000.

The Register
Orange County's Home Newspaper
NOW MORNING • EVENING • SUNDAY

The Largest COVERAGE of any daily in the County



Represented Nationally by JOHN W. CULLEN CO., Chicago—New York-
WEST-HOLLIDAY CO., INC., Los Angeles—San Francisco—Seattle—Portland-

CALIFORNIA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Orange	90	**686.7**	**.3843**	**231.4**	**249.2**	**421.3**	**1,433,741**	**.4301**	**2,088**	**6,196**	**5,753**	**5,768**	**18.7**	**4.9**	**19.3**	**10.7**	**36.3**	**33.7**	**15.0**	**21.3**	**10.7**	**29.4**
Anaheim		93.3	.0522	29.8	32.0		184,988	.0555	1,983	6,208	5,766	5,791	17.7	4.6	19.0	10.5	37.5	34.7	15.3	21.6	10.5	28.6
Costa Mesa		34.4	.0193	11.1	10.2		63,743	.0191	1,853	5,743	6,237	5,463	19.9	5.5	20.1	11.8	36.5	35.8	14.5	21.7	9.0	25.2
Fullerton		64.0	.0358	21.2	24.0		146,055	.0438	2,282	6,889	6,078	6,270	14.4	3.5	16.5	8.5	39.4	33.6	17.1	22.3	12.6	32.1
Garden Grove		77.4	.0433	25.9	26.0		151,992	.0456	1,964	5,868	5,839	5,603	19.9	5.3	20.0	11.4	35.5	34.0	14.4	21.1	10.2	28.2
Laguna Beach		9.4	.0053	3.2	4.1		22,745	.0068	2,420	7,108	5,522	6,218	16.1	3.9	16.9	8.7	37.0	31.8	17.0	22.4	13.0	33.2
Newport Beach		23.4	.0131	9.7	8.9		65,089	.0195	2,782	6,710	7,290	6,379	17.7	4.2	18.5	9.3	34.1	28.6	15.0	19.3	14.7	38.6
Orange		24.4	.0137	8.7	9.3		53,622	.0161	2,198	6,163	5,719	5,715	17.9	4.7	18.9	10.6	35.0	35.7	15.2	21.7	10.0	27.3
Santa Ana		95.0	.0532	30.6	32.1		193,817	.0581	2,040	6,334	6,038	5,896	17.3	4.4	18.7	10.2	37.3	33.9	15.7	21.8	11.0	29.7
Placer		**51.7**	**.0289**	**15.6**	**15.9**	**17.5**	**93,729**	**.0281**	**1,813**	**6,008**	**5,866**	**5,600**	**18.9**	**5.1**	**20.3**	**11.8**	**36.4**	**34.8**	**14.7**	**21.5**	**9.7**	**27.0**
Auburn		5.2	.0029	1.9	2.0		12,397	.0037	2,384	6,525	6,199	6,083	16.8	4.2	16.8	8.9	38.4	33.6	16.0	21.6	12.0	31.7
Roseville		12.3	.0069	4.2	4.1		26,534	.0080	2,157	6,318	6,365	6,101	14.8	3.6	17.5	9.2	38.6	34.0	17.6	23.5	11.5	29.7
Plumas		**9.5**	**.0054**	**3.0**	**3.2**		**21,302**	**.0064**	**2,242**	**7,101**	**6,481**	**6,501**	**10.5**	**2.4**	**16.0**	**7.9**	**41.4**	**34.1**	**19.2**	**24.2**	**12.9**	**31.4**
Riverside	141	**277.6**	**.1563**	**91.5**	**97.4**	**148.5**	**512,808**	**.1538**	**1,847**	**5,604**	**5,261**	**5,158**	**23.6**	**6.9**	**22.8**	**14.2**	**32.8**	**34.1**	**12.4**	**19.7**	**8.4**	**25.1**
Corona		14.0	.0078	4.3	4.2		22,068	.0066	1,576	5,132	5,190	4,929	23.6	7.2	24.5	15.0	33.5	36.5	11.5	19.0	6.9	21.4
Indio		9.6	.0054	3.1	3.2		17,668	.0053	1,840	5,699	5,521	5,332	22.2	6.3	21.4	12.9	33.9	33.9	13.6	20.9	8.9	26.0
Palm Springs		14.9	.0083	6.0	6.6		32,857	.0099	2,205	5,476	4,942	5,209	24.8	7.3	23.6	14.5	30.9	31.7	11.3	17.8	9.4	28.8
▲Riverside		85.0	.0476	27.9	29.5		164,997	.0495	1,941	5,914	5,586	5,515	20.8	5.7	21.2	12.3	34.1	33.2	14.0	20.7	9.9	28.1
Sacramento	134	**488.3**	**.2821**	**146.6**	**167.4**	**322.1**	**1,068,008**	**.3258**	**2,319**	**7,408**	**6,484**	**6,763**	**12.3**	**2.7**	**14.8**	**6.9**	**38.7**	**30.7**	**19.1**	**23.1**	**15.3**	**36.6**
North Sacramento		10.0	.0056	3.0	3.2		22,831	.0068	2,283	7,610	7,071	7,101	11.3	2.4	13.1	5.9	38.7	29.1	20.0	23.1	16.9	39.5
▲Sacramento		185.0	.1035	60.2	75.2		489,528	.1468	2,646	8,132	6,509	7,276	9.3	1.9	12.5	5.5	39.6	29.2	20.8	23.4	17.8	40.0
San Benito		**14.6**	**.0082**	**4.5**	**4.9**	**5.1**	**28,111**	**.0084**	**1,925**	**6,247**	**5,656**	**5,615**	**19.4**	**5.2**	**22.7**	**13.0**	**34.1**	**32.5**	**13.2**	**19.2**	**10.6**	**30.1**

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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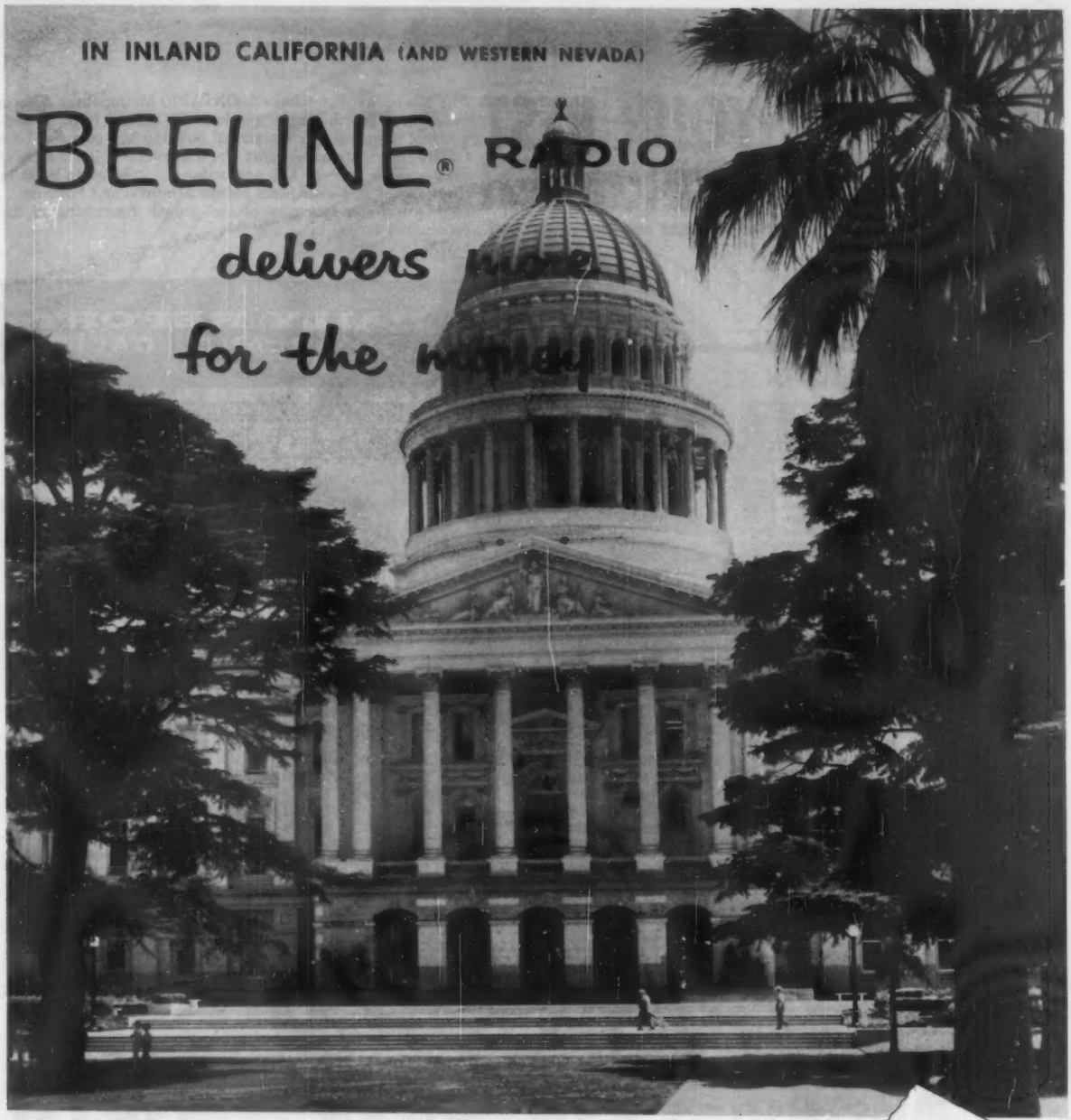
Definition of Cash Income Per Household

Cash Income Per Household is a mathematical average—total cash *actually available for spending* divided by total households. Cash Income is net Effective Buying Income less non-cash items such as food and fuel produced and consumed by farmers, imputed rentals of owner-occupied homes, income received by trusts, pension and welfare funds and income of non-profit institutions.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



California's Capitol

Free-spending Californians and Nevadans are clustered thick in Beeline station broadcast areas. For example, KFBK is located in the heart of the Metropolitan Sacramento Market which ranks 9th nationally in retail sales per household and 43rd in total retail sales. National ranking for total food sales is 39th and total drug sales is 49th (SRDS)

The city of Sacramento is the capital of California. It is also the center of an area having huge, diversified food-canning, industrial, dairying and agricultural activity plus several very large military establishments.

As a group, Beeline stations give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D)



*Sales Management's 1959 Survey of Buying Power

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



YOUR BEST APPROACH

TO A GREAT METROPOLITAN AREA

The San Bernardino-Riverside-ONTARIO Metropolitan Area is California's fourth largest market. ONTARIO is its fastest-growing segment. A new terminal building just completed for Ontario International Airport . . . a 2-million dollar Fruehauf Trailer plant now in full production . . . a boost to 9,000 in employment at Kaiser Steel between Ontario and Fontana . . . these are a few instances of the growth flourishing in the community served by . . .

THE DAILY REPORT
ONTARIO - UPLAND, CALIF.
REPRESENTED NATIONALLY BY WARD-GRIFFITH CO

CALIFORNIA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	($2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
San Bernardino	141	478.2	.2676	152.3	166.8	297.8	925,608	.2776	1,936	6,078	5,547	5,582	18.5	5.0	20.1	11.5	36.8	35.4	15.0	22.0	9.6	26.1
Barstow		12.4	.0069	3.5	3.7		23,280	.0072	1,934	6,851	6,388	6,615	11.5	2.6	15.2	7.4	40.5	33.8	19.0	23.5	13.8	33.7
Colton		19.8	.0111	5.7	5.9		34,413	.0103	1,738	6,038	5,755	5,598	16.2	4.4	18.1	10.4	41.1	30.2	16.1	23.6	8.5	22.4
Ontario-Upland		*81.6*	*.0344*	*21.6*			*188,105*	*.0324*	*2,663*	*5,870*												
▲Ontario		46.6	.0260	16.9	15.7		99,461	.0296	2,139	5,885	6,334	5,540	19.3	5.2	20.0	11.6	36.7	35.5	14.7	21.7	9.3	26.0
Redlands		28.2	.0158	9.2	11.0		56,578	.0170	2,006	6,150	5,102	5,414	21.3	5.9	20.1	11.9	35.3	35.0	14.2	21.4	9.1	25.8
▲San Bernardino		91.5	.0512	29.8	32.1		206,566	.0620	2,258	6,933	6,422	6,453	12.3	2.9	17.7	8.8	37.5	31.1	18.0	22.8	14.6	34.4
Upland		15.0	.0084	4.9	5.1		28,644	.0086	1,916	5,846	5,566	5,448	18.1	5.0	21.0	12.3	38.2	37.5	14.4	21.7	8.3	23.5
San Diego	142	963.6	.5505	290.2	408.2	834.4	2,106,045	.6318	2,141	7,257	5,159	6,162	16.2	4.0	17.0	8.8	37.1	32.2	17.1	22.8	12.6	32.2
Chula Vista		43.3	.0242	13.1	13.9		82,027	.0246	1,894	6,262	5,887	5,957	17.3	4.4	17.8	9.6	37.2	33.4	16.3	22.4	11.4	30.2
Coronado		19.1	.0107	5.8	7.8		47,368	.0142	2,480	8,167	6,049	6,969	10.9	2.3	13.9	6.4	38.8	29.9	19.9	23.3	16.5	38.1
El Cajon		35.0	.0196	9.5	11.0		84,828	.0164	1,567	5,771	4,972	5,495	21.1	5.8	19.8	11.6	35.1	34.1	14.4	21.4	9.6	27.1
Escondido		13.9	.0078	4.6	4.9		26,115	.0078	1,879	5,677	5,224	5,341	21.2	6.0	20.8	12.5	34.9	34.9	14.2	21.8	8.9	24.8
La Mesa		28.5	.0160	7.4	9.7		46,160	.0138	1,620	6,238	4,729	5,898	18.4	4.7	18.4	10.0	35.9	32.7	15.9	22.0	11.4	30.6
National City		34.5	.0193	9.9	10.9		58,777	.0176	1,704	5,937	5,384	5,594	17.6	4.7	19.7	11.3	38.4	36.7	15.2	22.3	9.1	25.0
Oceanside		24.0	.0134	8.2	8.2		48,188	.0145	2,008	5,877	5,818	5,605	19.3	5.2	20.1	11.5	36.4	34.7	14.4	21.1	9.8	27.5
▲San Diego		560.0	.3134	173.2	233.4		1,231,395	.3694	2,199	7,110	5,298	6,247	15.7	3.8	16.6	8.5	37.3	32.0	17.4	22.8	13.0	32.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

The San Diego Union
EVENING TRIBUNE

The two metropolitan dailies which sell the third largest market in the western states. Commanding coverage, strong merchandising support, superlative color.

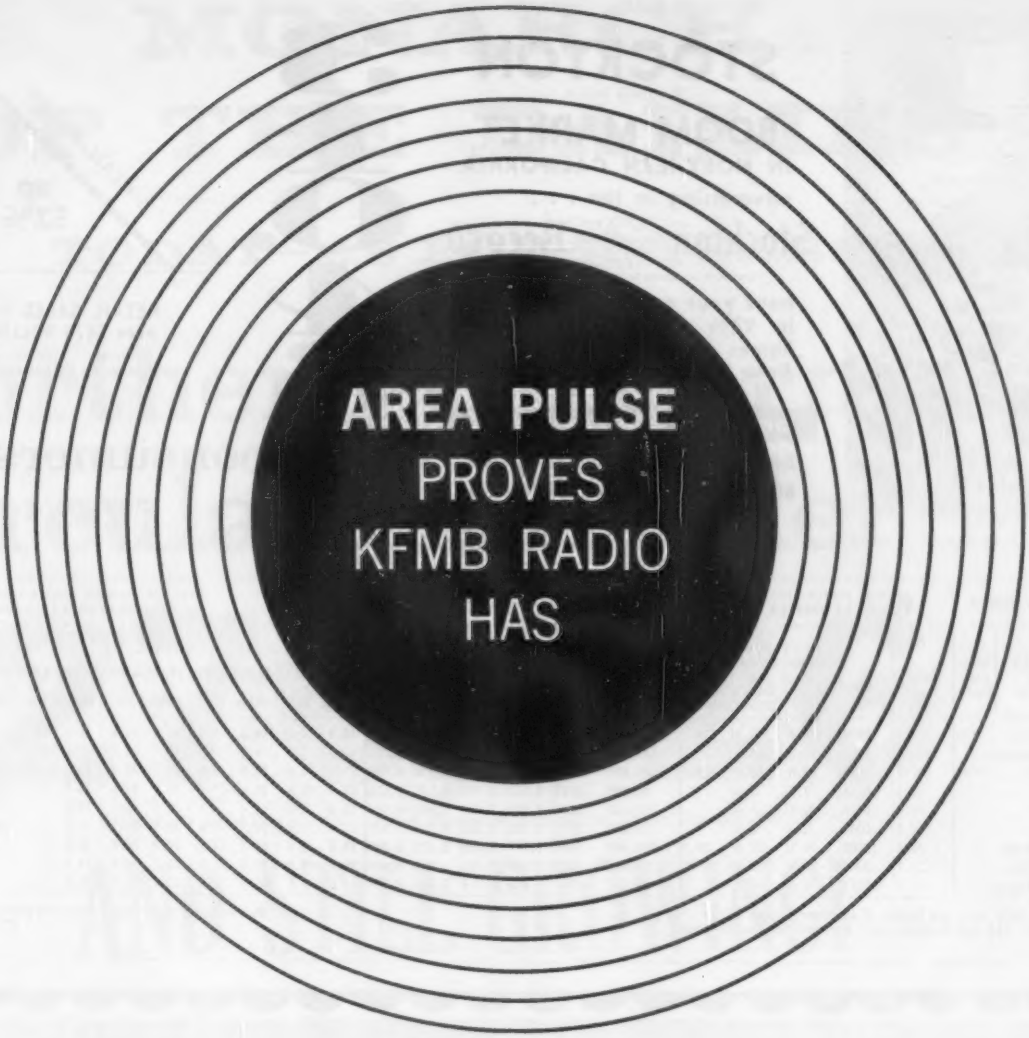
"THE RING OF TRUTH" Copley Newspapers

SAN DIEGO CALIFORNIA

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA – GREATER LOS ANGELES – NORTHERN ILLINOIS – AND SPRINGFIELD, ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Meaning of "Urbanized Population"

All persons in what the Census Bureau defines as "urban areas"—communities of 25,000 population and the densely settled fringes of cities of 50,000 or more population.



THE BIGGEST AUDIENCES* IN FOUR** SOUTHERN CALIFORNIA COUNTIES, BURSTING WITH NEARLY 2,000,000 PROSPEROUS PEOPLE***!

*Pulse Area Survey, Nov., '59 **San Diego, Riverside, Orange, Imperial ***Sales Management Survey, May, '59

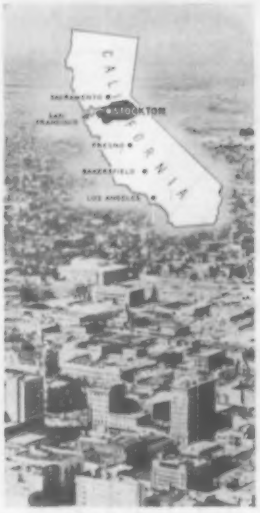
KFMB RADIO CBS SAN DIEGO

A TRANSCONTINENT STATION

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



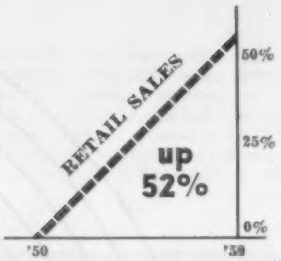
STOCKTON
TRADING AREA
BOOM MARKET
IN NORTHERN CALIFORNIA
advertising in the . . .
Stockton Record
Represented nationally by Cresmer & Woodward, Inc.

buys your consumer franchise in 92% of the city zone homes . . . 61% of the Trade Area homes.

circulation now over 59,000

no other daily newspaper covers even 7% of the homes

310,463 consumers



RETAIL SALES now over $475 MILLION
source: Calif. State Board of Equalization

CALIFORNIA		SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
San Francisco	143	774.1	.4332	275.0	351.4	774.1	2,215,309	.6645	2,862	8,056	6,303	7,105	10.5	2.2	14.2	6.4	37.8	28.6	20.1	23.1	17.4	39.7
▲San Francisco		774.1	.4332	275.0	351.4		2,215,309	.6645	2,862	8,056	6,303	7,105	10.5	2.2	14.2	6.4	37.8	28.6	20.1	23.1	17.4	39.7
San Joaquin	188	237.2	.1327	74.0	83.0	175.1	490,613	.1471	2,068	6,630	5,908	6,000	17.5	4.4	18.0	9.6	36.7	32.8	15.8	21.5	12.0	31.7
Lodi		20.6	.0115	7.1	7.8		42,400	.0127	2,058	5,972	5,647	5,578	21.4	5.8	20.1	11.6	33.9	32.5	14.3	20.9	10.3	29.2
▲Stockton		88.9	.0498	26.1	33.9		199,243	.0598	2,241	7,634	5,861	6,659	13.4	3.0	14.6	7.1	38.8	31.2	18.1	22.3	15.1	36.4
Tracy		11.4	.0064	3.4	3.9		24,239	.0073	2,126	7,129	6,215	6,498	12.8	2.9	15.3	7.5	40.5	33.4	18.3	23.1	13.4	33.1
San Luis Obispo		72.4	.0406	24.1	27.9	37.7	150,348	.0451	2,077	6,239	5,372	5,566	19.9	5.4	19.7	11.3	36.2	34.9	14.5	21.3	9.7	27.1
Paso Robles		11.1	.0062	3.7	4.2		22,648	.0068	2,040	6,121	5,284	5,468	20.6	5.7	20.3	11.9	35.7	34.9	14.1	21.1	9.3	26.4
San Luis Obispo		19.8	.0111	6.6	8.1		48,018	.0144	2,425	7,275	5,908	6,498	11.5	2.7	15.4	7.6	41.3	34.0	18.5	23.3	13.3	32.4

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For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960

SUPERIOR COVERAGE*

*LOCATION . . . . . on 1314 foot San Bruno Mountain . . . highest TV site in the San Francisco area . . . used by 3 of the 5 San Francisco VHF Stations . . . close to the geographical population center of the Bay Area.

*POSITION . . . . . Low Band Channel 2 . . . more efffective penetration and range.

*MAXIMUM POWER . . 100,000 watts video, 50,000 watts audio.

*MODERN EQUIPMENT . completely RCA, embracing technical developments of the past four years.

KTVU CHANNEL **2**
San Francisco · Oakland
Represented by H-R Television, Inc.

AN NAB CODE STATION

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

MONARCH OF THE DAILIES

TODAY—AS FOR 72 YEARS

Northern California's Circulation Leader

and now GREATER *than ever*

276,026

Publisher's Audit Bureau of Circulation Statement for 6 months ending September 30, 1959.

AND STILL GROWING!

ANY WAY YOU LOOK AT IT—

The Examiner—

- gained more lines of advertising during 1959—
- and carried more total advertising—
- *than any other newspaper* in San Francisco

- MORE RETAIL ADVERTISING
- MORE GENERAL ADVERTISING
- MORE AUTOMOTIVE ADVERTISING
- MORE FINANCIAL ADVERTISING
- MORE TOTAL DISPLAY ADVERTISING
- MORE CLASSIFIED ADVERTISING
- MORE TOTAL ADVERTISING

- *First In News*
- *First In Circulation*
- *First In Advertising*

THE SUNDAY EXAMINER with 482,821 circulation is northern California's dominantly leading Sunday newspaper.

AMERICA FIRST

San Francisco Examiner

MONARCH OF THE DAILIES

Represented Nationally by HEARST ADVERTISING SERVICE INC.

NET EFFECTIVE BUYING INCOME
OVER ONE BILLION DOLLARS!

PER HOUSEHOLD AVERAGE EFFECTIVE BUYING INCOME
$8,510

PER CAPITA AVERAGE EFFECTIVE BUYING INCOME
$2,667

POPULATION NOW APPROACHING HALF A MILLION!

You just can't cover the fabulously rich
SAN FRANCISCO PENINSULA
without

Peninsula Newspapers Incorporated

• PALO ALTO TIMES • REDWOOD CITY TRIBUNE
• THE ADVANCE-STAR

76% COVERAGE OF THE ENTIRE AREA

National Representatives . . . Doyle & Hawley

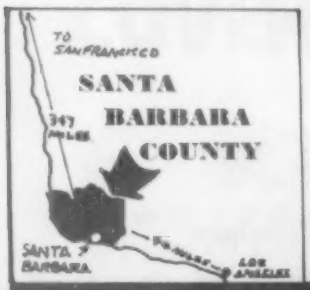
CALIFORNIA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
San Mateo	143	409.2	.2290	130.2	134.9	395.3	1,087,225	.3261	2,657	8,350	8,055	7,911	9.4	1.8	11.7	4.7	36.1	24.4	21.0	21.7	21.8	47.4
Burlingame		24.0	.0134	8.3	8.3		72,671	.0218	3,028	8,756	8,673	8,385	9.8	1.8	11.6	4.5	32.4	20.6	21.0	20.5	25.2	52.6
Daly City		40.0	.0224	12.3	12.8		97,976	.0294	2,449	8,031	7,609	7,556	9.3	1.8	12.1	5.1	38.2	27.1	21.0	22.8	19.4	43.2
Menlo Park		28.5	.0160	9.6	10.3		90,867	.0273	3,188	9,465	8,817	8,415	8.1	1.5	10.0	3.8	34.6	22.0	22.1	21.5	25.2	51.2
Millbrae		16.2	.0091	4.6	5.0		43,805	.0131	2,704	9,523	8,731	9,131	7.1	1.2	8.6	3.0	31.7	18.6	24.0	21.5	28.6	55.7
Redwood City		45.8	.0256	14.3	15.1		114,599	.0344	2,502	8,014	7,556	7,537	9.7	1.9	11.8	5.0	38.1	27.2	21.1	22.9	19.3	43.0
San Bruno		26.9	.0151	8.1	8.3		63,174	.0189	2,348	7,799	7,529	7,383	9.4	1.9	11.9	5.2	38.9	28.2	21.5	23.8	18.3	40.9
San Carlos		22.1	.0124	6.4	6.5		58,231	.0175	2,634	9,097	8,923	8,609	7.7	1.3	9.2	3.4	34.3	21.5	23.2	22.0	25.6	51.8
San Mateo		70.7	.0396	21.9	24.3		204,949	.0615	2,899	9,358	8,404	8,715	8.4	1.5	9.7	3.6	33.0	20.2	22.0	20.6	26.9	54.1
South San Francisco		40.2	.0225	11.9	12.8		96,948	.0291	2,412	8,147	7,563	7,645	8.5	1.7	11.4	4.8	38.4	26.9	22.0	23.5	19.7	43.1
Santa Barbara	145	146.2	.0818	47.4	55.0	98.1	321,496	.0965	2,199	6,783	5,844	6,180	16.9	4.1	18.5	9.6	35.9	31.1	16.5	20.5	13.2	34.7
▲Santa Barbara		56.6	.0328	20.0	23.7		135,832	.0407	2,318	6,792	5,725	6,095	17.5	4.3	18.7	9.8	35.6	31.3	15.3	20.6	12.9	34.0
Santa Maria		18.8	.0105	5.6	6.5		38,279	.0115	2,036	6,836	5,834	6,448	14.7	3.4	17.5	8.7	36.8	30.7	16.7	21.1	14.3	36.1
Santa Clara	144	613.0	.3431	188.6	209.1	471.4	1,308,244	.3924	2,134	6,937	6,254	6,413	15.9	3.7	16.3	8.2	36.4	30.4	17.2	21.9	14.2	35.8
Gilroy		7.1	.0040	2.4	2.5		17,735	.0053	2,498	7,390	6,949	6,754	18.4	4.1	16.6	7.9	31.3	24.8	16.4	19.9	17.3	43.3
Los Gatos		9.3	.0052	3.3	3.4		20,751	.0062	2,231	6,288	6,092	5,923	21.8	5.5	18.7	0.1	32.3	29.2	14.5	20.1	12.7	35.1
Mountain View		29.9	.0167	9.9	10.2		63,684	.0191	2,130	6,433	6,202	6,070	17.2	4.3	17.8	9.4	36.5	32.1	16.3	22.0	12.2	32.2
Palo Alto		51.6	.0289	16.4	20.2		135,523	.0407	2,626	8,264	6,695	7,551	11.7	2.3	13.4	5.7	35.5	25.2	18.9	20.5	20.5	46.3
▲San Jose		184.7	.0923	53.7	62.6		374,486	.1123	2,274	7,106	5,980	6,433	15.2	3.6	15.9	7.9	37.1	30.9	17.7	22.5	14.1	35.1
Santa Clara		51.1	.0286	14.0	19.4		108,282	.0325	2,119	7,734	5,575	6,673	12.7	2.9	13.4	6.4	39.9	32.0	19.2	23.5	14.8	35.2
Sunnyvale		49.8	.0279	13.4	15.0		86,261	.0259	1,732	6,437	5,742	6,170	16.0	3.9	17.1	8.9	37.5	32.5	17.0	22.5	12.4	32.2
Santa Cruz		74.1	.0414	27.6	28.2	48.0	158,305	.0469	2,109	5,663	5,540	5,296	23.0	6.8	21.6	13.1	32.7	33.0	12.7	19.6	9.2	27.5
Santa Cruz		26.5	.0148	10.3	11.3		59,904	.0180	2,261	5,816	5,289	5,341	23.3	6.6	21.4	12.9	33.1	33.1	12.8	19.6	9.4	27.8
Watsonville		13.9	.0078	4.6	5.3		31,391	.0094	2,258	6,824	5,863	6,156	16.6	4.1	17.4	9.1	37.2	32.2	16.1	21.5	12.7	33.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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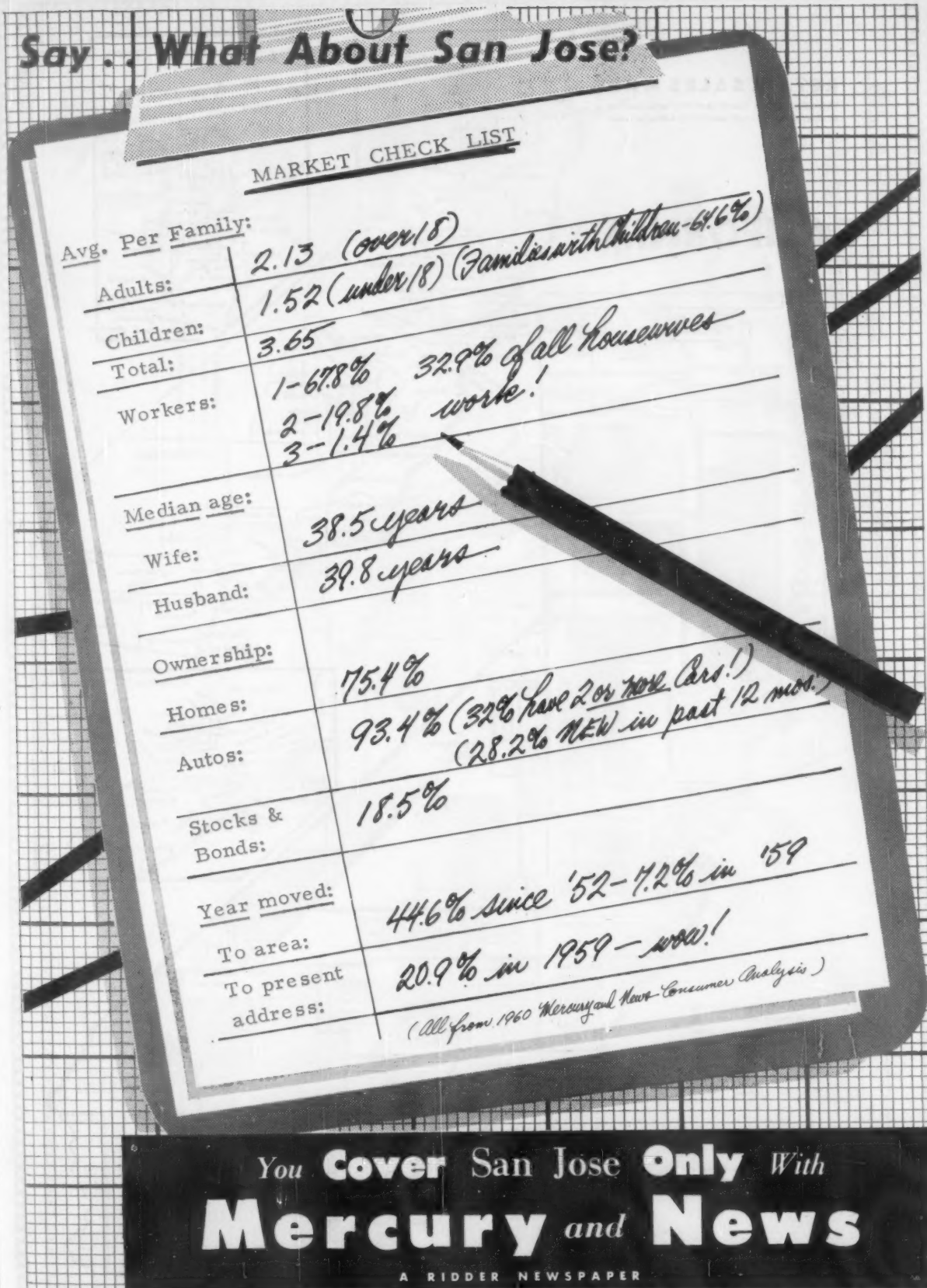
Santa Barbara County . . .

Fastest Growing Market in Southern California

Now with **$19,000,000** Industrial Payroll **16%** Population Increase in 1959

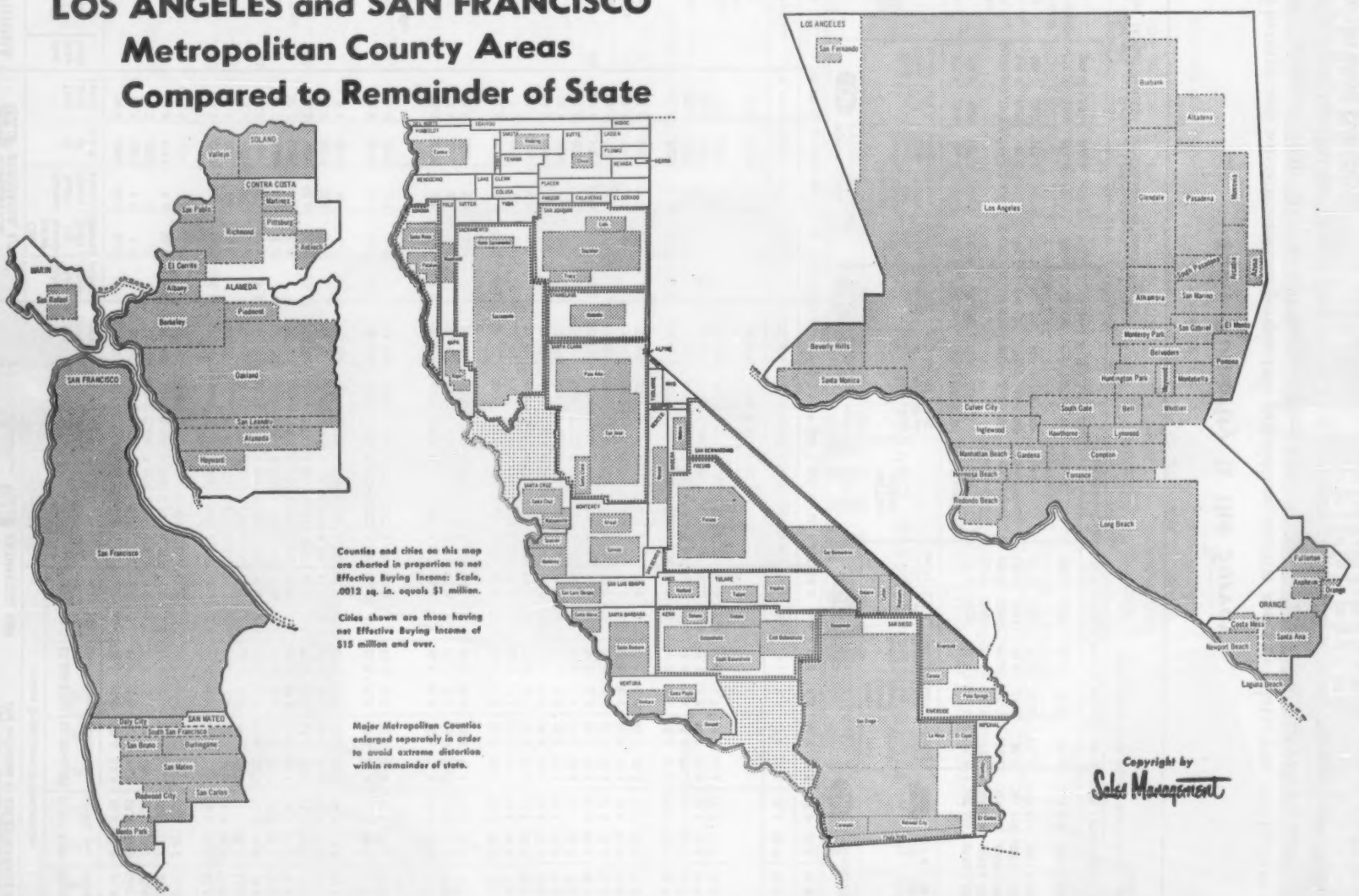
Cover
92% ABC City Coverage
68% City and Retail Trading Zone Coverage

THIS GROWING MARKET WITH THE
SANTA BARBARA NEWS-PRESS
National Representatives' Cresmer and Woodward Inc.


Say . . What About San Jose?
MARKET CHECK LIST
Avg. Per Family:
Adults: 2.13 (over 18)
Children: 1.52 (under 18) (Families with Children - 64.6%)
Total: 3.65
Workers: 1 - 67.8% 2 - 19.8% 3 - 1.4%
32.9% of all housewives work!
Median age:
Wife: 38.5 years
Husband: 39.8 years
Ownership:
Homes: 75.4%
Autos: 93.4% (32% have 2 or more Cars!) (28.2% NEW in past 12 mos.)
Stocks & Bonds: 18.5%
Year moved:
To area: 44.6% since '52 - 7.2% in '59
To present address: 20.9% in 1959 - wow!
(All from 1960 "Mercury and News Consumer Analysis")
You Cover San Jose Only With
Mercury and News
A RIDDER NEWSPAPER
Member of Metro Sunday Comic Network and Parade


RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
CALIFORNIA
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0026 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within communities of state.
Copyright by
Sales Management

LOS ANGELES and SAN FRANCISCO
Metropolitan County Areas
Compared to Remainder of State



CALIFORNIA	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Shasta		80.6	.0294	18.8	16.6	12.5	103,281	.0310	2,041	6,258	6,122	5,882	17.2	4.4	18.7	10.2	37.4	34.1	15.8	22.9	10.9	29.3
Redding		12.5	.0070	4.3	4.8		32,132	.0096	2,571	7,473	6,640	6,866	11.2	2.4	15.1	7.0	39.1	30.6	18.9	22.5	15.7	37.5
Sierra		2.3	.0012	.8	.7		4,334	.0013	1,884	7,223	5,921	6,034	9.1	2.3	17.1	9.1	46.2	40.9	18.2	24.7	9.4	23.0
Siskiyou		28.9	.0162	9.6	10.1	6.6	63,396	.0190	2,194	6,604	6,268	6,138	15.8	3.9	17.3	9.1	38.1	33.2	16.6	22.1	12.2	31.7
Yreka City		4.5	.0025	1.5	1.7		10,293	.0031	2,287	6,862	6,055	6,259	15.4	3.7	16.8	8.6	38.2	32.7	16.8	22.0	12.8	33.0
Solano	143	126.1	.0706	36.7	48.4	106.3	274,011	.0822	2,173	7,466	5,661	6,445	10.1	2.4	14.1	7.0	44.1	36.7	19.5	24.7	12.2	29.2
Fairfield		13.3	.0074	6.0	4.8		39,727	.0119	2,987	6,621	8,276	6,228	11.8	2.8	16.0	8.3	42.9	36.9	18.2	23.9	11.1	28.1
Vallejo		73.0	.0409	19.2	34.7		166,901	.0501	2,286	8,693	4,798	6,774	9.1	2.0	12.6	5.7	43.8	34.7	21.1	25.4	14.0	32.2
Sonoma	283	145.0	.0811	48.4	54.3	56.8	291,315	.0873	2,009	6,019	5,362	5,406	22.6	6.3	21.2	12.6	33.4	33.1	13.2	19.9	9.6	28.1
Petaluma		15.7	.0088	5.3	6.0		36,000	.0108	2,293	6,792	5,970	6,164	15.9	3.9	16.5	8.6	38.8	33.7	16.5	21.9	12.3	31.9
△Santa Rosa		37.2	.0208	13.6	15.3		85,312	.0256	2,293	6,273	5,560	5,749	20.4	5.3	19.3	10.8	34.5	32.1	14.6	20.8	11.2	31.0
Stanislaus	255	146.5	.0820	45.3	45.8	63.9	269,152	.0806	1,837	5,942	5,871	5,518	20.7	5.6	21.3	12.4	34.5	33.5	13.8	20.2	9.9	28.3
△Modesto		38.4	.0215	13.5	17.1		96,185	.0289	2,505	7,125	5,616	6,262	14.9	3.6	17.4	8.9	38.0	32.6	16.6	21.6	13.1	33.3
Turlock		8.8	.0049	3.1	3.1		18,163	.0054	2,064	5,859	5,715	5,543	21.2	5.7	21.0	13.2	34.3	33.1	13.4	19.8	10.1	29.2
Sutter		30.3	.0170	9.4	10.0	12.5	59,934	.0180	1,978	6,376	5,972	5,820	16.2	4.7	21.0	11.6	35.0	32.2	14.4	20.3	11.4	31.2
Yuba City		11.0	.0062	3.7	3.6		23,347	.0070	2,122	6,310	6,367	6,129	16.9	4.2	18.3	9.6	35.9	31.3	16.3	21.7	12.6	33.2
See Marysville-Yuba City																						
Tehama		23.0	.0129	7.5	7.7	8.0	46,574	.0139	2,025	6,210	5,994	5,997	20.8	5.5	20.6	11.6	33.6	31.6	13.9	20.0	11.1	31.3
Red Bluff		7.5	.0042	2.3	2.6		15,568	.0047	2,076	7,076	5,777	6,314	16.8	4.0	17.7	9.0	34.9	29.6	16.6	21.5	14.0	35.9
Trinity		3.6	.0044	2.9	3.1		14,550	.0044	1,619	5,017	4,571	4,435	24.7	8.4	24.9	18.0	35.2	42.6	11.1	20.4	4.1	10.6
Tulare		147.8	.0827	44.1	44.3	51.4	251,188	.0753	1,700	5,696	5,670	5,300	22.0	6.3	23.6	14.3	33.0	33.2	12.3	19.1	9.1	27.1
Dinuba		5.7	.0032	1.9	2.0		10,636	.0032	1,866	5,598	5,224	5,249	24.3	6.9	23.0	14.1	31.3	31.9	12.3	19.0	9.3	28.1
Porterville		8.7	.0049	2.8	3.1		17,558	.0053	2,018	6,271	5,599	5,630	19.4	5.2	21.0	12.0	35.1	33.3	14.2	20.6	10.3	28.9
Tulare		14.5	.0081	4.2	4.6		26,554	.0080	1,831	6,322	5,773	5,851	18.0	4.6	19.4	10.6	36.3	33.3	15.1	21.1	11.2	30.4
Visalia		15.3	.0086	4.7	5.7		37,153	.0111	2,428	7,905	6,504	7,119	10.5	2.2	14.5	6.5	38.6	29.1	19.1	21.9	17.3	40.3
Tuolumne		13.3	.0075	4.7	4.8		26,391	.0086	2,135	6,041	5,857	5,667	17.8	4.7	20.2	11.4	37.1	35.2	15.1	21.7	9.8	27.0
Ventura	293	180.2	.1008	53.0	58.4	94.3	363,889	.1091	2,019	6,866	6,226	6,335	14.2	3.4	17.0	8.6	38.7	32.6	17.0	22.0	13.1	33.4
△Oxnard		34.6	.0194	9.5	11.0		64,858	.0195	1,875	6,827	5,877	6,255	14.7	3.5	17.4	8.9	38.1	32.7	17.0	22.3	12.8	32.6
Santa Paula		13.8	.0072	3.9	4.1		24,173	.0073	1,889	6,198	5,804	5,866	19.5	5.0	18.3	10.0	35.6	32.4	15.0	21.0	11.6	31.6
△Ventura		26.8	.0150	8.9	10.4		70,806	.0212	2,642	7,956	6,775	7,260	10.4	2.2	11.9	5.3	40.2	29.6	19.9	22.4	17.6	40.5
Yolo		57.5	.0322	17.4	21.2	31.6	119,867	.0360	2,085	6,889	5,635	6,034	18.8	4.7	18.0	9.5	35.2	31.3	15.3	20.7	12.7	33.8
Woodland		13.5	.0076	4.3	4.9		31,028	.0093	2,298	7,216	6,332	6,667	15.5	3.5	15.8	7.6	36.5	29.3	16.5	20.2	15.7	39.4
Yuba		27.7	.0155	7.9	10.1	22.0	50,671	.0152	1,829	6,414	4,977	5,530	20.5	5.6	21.9	12.7	34.1	33.0	13.4	19.8	10.1	28.9
Marysville		9.2	.0051	2.8	4.1		22,736	.0068	2,471	8,120	5,545	6,758	12.0	2.7	16.3	7.7	38.6	30.6	17.5	21.2	15.6	37.8
Marysville-Yuba City		*10.8*	*.0115*	*6.8*			*49,063*	*.0155*	*2,831*	*7,090*												
Total Above Cities		9,948.2	5.5682	3,298.4	3,777.4		23,732,944	7.1160	2,385	7,192	6,280	6,590	14.1	3.2	16.1	7.8	37.0	30.0	18.0	22.4	14.8	36.6
State Total		15,142.1	8.4743	4,902.1	5,589.1	12,171.3	34,069,179	10.2194	2,250	6,950	6,118	6,384	15.5	3.6	17.0	8.5	36.3	30.5	17.3	22.2	13.9	35.2

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Bakersfield	277.7	.1555	82.5	99.2	203.5	565,103	.1696	2,035	6,850	San Francisco-Oakland	2,731.2	1.5286	893.0	1,051.8	2,820.9	6,904,885	2.0712	2,528	7,732
Fresno	350.9	.1963	107.1	119.2	201.0	669,563	.2009	1,908	6,252	San Jose	613.0	.3431	188.8	209.1	471.4	1,308,244	.3924	2,134	6,937
Los Angeles-Long Beach	6,924.2	3.7072	2,220.8	2,456.4	6,076.2	15,318,459	4.5951	2,212	6,898	Santa Barbara	146.2	.0818	47.4	55.0	88.1	321,495	.0965	2,199	6,783
△Modesto	146.5	.0820	45.3	45.8	63.9	269,152	.0808	1,837	5,942	△Santa Rosa	145.0	.0811	48.4	54.3	56.8	291,315	.0873	2,009	6,019
Sacramento	488.3	.2621	148.6	167.4	322.1	1,068,008	.3258	2,319	7,408	Stockton	237.2	.1327	74.0	83.0	175.1	490,613	.1471	2,068	6,630
San Bernardino-Riverside-Ontario	755.8	.4229	243.8	264.3	446.3	1,438,416	.4314	1,903	5,900	△Ventura-Oxnard	180.2	.1008	53.0	58.4	94.3	363,889	.1091	2,019	6,866
San Diego	983.6	.5506	290.2	408.2	834.4	2,106,048	.6318	2,141	7,257	Total Above Areas	13699.8	7.6448	4,440.7	5,052.1	11,538.0	31,133,187	9.3390	2,279	7,011

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

Their Authority Is the *Survey*

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey*. They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

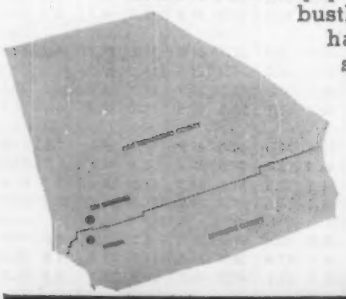


27th IN AMERICA — IN POPULATION, HOUSEHOLDS, AND FOOD SALES.

YES, ONLY 26 MARKETS IN ALL AMERICA ARE LARGER!

IN THE BAG...

WITH UNDUPLICATED COVERAGE BY THESE TWO DAILIES



California's new sales giant, the Metropolitan Area composed of San Bernardino and Riverside Counties, receives the messages of these two *newspaper giants* daily. In this bustling terrain population has risen over 68.9% since '54. It's net effective buying income exceeds $1.3 billion. Employment rose 7.8% since '58. Building of dwelling units skyrocketed 89.7%. Here people *buy more* food, drugs, automobiles, general merchandise and eat and drink more than in such large Metropolitan areas as... New Orleans, San Jose, Phoenix, Oklahoma City or Salt Lake. And in Gasoline Sales — 14th in the nation! — more than Baltimore, Seattle, Dallas, San Diego or Miami!

Don't you miss out on the great buying power of this definitely independent market. *NOTE:* More than an hour's drive from Los Angeles, not even ½ of 1% of the total circulation of the major Los Angeles newspapers enters this sales area.

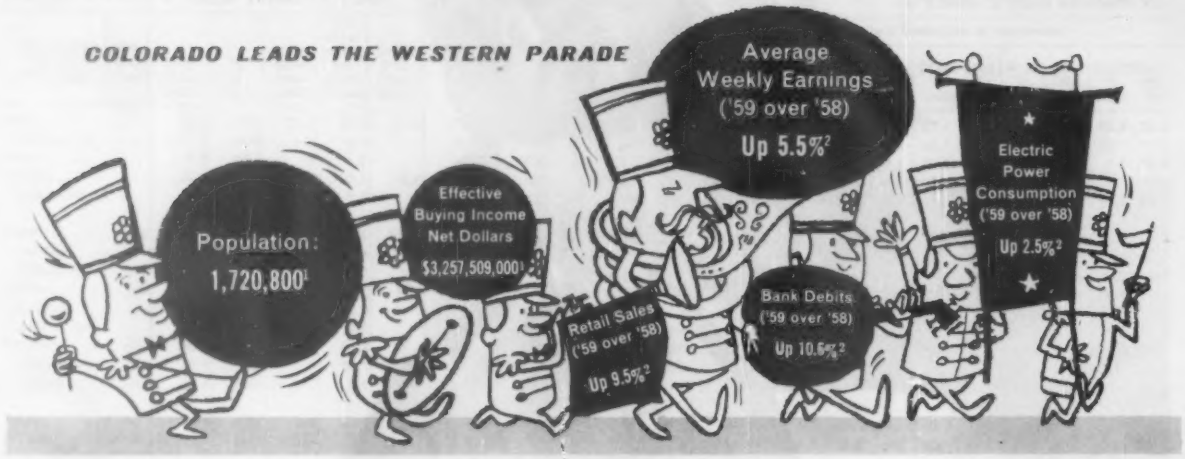
THE 27th LARGEST METROPOLITAN COUNTY AREA IN AMERICA AND THE PACIFIC COAST'S 6th

RIVERSIDE
PRESS and ENTERPRISE

represented nationally by Doyle & Hawley, Inc.

SAN BERNARDINO
SUN and TELEGRAM

represented nationally by Cresmer and Woodward, Inc.



In Colorado, KOA Radio and KOA-TV (NBC) are active participants in the economic and social growth of the region. They are leaders in their own right: broadcasters with integrity and responsibility towards which the people of this vast territory automatically turn.

KOA RADIO & TELEVISION, DENVER

1. Survey of Buying Power • 2. Colorado School of Business Research

COLORADO—

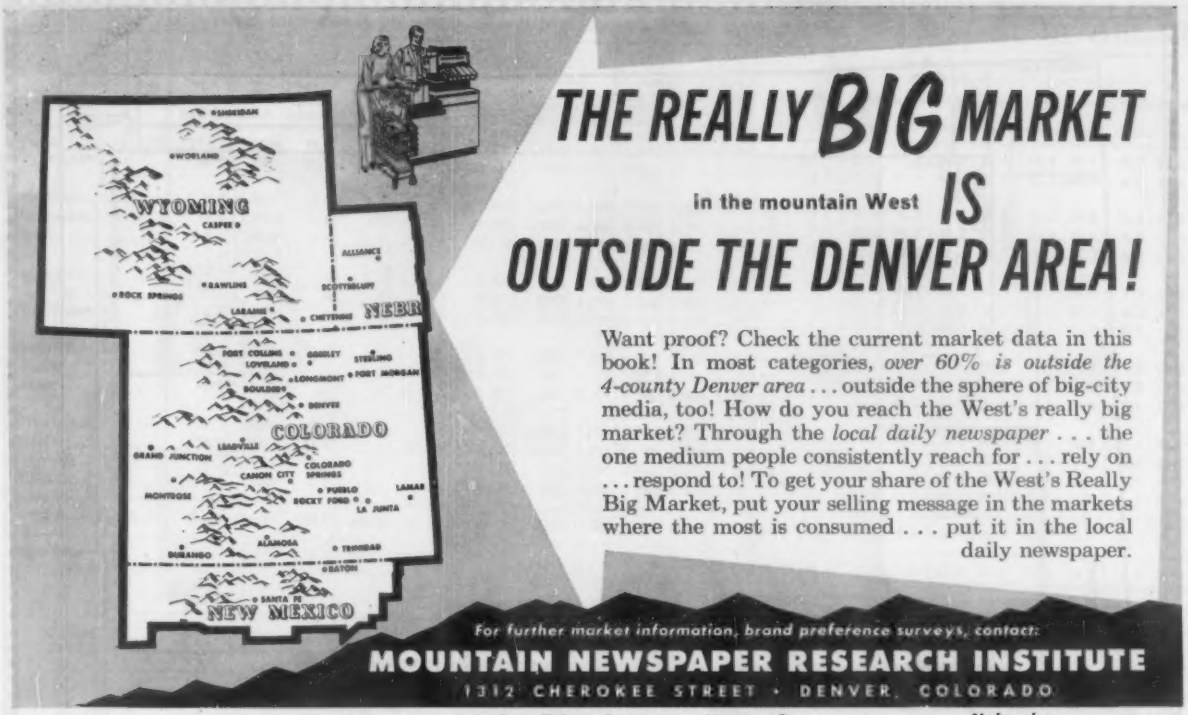
(Other Mountain States: Arizona, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Adams	43	89.1	.0499	23.4	29.7	50.1	156,638	.0469	1,758	6,694	5,274	5,888	15.1	3.9	18.5	10.2	41.4	38.0	14.4	20.2	10.6	27.7
Aurora		44.0	.0246	12.5	12.6		73,326	.0220	1,667	5,866	5,809	5,590	17.5	4.8	20.4	11.8	39.5	38.2	13.3	19.7	9.3	25.5
Alamosa		9.2	.0051	2.4	2.7	6.9	16,142	.0049	1,755	6,726	5,849	5,812	17.6	4.6	21.0	11.7	37.7	35.1	12.5	17.8	11.2	30.8
Alamosa		6.0	.0034	1.6	2.0		11,134	.0033	1,856	6,959	5,567	6,081	15.5	3.9	19.6	10.4	39.2	34.9	13.4	18.2	12.3	32.6
Arapahoe	43	108.1	.0594	31.5	31.9	64.9	194,352	.0583	1,832	6,170	6,088	5,862	16.1	4.2	18.7	10.3	40.6	37.5	14.1	19.8	10.5	28.2
Englewood		35.7	.0200	11.0	11.0		69,618	.0209	1,950	6,329	6,315	6,040	14.4	3.6	17.4	9.3	42.1	37.7	15.0	20.6	11.1	28.8
Archuleta		3.4	.0019	.8	.7		3,754	.0011	1,104	4,693	4,888	4,341	34.9	12.2	27.1	20.2	23.2	28.8	8.1	15.4	6.7	23.4
Baca		5.7	.0032	1.7	1.7		11,582	.0035	2,032	6,813	6,503	5,933	25.0	6.4	21.8	11.9	28.0	25.6	10.6	14.7	14.6	41.4
Bent		3.7	.0049	2.2	2.3	3.3	12,209	.0036	1,403	5,550	5,263	4,889	22.1	6.9	27.7	18.3	33.9	37.5	9.4	15.9	6.9	21.4
Boulder	43	65.0	.0364	19.5	20.7	57.0	120,981	.0363	1,861	6,204	4,530	5,130	28.0	8.3	19.2	12.1	32.5	34.2	11.1	17.9	9.2	27.5
Boulder		38.7	.0217	11.0	13.7		78,150	.0234	2,019	7,105	4,172	5,411	27.9	7.8	15.6	9.4	33.3	33.2	12.4	18.9	10.8	30.7
Longmont		14.5	.0081	4.5	5.1		26,592	.0080	1,834	5,909	5,143	5,369	22.9	6.5	20.9	12.6	35.2	35.4	11.6	17.8	9.4	27.7
Chaffee		7.8	.0043	2.8	2.8	5.0	13,320	.0040	1,708	5,328	5,123	4,983	26.3	8.0	23.8	15.4	31.3	34.2	10.4	17.2	8.2	25.2
Cheyenne		2.6	.0015	.8	.8		5,182	.0016	1,993	6,478	6,162	5,245	24.5	7.1	24.8	15.3	30.8	31.7	10.1	16.0	9.8	29.9
Clear Creek		3.5	.0019	1.0	1.2		6,199	.0018	1,771	6,199	5,019	5,243	21.3	6.2	20.1	12.4	37.3	38.4	13.1	20.7	8.2	22.3
Conejos		9.4	.0047	2.0	2.1		10,323	.0031	1,229	5,162	4,869	4,456	33.5	11.4	26.2	19.0	25.9	31.5	7.4	13.7	7.0	24.4
Costilla		4.9	.0026	1.0	1.0		4,828	.0015	985	4,828	4,433	3,438	44.5	19.7	26.6	25.1	20.4	32.0	5.7	13.7	2.8	9.5
Crowley		4.0	.0022	1.0	1.0		5,539	.0016	1,386	5,539	5,143	4,561	30.7	10.2	26.7	19.0	28.1	33.4	7.5	13.5	7.0	23.9
Custer		1.3	.0007	.3	.4		2,003	.0008	1,541	6,677	4,626	4,581	30.3	10.1	25.7	18.2	28.3	34.4	7.8	14.1	6.9	23.2
Delta		15.8	.0089	4.8	4.7	3.7	22,603	.0068	1,431	4,709	4,734	4,238	32.7	11.7	27.4	20.9	27.0	34.6	7.6	14.7	5.3	18.1
Denver	43	520.0	.2910	179.6	192.6	520.0	1,176,703	.3530	2,263	6,897	6,109	6,345	16.7	4.0	17.0	8.7	37.3	31.8	14.8	19.3	14.2	36.2
▲Denver		520.0	.2910	179.6	192.6		1,176,703	.3530	2,263	6,897	6,109	6,345	16.7	4.0	17.0	8.7	37.3	31.8	14.8	19.3	14.2	36.2
Dolores		2.8	.0016	.6	.7		4,704	.0014	1,680	7,840	6,157	6,483	10.7	2.5	20.6	10.3	40.3	33.7	14.2	18.0	14.2	35.5
Douglas		4.4	.0024	1.2	1.2		6,939	.0021	1,577	5,783	5,387	5,011	17.4	5.3	25.8	16.7	39.4	42.5	11.1	18.3	6.3	17.2
Eagle		3.7	.0021	1.0	1.1		6,374	.0019	1,723	6,374	5,514	5,340	16.8	4.8	24.1	14.6	40.5	41.0	10.7	16.5	7.9	23.1
Elbert		3.4	.0018	.8	.8		5,076	.0015	1,493	5,640	5,703	4,731	27.4	9.8	26.5	18.1	30.5	35.0	8.4	14.6	7.2	23.5
El Paso	209	128.9	.0716	35.8	39.3	101.3	245,331	.0736	1,917	6,853	4,134	5,239	24.7	7.2	21.3	13.2	33.8	34.8	11.0	17.4	9.2	27.4
△Colorado Springs		83.0	.0465	29.4	32.2		166,755	.0500	2,009	5,672	5,173	5,235	24.6	7.1	21.5	13.3	33.7	34.9	11.0	17.4	9.2	27.3
Fremont		17.8	.0100	5.0	5.1	9.0	24,557	.0074	1,380	4,911	4,779	4,423	31.3	10.8	25.8	18.9	28.8	35.3	8.2	15.2	5.9	19.8
Garfield		13.1	.0073	4.8	4.1		24,265	.0072	1,852	6,066	5,834	5,562	20.9	5.7	22.4	13.0	34.4	33.5	11.7	17.4	10.6	30.4
Gilpin		1.1	.0006	.3	.4		1,636	.0005	1,487	5,453	3,961	4,793	22.8	7.1	21.0	14.2	40.9	46.2	10.5	18.1	5.1	14.4
Grand		4.1	.0023	1.3	1.4		7,828	.0024	1,909	6,020	5,590	5,422	20.8	5.8	20.3	12.1	36.2	36.1	13.4	20.5	9.3	25.5
Gunnison		5.9	.0033	1.7	2.1	2.9	11,024	.0033	1,868	6,485	5,161	5,422	23.5	6.8	19.9	11.9	35.2	35.0	11.4	17.4	10.0	29.1
Hinsdale		.3	.0002	.2	.1		778	.0002	2,593	3,890	5,187	4,437	25.2	8.7	28.2	18.4	30.4	37.1	19.2	35.8		
Huerfano		8.5	.0048	2.4	2.4	4.7	11,103	.0034	1,306	4,626	4,528	4,201	31.3	11.3	28.2	21.8	28.3	38.5	7.4	14.5	4.8	15.9
Jackson		2.2	.0012	.7	.8		4,931	.0014	2,241	7,044	5,884	5,779	16.5	4.3	24.2	13.6	38.8	34.5	11.2	16.0	11.3	31.7
Jefferson	43	118.9	.0644	34.2	34.2	64.9	212,906	.0639	1,851	6,225	6,218	5,907	17.4	4.5	18.5	10.1	38.7	35.5	14.2	19.8	11.2	30.1

For Retail Sales data, see Section 4 location on page 17.
SM: Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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THE REALLY BIG MARKET in the mountain West IS OUTSIDE THE DENVER AREA!

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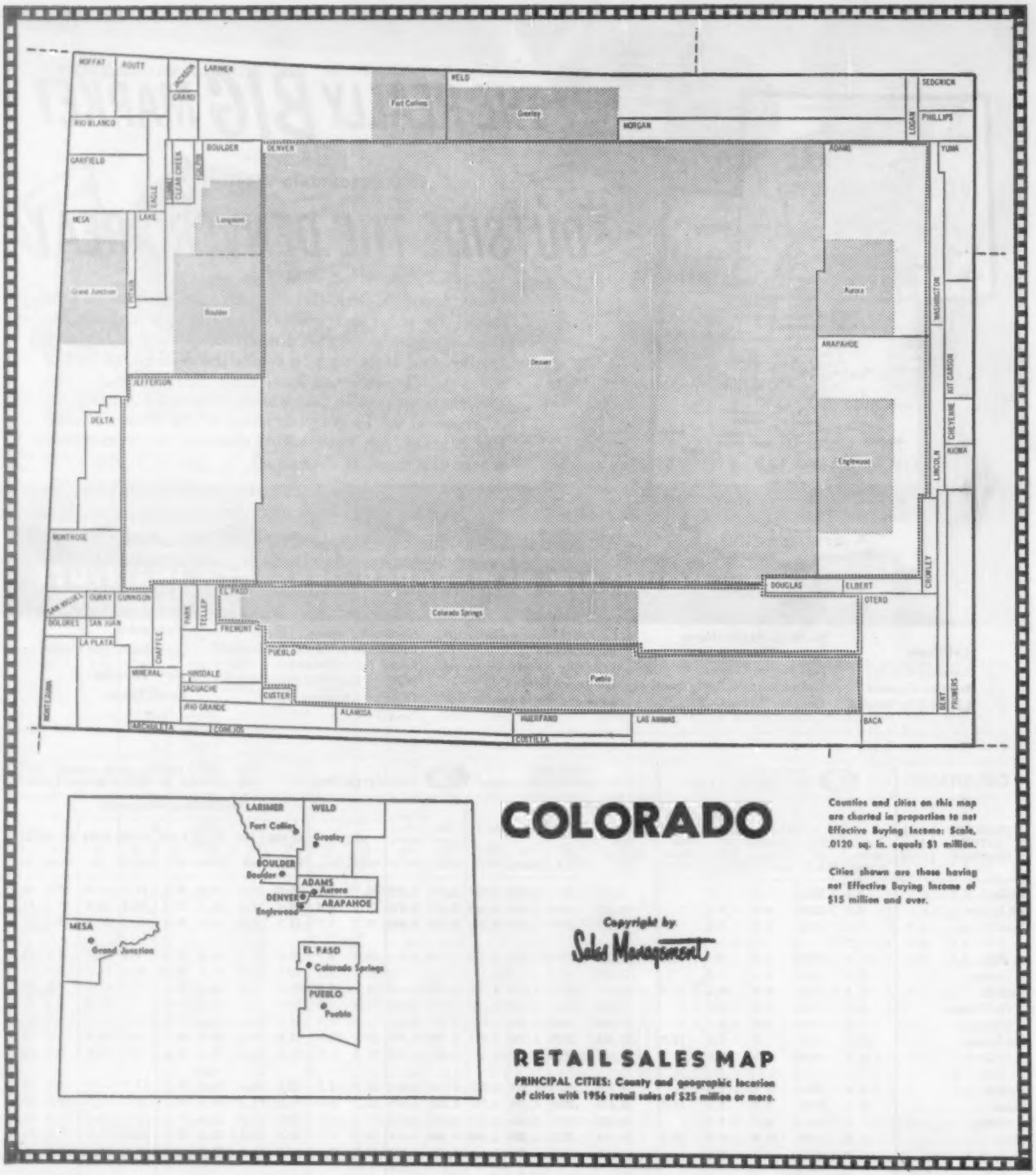
SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Kiowa		2.6	.0014	.7	.8		5,636	.0017	2,168	8,051	6,984	6,450	19.7	4.6	21.0	10.5	31.5	26.6	11.2	14.3	16.6	44.0
Kit Carson		8.3	.0047	2.4	2.4		15,286	.0046	1,842	6,369	6,234	5,688	24.5	6.6	22.4	12.8	30.1	28.4	10.3	15.0	12.7	37.2
Lake		7.1	.0039	2.3	2.3	4.7	14,527	.0043	2,046	6,316	6,302	6,043	14.7	3.7	15.2	8.2	43.5	38.8	15.8	21.6	10.8	27.7
La Plata		21.7	.0122	5.0	6.3	15.0	26,211	.0079	1,208	5,242	4,120	4,674	26.9	8.7	24.7	17.1	32.6	37.9	9.5	16.7	6.3	19.6
Durango		15.0	.0084	3.1	4.6		15,919	.0048	1,061	5,135	3,389	4,885	24.8	7.7	23.5	15.6	34.4	38.3	10.4	17.5	6.9	21.0
Larimer		51.1	.0286	16.0	18.0	31.4	92,417	.0277	1,809	5,778	5,129	5,150	24.9	7.4	22.2	13.9	33.3	35.1	10.8	17.3	8.8	26.3
Fort Collins		19.9	.0111	6.1	8.1		41,352	.0124	2,078	6,779	5,056	5,266	25.3	7.3	20.0	12.3	33.7	34.7	11.5	18.0	9.5	27.7
Loveland		11.5	.0064	3.9	4.1		21,844	.0066	1,899	5,601	5,307	5,243	22.6	6.6	22.8	14.1	34.7	35.6	11.1	17.6	8.8	26.1
Las Animas		25.0	.0140	7.0	7.1	12.9	33,904	.0102	1,356	4,843	4,738	4,463	30.4	10.4	25.0	18.1	30.2	35.7	8.6	15.8	5.8	19.0
Trinidad		12.9	.0072	3.8	4.0		18,696	.0056	1,449	4,920	4,602	4,648	29.3	9.8	24.8	17.6	30.7	36.5	9.1	16.5	6.1	19.6
Lincoln		4.8	.0027	1.4	1.4		9,239	.0028	1,925	6,599	6,180	5,871	23.7	6.5	22.0	12.8	31.3	30.3	11.5	17.0	11.5	33.4
Logan		18.5	.0103	5.3	5.5	12.7	33,216	.0099	1,795	6,267	6,032	5,649	20.1	5.4	21.5	12.3	35.5	34.1	12.1	17.7	10.8	30.5
Sterling		12.7	.0071	3.7	4.5		24,826	.0074	1,955	6,710	5,455	5,954	17.1	4.4	19.7	10.7	38.0	34.5	13.3	18.4	11.9	32.0
Mesa		53.5	.0299	16.4	16.8	25.3	89,871	.0270	1,680	5,480	5,384	5,071	23.6	7.1	23.4	15.0	34.3	36.5	10.8	17.6	7.9	23.8
Grand Junction		25.3	.0142	7.8	8.8		47,825	.0143	1,890	6,131	5,435	5,552	19.8	5.4	20.6	12.0	37.2	36.2	12.6	18.8	9.8	27.6
Mineral		.6	.0004	.2	.2		1,222	.0003	2,037	6,110	6,110	5,965	8.1	2.9	25.6	13.9	41.8	38.0	14.0	19.3	10.5	26.8
Moffat		5.9	.0033	1.8	1.9	3.1	11,508	.0035	1,951	6,393	6,038	5,852	19.1	5.0	18.0	10.0	37.9	34.9	13.7	19.4	11.3	30.7
Montezuma		15.1	.0084	4.2	4.3	4.0	23,510	.0070	1,557	5,598	5,382	5,039	28.9	8.7	24.0	15.4	28.7	30.8	8.9	14.7	9.5	30.4
Montrose		17.5	.0098	5.1	5.3	5.8	26,173	.0079	1,496	5,132	4,918	4,560	27.3	9.1	26.7	19.0	31.8	37.6	8.4	15.3	5.8	19.0
Morgan		21.0	.0118	6.0	6.0	7.0	38,662	.0118	1,841	6,446	6,444	5,293	24.0	6.9	23.4	14.3	32.1	32.9	10.8	16.8	9.7	29.1
Fort Morgan		7.0	.0039	2.1	2.5		14,366	.0043	2,052	6,841	5,665	6,036	17.6	4.4	19.5	10.4	36.8	33.1	13.4	18.3	12.7	33.8
Otero		27.1	.0152	7.8	7.7	13.7	42,190	.0127	1,557	5,409	5,429	5,062	23.5	7.1	24.1	15.4	33.6	35.8	10.9	17.8	7.9	23.9
La Junta		9.0	.0050	2.8	2.9		16,622	.0050	1,847	5,936	5,606	5,563	20.3	5.5	19.1	11.1	37.0	36.1	13.8	20.4	9.8	26.9
Ouray		2.0	.0011	.7	.7		3,945	.0011	1,973	5,636	5,177	4,955	24.4	7.5	21.8	14.3	36.4	39.7	10.4	17.3	7.0	21.2
Park		1.5	.0008	.4	.5		3,252	.0010	2,168	8,130	5,578	5,866	17.7	4.6	16.8	10.4	38.8	35.7	13.4	18.9	11.3	30.4
Phillips		4.7	.0026	1.2	1.1		8,137	.0025	1,731	6,761	6,925	6,135	20.5	5.1	23.8	12.6	30.1	26.5	10.5	14.1	15.1	41.7
Pitkin		4.0	.0023	1.3	1.3		7,509	.0022	1,897	5,833	5,803	5,615	19.3	5.2	21.7	12.5	36.8	35.5	11.8	17.4	10.4	29.4
Prowers		14.7	.0082	4.1	4.2	8.8	23,169	.0070	1,576	5,651	5,499	5,146	25.8	7.6	25.1	15.8	30.1	31.6	9.4	15.2	9.6	29.8
Lamar		8.8	.0049	2.4	2.8		14,647	.0044	1,664	6,103	5,231	5,449	23.4	6.5	23.8	14.1	31.6	31.4	10.3	15.7	10.9	32.3

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.



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The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Pueblo	128	114.1	.0638	32.4	32.7	102.0	183,271	.0579	1,894	5,865	5,983	5,632	17.6	4.6	20.2	11.6	36.9	37.4	13.4	19.7	9.7	26.6
▲Pueblo		90.8	.0550	28.7	28.7		169,903	.0510	1,703	5,920	5,902	5,636	17.9	4.8	20.2	11.6	33.8	37.3	13.4	19.7	9.7	26.6
Rio Blanco		4.8	.0023	1.3	1.5		10,029	.0031	2,180	7,715	6,425	6,729	10.4	2.3	17.8	8.6	41.4	33.3	15.1	18.6	15.3	37.2
Rio Grande		12.9	.0072	3.9	3.9	3.3	19,683	.0060	1,303	5,861	5,457	5,178	25.3	7.4	25.1	18.7	29.8	31.2	10.2	16.3	9.6	29.4
Routt		6.8	.0038	2.1	2.1		12,079	.0036	1,778	5,752	5,582	5,221	22.0	6.4	22.3	13.9	36.1	37.2	11.3	18.9	8.3	24.5
Saguache		4.1	.0023	1.0	1.1		5,969	.0018	1,463	5,998	5,122	5,911	27.7	8.4	24.4	15.8	29.6	32.1	9.2	15.1	9.1	28.6
San Juan		1.3	.0007	.3	.4		2,271	.0007	1,747	7,570	5,994	5,863	11.5	3.6	18.7	10.4	45.8	42.4	14.7	29.7	9.2	23.5
San Miguel		2.8	.0016	.9	.9		4,955	.0015	1,770	6,194	5,129	5,577	16.6	4.5	19.7	11.4	41.5	40.3	13.2	19.6	9.0	24.2
Sedgwick		4.9	.0027	1.4	1.5		9,529	.0029	1,944	6,806	6,199	5,932	19.7	5.0	23.4	12.8	31.7	28.9	12.0	18.8	13.2	38.5
Summit		1.8	.0009	.5	.8		2,736	.0008	1,711	5,476	4,452	4,922	23.5	7.7	21.8	15.3	38.3	44.9	11.5	20.5	4.9	11.6
Teller		2.1	.0012	.7	.8		3,660	.0011	1,714	5,143	4,364	4,379	28.4	9.9	26.7	19.8	31.3	38.6	8.5	16.1	5.1	15.6
Washington		7.7	.0043	2.2	2.1		13,182	.0040	1,712	5,882	6,030	5,308	25.7	7.4	24.2	14.9	29.3	29.8	10.2	15.9	10.6	32.1
Weld		75.0	.0420	21.8	22.2	27.1	123,277	.0389	1,644	5,707	5,537	5,227	24.2	7.0	23.3	14.4	32.6	33.8	10.7	16.9	9.2	27.9
Greeley		27.1	.0152	8.7	9.8		50,170	.0150	1,851	5,767	5,117	5,296	24.3	7.0	22.0	13.5	33.1	33.9	11.0	17.1	9.6	28.5
Yuma		10.5	.0059	3.2	3.2		29,427	.0062	1,945	6,383	6,295	5,704	21.5	8.7	22.3	12.7	33.1	31.3	11.3	16.4	11.8	33.9
Total Above Cities		990.9	.5546	313.7	355.0		2,038,447	.6114	2,057	6,498	5,742	5,947	18.8	4.8	18.5	10.1	36.8	33.5	13.7	19.0	12.2	32.6
State Total		1,720.8	.9631	514.6	581.5	1,169.4	3,257,509	.9771	1,893	6,330	5,602	5,703	20.3	5.4	20.0	11.3	35.9	34.2	12.8	18.5	11.0	30.6

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Colorado Springs	128.0	.0716	35.8	89.3	101.3	245,331	.0736	1,917	6,853
Denver	885.2	.5011	279.2	315.1	756.9	1,861,579	.5584	2,080	6,668

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Pueblo	114.1	.0639	32.4	32.7	102.0	183,271	.0579	1,894	5,865
Total Above Areas	1,137.3	.6366	347.4	407.1	960.2	2,300,181	.6899	2,022	6,621

CONNECTICUT—

(Other New England States: Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Fairfield	22	633.1	.3543	195.5	204.0	533.8	1,786,615	.5389	2,822	9,631	8,786	9,065	8.5	1.4	11.1	4.0	40.4	24.1	19.4	17.7	20.6	52.8
▲Bridgeport		170.1	.0952	50.1	60.7		430,868	.1303	2,474	8,401	6,924	7,584	8.7	1.8	11.3	4.8	43.7	31.1	19.5	21.3	16.8	41.0
Danbury		39.9	.0134	6.9	8.2		85,533	.0167	2,334	8,048	6,772	7,280	9.4	2.0	11.8	5.3	44.9	33.3	18.8	21.3	15.1	38.1
Greenwich		51.5	.0288	15.4	*		191,371	.0574	3,714	12,430												
▲Norwalk		65.6	.0367	19.6	22.5		182,098	.0546	2,776	9,290	8,070	8,586	8.0	1.4	10.4	3.9	39.3	24.8	20.2	19.4	22.2	50.5
Shelton		17.2	.0096	4.7	5.2		37,972	.0114	2,208	8,079	7,277	7,460	9.3	1.9	12.2	5.3	43.6	31.6	18.6	20.6	16.3	40.6
▲Stamford		90.6	.0504	25.7	30.0		243,934	.0729	2,699	9,452	8,088	8,717	8.0	1.4	10.3	3.8	38.1	23.7	20.5	19.4	23.1	51.7
Stratford		44.7	.0250	13.1	14.0		108,937	.0318	2,370	8,085	7,546	7,666	8.2	1.6	10.7	4.6	41.8	29.7	20.7	23.5	18.6	41.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

LOOK! 1st Again IN NEW ENGLAND

2,162,636* Lines
In Retail Food Advertising in 1959
*Evening and Sunday Measured Only.
YOU CANNOT AFFORD TO BE OUT OF THIS LEADING FOOD MARKET — BACK YOUR JOBBER & RETAILER IN THESE PUBLICATIONS.
BRIDGEPORT, CONNECTICUT
POST-TELEGRAM & SUNDAY POST
THE ONLY DAILY M. E. & S. NEWSPAPER IN BRIDGEPORT
COVERING 98% ABC CITY, 81% CITY & RTZ
Represented Nationally by MOLONEY, REGAN & SCHMITT, Inc.

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.



Here's What New Britain's Food Retailers Think of Their "Hometown" Newspaper—The New Britain Herald . . .

RETAIL FOOD LINAGE in the NEW BRITAIN HERALD

1958 – 1,074,626 lines
1959 – 1,278,900 lines

A GAIN OF OVER 19%!

In important Hartford County, the New Britain Herald with its concentrated circulation of 30,557 ABC, reaches over 90% of the families in the high-ranking New Britain Area. (1959 Effective Buying Income per family $8685.)

NOW! COLOR!

One color—with no minimum space required! Agency commission allowed on the $62 premium.

NEW BRITAIN HERALD

NEW BRITAIN, CONNECTICUT

Represented by Story, Brooks & Finley, Inc.

NOW! DISCOUNTS!

. . . for Volume or Frequency, with net rate comparable to retail!

CONN. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Hartford	67	660.1	.3894	191.9	225.8	533.7	1,671,563	.5014	2,532	8,711	7,400	7,973	7.9	1.8	10.7	4.4	41.7	28.3	20.9	21.6	19.8	44.2
Bristol		46.9	.0262	13.5	15.2		113,004	.0339	2,409	8,371	7,424	7,774	7.9	1.6	10.8	4.5	42.7	29.6	21.1	22.4	17.5	41.9
East Hartford		37.9	.0212	10.3	12.3		86,658	.0260	2,286	8,413	7,040	7,660	6.1	1.3	9.3	3.9	42.9	30.4	23.5	25.3	18.3	39.2
▲Hartford		185.9	.1040	56.1	73.2		481,788	.1445	2,592	8,744	6,672	7,603	7.9	1.6	10.4	4.4	43.4	30.5	21.1	22.6	17.2	40.9
Manchester		41.4	.0232	12.1	*		95,344	.0286	2,303	7,880	*	*	*	*	*	*	*	*	*	*	*	*
▲New Britain		98.2	.0494	25.3	29.5		219,731	.0659	2,491	8,685	7,431	7,974	7.5	1.4	10.8	4.4	42.1	28.6	21.0	21.8	18.6	43.8
West Hartford		60.1	.0336	17.1	21.2		200,797	.0602	3,341	11,743	9,436	10,787	5.8	.8	7.0	2.1	26.9	13.5	22.2	17.0	38.1	6.66
Litchfield		111.0	.0621	39.4	35.7	67.5	253,398	.0760	2,283	7,587	7,000	7,080	9.9	2.1	13.7	5.3	44.6	34.2	17.8	20.9	14.0	36.5
Torrington		30.4	.0170	9.1	9.4		67,361	.0202	2,216	7,408	7,168	7,027	9.4	2.0	12.9	5.9	45.4	35.1	18.7	23.0	13.6	35.0
Winsted		11.0	.0062	3.2	3.7		24,524	.0074	2,229	7,664	6,496	6,903	9.5	2.1	13.3	6.3	45.8	35.8	18.4	22.0	13.0	33.8

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1960.

Before using these figures read foreword, page 19.
* Data not available.

$172,725,000 Says: You Can't Cover Hartford County's New Shopping Pattern Without the MANCHESTER HERALD

Manchester is the market center for 21,900 families—largely young families in new, modern homes. Their living standards are high, shopping needs big. Retail spending averages better than $5,000 per household.

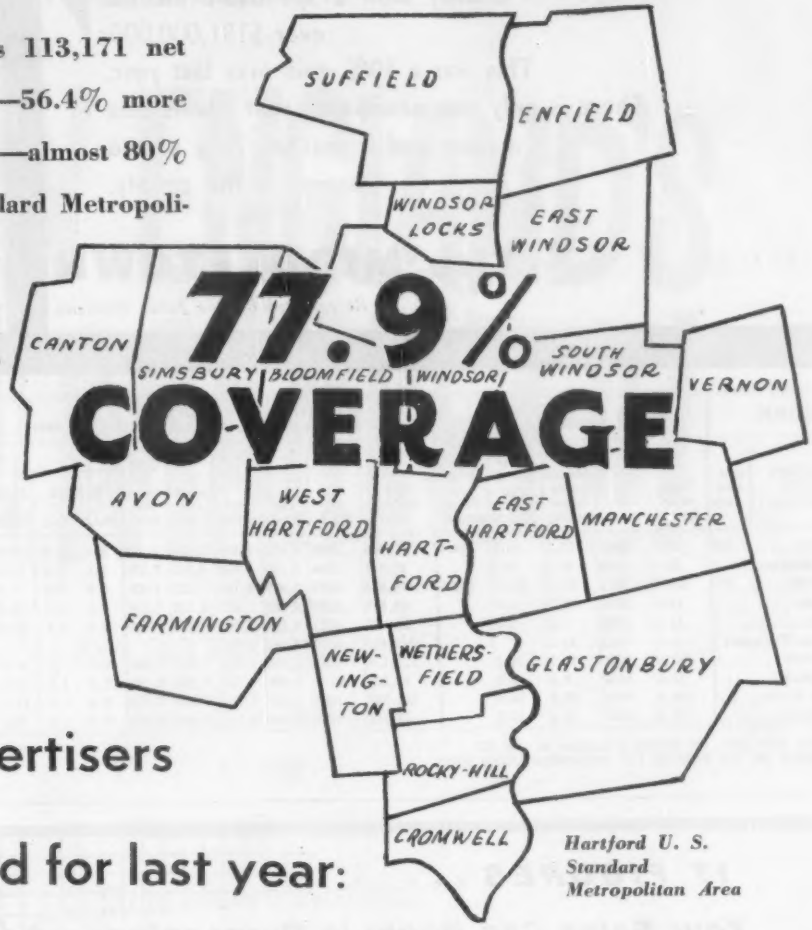
Income—$7,887 per family—totals $172,725,000.

The Herald's circulation alone is tailored primarily to the shopping habits and news interests of this fast-growing area of 75,000 people. For your full share of the county's sales, fit your advertising to the new shopping pattern—schedule the Herald.

Manchester Herald • **MANCHESTER, CONN.** *Represented by The Julius Mathews Special Agency, Inc.*

DOMINATE this 501,100 population Standard U. S. Metropolitan Area

The Hartford Times affords 113,171 net paid circulation in this area—56.4% more than its morning competitor—almost 80% family coverage of the Standard Metropolitan Area (87% of this is *home delivered — every weekday evening* for *complete family readership.)*



Hartford U. S. Standard Metropolitan Area

MOST successful advertisers

DO. The record for last year:

Local retailers ran 12,808,567 lines in the Evening Hartford Times
5,249,168 lines in the morning newspaper
5,318,341 lines in the Sunday newspaper

General advertisers ran 2,705,297 lines in the Evening Hartford Times
1,049,053 lines in the morning newspaper
924,551 lines in the Sunday newspaper

(Omitting alcoholic beverage, Sunday Supplement and Sunday Comic advertising which the Hartford Times does not accept.)

Largest daily circulation in Connecticut — 122,331 net paid

The Hartford Times.

HARTFORD *Member:* The Gannett Group CONN.

Represented by Gannett Advertising Sales Inc., a Division of

The Gannett Newspapers

Offices: New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

No combination of newspapers can break through the market barrier of

There are 82,100 families in Middlesex County with a spendable income over $181,000,000.
This was a 10% gain over last year.
There is only one newspaper that covers this market and it reaches 70% of the homes in the county.

In Middletown, Conn. it's **The MIDDLETOWN PRESS**

Represented by The Julius Mathews Special Agency, Inc.

MIDDLETOWN
the metropolitan county area of Middlesex County

Population	82,100
Income	$181,404,000
"per household	$7,819
(county)	
(Middletown)	$8,148

CONN. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Middlesex	253	82.1	.0460	23.2	28.2	44.1	181,404	.0544	2,210	7,819	6,304	7,178	9.4	2.0	12.7	5.7	44.7	33.7	18.8	21.4	14.6	37.2
△Middletown		39.0	.0218	10.0	12.2		81,477	.0244	2,089	8,148	6,643	7,372	9.1	1.9	11.5	5.1	44.2	32.4	19.6	22.0	15.6	38.6
New Haven	107	627.6	.3512	184.9	218.6	580.1	1,615,833	.4847	2,415	8,198	7,029	7,491	9.0	1.8	11.4	4.9	43.6	31.6	19.8	21.8	16.2	39.9
Ansonia		19.5	.0109	5.7	6.6		44,500	.0133	2,282	7,807	6,706	7,108	8.6	1.8	12.2	5.6	45.7	34.8	19.6	22.8	13.9	35.0
Derby		11.0	.0063	3.1	3.8		23,767	.0071	2,161	7,667	7,202	7,289	9.4	2.0	12.6	5.6	44.3	32.9	18.9	21.5	14.9	38.0
Meriden-Wallingford		79.9	.0444	24.5			203,883	.0609	2,553	8,327												
▲Meriden		52.0	.0291	16.1	17.5		127,176	.0381	2,446	7,899	7,267	7,384	9.1	1.9	11.6	5.1	44.0	32.2	19.8	22.1	15.5	38.7
Naugatuck		19.3	.0108	5.9	6.8		51,500	.0154	2,668	8,729	7,923	8,121	7.6	1.4	10.3	4.1	40.4	27.0	22.3	22.7	19.4	44.8
▲New Haven		168.5	.0943	49.5	64.4		413,038	.1339	2,451	8,344	6,406	7,335	9.4	1.9	11.3	5.0	44.5	32.9	19.3	21.7	15.5	38.5
Wallingford		27.2	.0153	8.4	10.0		75,847	.0228	2,789	9,029	7,586	8,231	7.3	1.4	9.5	3.7	40.8	26.9	22.4	23.4	20.0	45.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

IT FIGURES . . .

Your Sales Can Boom in Burgeoning

MERIDEN • WALLINGFORD, CONN.!

Sell *all* this fast-growing market with Record and Journal 97% coverage . . . your *must* medium for sales action in Meriden-Wallingford. Fact: No Hartford or New Haven ABC daily has over 400 circulation here.

All figures: SM '60 Survey

	EFFECTIVE BUYING INCOME Total	Per Capita	Per Household	HOUSEHOLDS	POPULATION
1960	$203,023,000	$2,563	$8,286	24,500	79,200
% Increase Over 1959	29%	10%	10%	17%	17%

The Meriden **RECORD & JOURNAL**
MERIDEN, CONNECTICUT
National Representatives: Johnson, Kent, Gavin & Sinding, Inc.

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local devolopments and trends behind the SM estimates. The ads and the data go together.

METROPOLITAN NEW HAVEN COUNTY IS

NEW ENGLAND'S 3rd MARKET!!!

NEW ENGLAND'S 3RD MARKET

is **70%** covered

by **ONE**

NEWSPAPER PACKAGE!

New Haven Register.

New Haven Journal-Courier

Metropolitan New Haven **City** Area

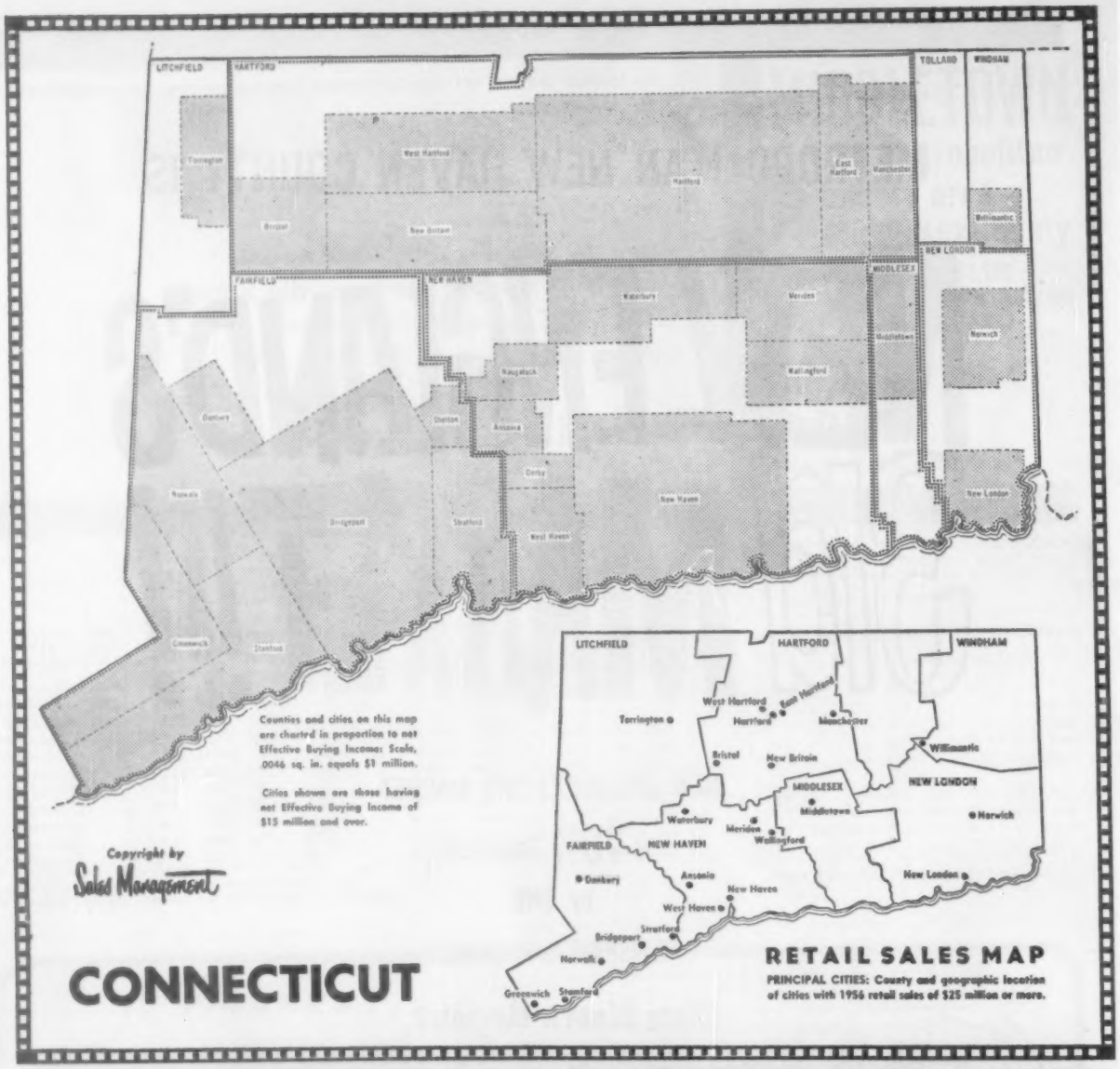
is **93%** covered

by this newspaper package!

Advertisers placed a whopping **13%** **more**

linage in these newspapers in 1959!

National representatives: Cresmer & Woodward, Inc.



Winning Connecticut Combination!

NEW LONDON BUYING POWER

The Day SELLING POWER

Again, New London power-to-buy surges ahead! And your Connecticut sales will soar when you cover 98% of this 61,547 ABC City Zone with just one buy: "The Day", New London's only daily!

EFFECTIVE BUYING INCOME	INCREASE OVER 1959
Total: $74,927,000	9.7%
Per HH: $8,057	7.0%
Per Capita: $2,349	7.6%

(SM '60 Survey)

The Day NEW LONDON, CONNECTICUT

National Representatives: Johnson, Kent, Gavin & Sinding, Inc.

Waterbury . . . AN INDEPENDENT METROPOLITAN AREA*

*as defined by the Bureau of the Budget, 1959

Connecticut



AN AREA OF OUTSTANDING SALES OPPORTUNITY

Metropolitan Waterbury's 174,500 people account for over $260 million dollars in Retail Sales and, because Waterbury is a consuming market rather than a distribution point, these sales are all made in Waterbury to Waterbury residents.

COVERED IN DEPTH BY THE

WATERBURY REPUBLICAN-AMERICAN

Morning & Evening Circulation 62,724

Sunday & Evening Circulation 88,609

Only the Waterbury Republican-American gives advertisers penetrating ABC audited sales coverage of this important market, plus complete coverage of northwestern Connecticut.

A RAPIDLY EXPANDING ECONOMY . . .

with $418,100,000 total effective buying income, Waterbury has gained economic strength and stability through diversification. Over 128 new industries have been established in Waterbury during the past ten years. According to the Federal Reserve Board figures, they give Waterbury the highest worker income in New England.

Nationally Represented by **WARD-GRIFFITH COMPANY, INC.**

CONN. COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
▲Waterbury		114.9	.0643	33.7	38.5		274,929	.0835	2,393	8,158	7,141	7,525	8.8	1.8	11.4	4.9	43.4	31.3	20.1	22.0	16.3	40.0
West Haven		38.1	.0213	10.4	*		96,202	.0292	2,525	9,250	*	*	*	*	*	*	*	*	*	*	*	*
New London	281	178.5	.0999	52.2	63.4	97.0	397,058	.1191	2,224	7,606	6,282	6,800	8.4	2.1	13.1	6.3	47.1	37.4	18.1	22.0	12.3	32.2
△New London		31.9	.0179	9.3	12.8		74,927	.0225	2,349	8,057	5,835	6,906	9.4	2.1	12.7	5.9	46.4	36.4	18.4	22.0	13.1	33.6
△Norwich		40.2	.0225	12.7	13.2		86,539	.0260	2,153	6,814	6,554	6,455	12.1	2.8	15.2	7.6	45.0	37.7	16.7	21.4	11.0	30.5

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

* Data not available.

Before using these figures read foreword, page 19.

© SM, 1960.

WICH

NORWICH, ON THE CONNECTICUT TURNPIKE

provides *REGIONAL ADVERTISERS*

with VALUABLE* MERCHANDISING AIDS!

*
TAXI POSTERS
RR STATION POSTERS
IN-STORE DISPLAYS

WICH *1000 WATTS*
FOR BUSTLING NEW LONDON COUNTY

Everett-McKinney, 40 E 49 N.Y. PL 3-9332

Foster & Creed, Statler Off. Bldg., Boston HU 2-4845

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

CONN.

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Tolland		61.1	.0342	16.2	23.7	12.5	144,289	.0433	2,361	8,905	6,083	7,425	8.4	1.9	10.7	4.7	44.0	32.1	19.8	22.0	16.1	39.3
Rockville		9.1	.0051	2.9	3.2		24,783	.0074	2,723	8,546	7,659	7,770	8.9	1.7	11.1	4.6	42.4	29.6	19.9	21.1	17.7	43.0
Windham		68.0	.0381	20.4	22.9	37.8	148,272	.0444	2,180	7,268	6,469	6,567	10.2	2.3	14.9	7.3	46.3	38.1	17.1	21.4	11.5	30.9
Putnam City		10.2	.0057	3.1	3.5		20,958	.0063	2,055	6,761	5,899	6,284	9.7	2.4	15.3	7.9	43.6	41.7	16.7	22.0	9.7	26.0
Willimantic		17.1	.0096	5.3	6.1		40,921	.0123	2,393	7,721	6,701	7,067	9.6	2.1	12.4	5.7	45.0	34.3	19.2	23.5	13.8	35.4
Total Above Cities		1,562.8	.8747	457.3	501.9		3,963,374	1.1886	2,535	8,665	7,895	7,751	8.5	1.7	11.0	4.6	42.5	29.6	20.1	21.5	17.9	42.6
State Total		2,421.5	1.3562	707.7	817.3	1,876.9	6,068,401	1.8292	2,516	8,617	7,462	7,925	8.7	1.7	11.6	4.7	42.7	29.1	19.6	20.5	17.5	44.0

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Bridgeport-Stamford-Norwalk	633.1	.3543	186.8	204.8	533.6	1,796,615	.5899	2,822	9,631
Hartford-New Britain	669.1	.3684	191.9	225.8	533.7	1,671,863	.5014	2,532	8,711
△Middletown	82.1	.0460	23.2	26.2	44.1	181,404	.0544	2,210	7,819
New Haven-Waterbury-Meriden	627.8	.3512	184.9	215.6	560.1	1,515,833	.4547	2,415	8,196
△New London-Norwich	176.5	.0999	52.2	63.4	97.6	357,056	.1191	2,224	7,606
Total Above Areas	2,181.4	1.2208	637.7	735.0	1,769.1	5,552,471	1.6685	2,545	8,707

CONNECTICUT METROPOLITAN STATISTICAL AREAS

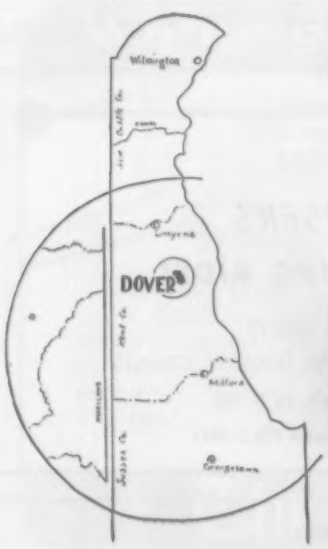
Bridgeport	331.0	.1852	97.0	107.8	296.4	862,929	.2558	2,577	8,783	Stamford	171.4	.0959	49.4	55.0	147.9	528,250	.1586	3,082	10693
Hartford	490.3	.2688	139.2	179.7	383.0	1,237,779	.3713	2,577	8,897	Waterbury	174.5	.0977	49.8	57.5	154.0	413,267	.1240	2,368	8,299
New Britain	130.5	.0730	38.9	42.8	114.0	325,487	.0976	2,494	8,367										
New Haven	303.6	.1699	88.1	105.9	274.0	733,372	.2215	2,432	8,292	Total Above Areas	1,591.3	.8905	463.4	539.4	1,372.3	4,096,075	1.2287	2,574	8,839

DELAWARE— (Other South Atlantic States: District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Kent		60.8	.0338	17.8	20.1	10.4	110,678	.0359	1,979	6,723	5,925	5,967	17.4	4.4	19.8	10.8	40.7	36.8	13.1	18.1	9.2	30.1
Dover		7.6	.0043	2.5	2.7		17,463	.0057	2,398	6,985	6,467	6,419	17.3	4.1	19.0	9.6	38.9	33.8	13.4	17.2	11.4	35.3
1 Milford																						

1 Milford is in both Kent and Sussex counties.
For Retail Sales data, see Section 4 location on page 17.

Before using these figures read foreword, page 19.
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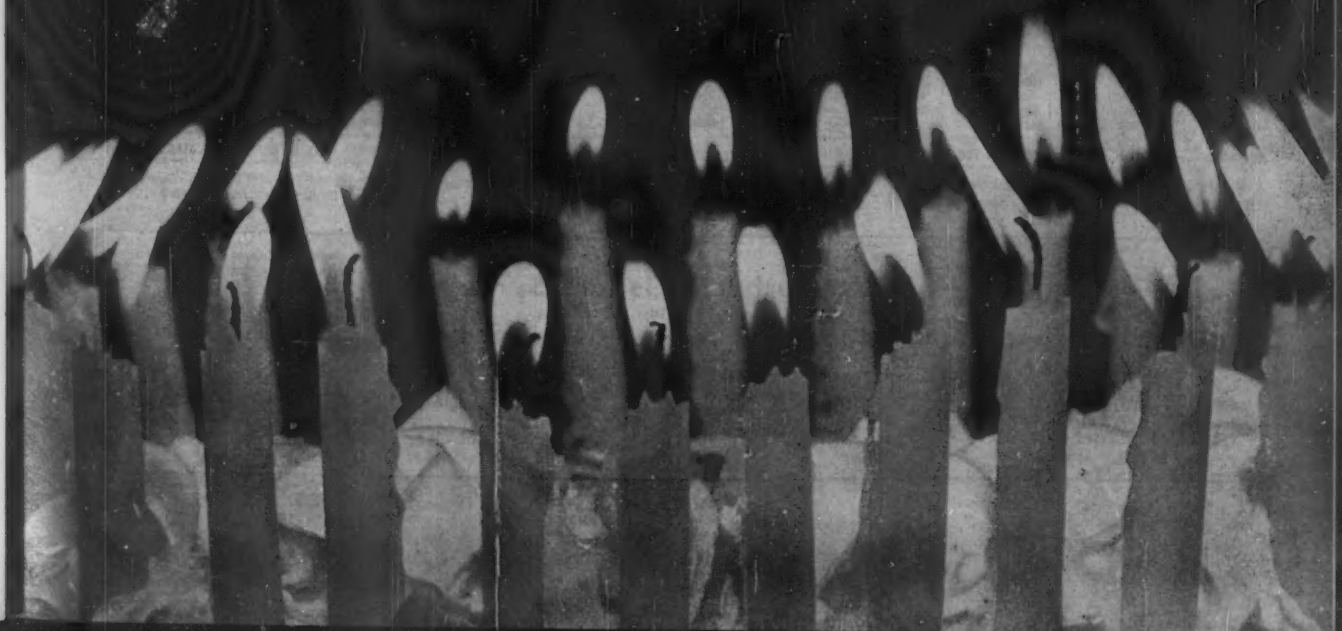
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*Sales Management, 1959

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DELAWARE

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
New Castle	178	307.3	.1720	87.9	101.0	230.4	862,127	.2406	2,610	9,157	7,936	8,462	8.4	1.8	11.2	4.3	42.3	27.1	18.8	18.4	19.3	48.7
Newark		10.0	.0056	2.8	4.5		27,430	.0082	2,743	9,796	6,074	8,225	8.4	1.6	10.3	4.0	42.3	27.9	20.1	20.1	19.0	46.4
▲Wilmington		115.9	.0649	33.9	41.3		206,507	.0920	2,645	9,071	7,498	8,206	8.4	1.6	11.3	4.5	43.4	28.5	18.8	18.9	18.1	45.5
Sussex		70.1	.0392	21.5	21.3	14.2	127,315	.0382	1,816	5,922	5,823	5,473	28.5	5.7	22.2	13.1	38.7	38.3	11.3	17.0	7.3	25.9
1 Milford		6.0	.0034	1.7	2.1		12,039	.0036	2,007	7,082	5,563	6,187	15.1	3.7	18.2	9.6	43.1	37.6	13.9	18.6	9.7	30.5
Total Above Cities		139.5	.0782	40.8	50.6		363,528	.1090	2,606	8,910	7,184	8,012	9.2	1.7	12.0	4.9	43.1	29.1	18.3	18.9	17.4	45.4
State Total		437.9	.2460	128.9	142.9	256.0	1,049,118	.3147	2,396	8,267	7,342	7,901	11.7	2.3	14.3	6.1	41.5	29.5	16.7	19.2	15.8	43.9

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Wilmington	364.8	.2041	104.9	120.2	255.9	917,894	.2754	2,516	8,750

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Total Above Area	364.8	.2041	104.9	120.2	255.9	917,894	.2754	2,516	8,750

DISTRICT OF COLUMBIA— (Other South Atlantic States: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
District of Columbia	171	830.0	.4645	243.5	345.7	830.0	1,966,579	.5959	2,393	8,158	5,747	6,917	6.7	1.5	16.8	8.0	38.0	29.9	19.7	23.7	18.8	36.9
▲Washington		830.0	.4645	243.5	345.7		1,966,579	.5959	2,393	8,158	5,747	6,917	6.7	1.5	16.8	8.0	38.0	29.9	19.7	23.7	18.8	36.9
Total Above Cities		830.0	.4645	243.5	345.7		1,966,579	.5959	2,393	8,158	5,747	6,917	6.7	1.5	16.8	8.0	38.0	29.9	19.7	23.7	18.8	36.9
State Total		830.0	.4645	243.5	345.7	830.0	1,966,579	.5959	2,393	8,158	5,747	6,917	6.7	1.5	16.8	8.0	38.0	29.9	19.7	23.7	18.8	36.9

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Washington	2,034.3	1.1385	576.2	734.8	1,566.8	4,722,837	1.4165	2,322	8,197

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Total Above Area	2,034.3	1.1385	576.2	734.8	1,566.8	4,722,837	1.4165	2,322	8,197

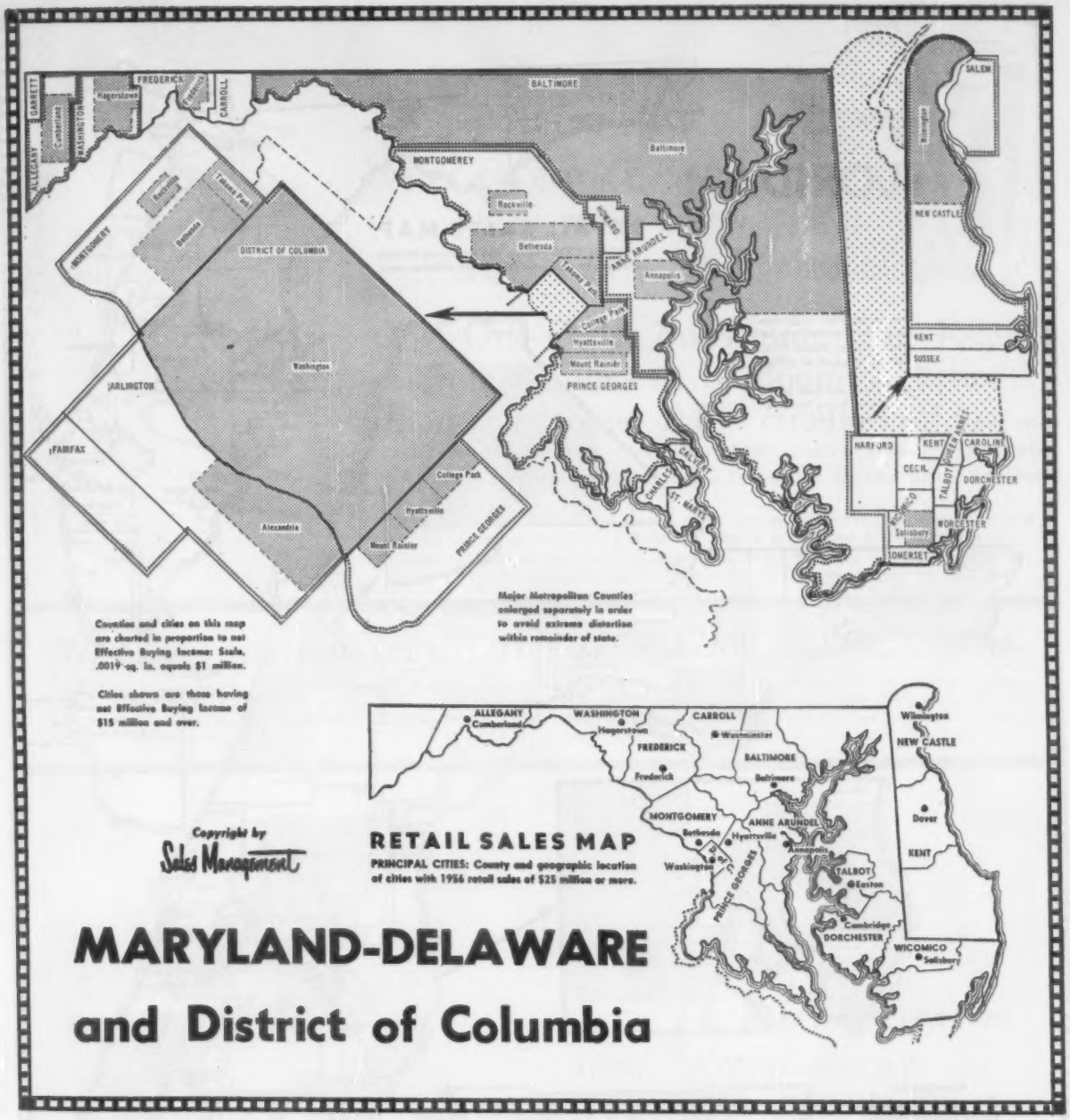
1 Milford is in both Kent and Sussex counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.
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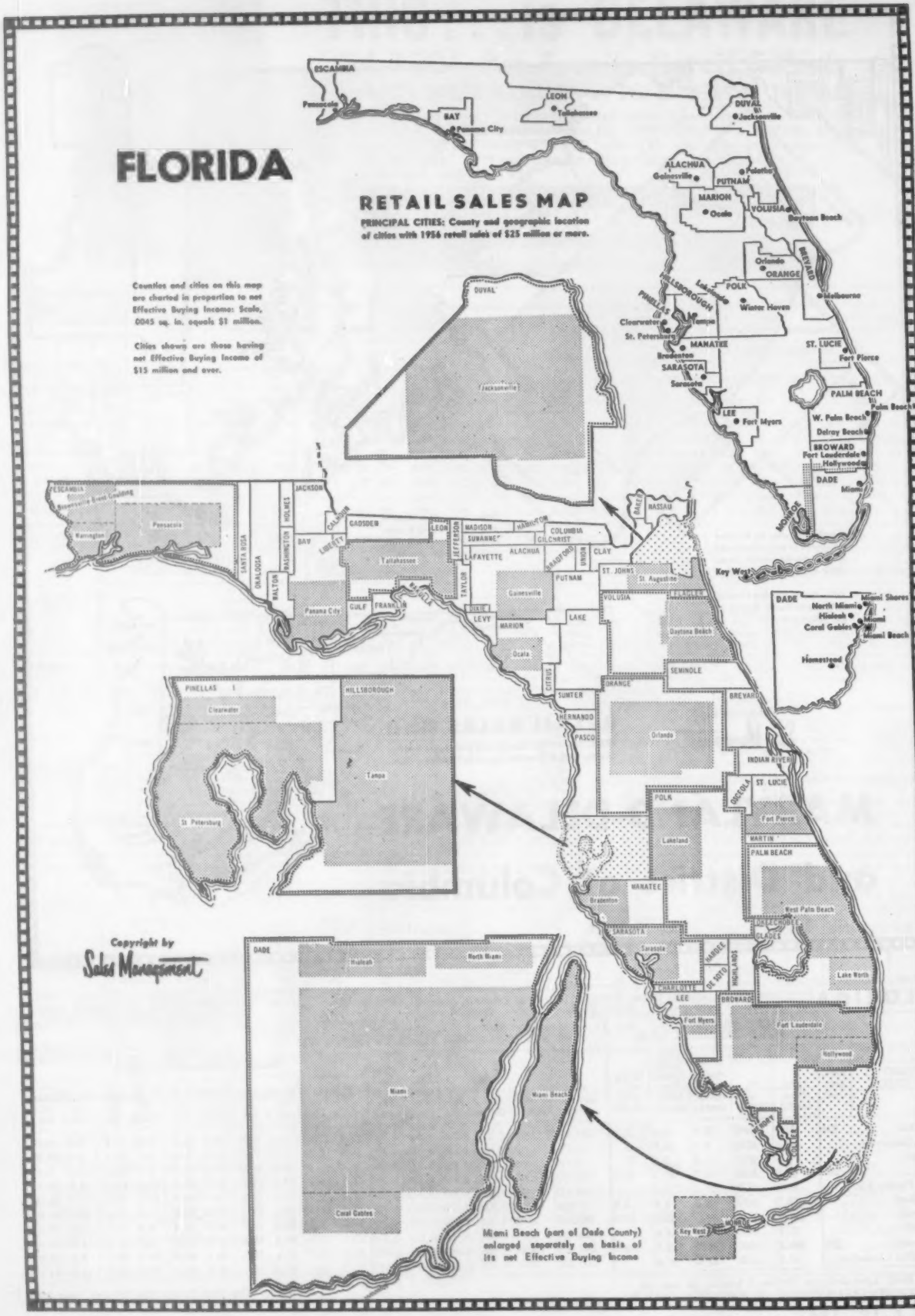
FLORIDA— (Other South Atlantic States: Delaware, District of Columbia, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Alachua	224	78.6	.0440	19.7	28.5	33.2	112,366	.0337	1,430	5,704	3,942	4,474	32.8	11.0	22.1	15.9	28.2	33.6	10.3	18.9	6.6	20.6
△Gainesville		33.2	.0186	8.7	15.7		60,770	.0182	1,830	6,985	3,860	4,885	30.6	9.4	18.3	12.0	30.3	33.3	12.1	20.2	8.7	25.1
Baker		6.5	.0037	1.3	1.5		6,122	.0019	942	4,709	3,877	3,640	37.4	15.5	29.5	26.0	24.0	35.1	6.3	14.3	2.8	9.1
Bay	266	68.3	.0382	18.2	21.3	34.2	105,891	.0317	1,550	5,818	4,961	5,206	20.1	5.8	22.7	14.0	35.6	36.6	13.6	21.4	8.0	22.2
△Panama City		34.2	.0191	10.3	10.4		56,568	.0170	1,654	5,492	5,392	5,096	21.3	6.3	23.6	14.9	34.4	36.2	13.0	20.8	7.7	21.8
Bradford		13.7	.0077	3.9	3.5	3.6	14,222	.0043	1,038	4,310	3,985	3,788	36.1	14.3	28.1	23.7	25.5	36.0	7.0	15.0	3.3	11.0
Brevard		103.4	.0578	33.5	38.0	24.0	163,267	.0490	1,579	4,874	4,290	4,430	28.8	9.8	25.9	18.7	30.0	36.3	9.8	18.1	5.5	17.1
Melbourne		17.1	.0098	5.4	5.6		25,721	.0077	1,504	4,763	4,543	4,399	29.1	10.0	25.7	18.8	30.0	36.4	9.9	18.4	5.3	16.4
Broward	223	296.5	.1660	91.7	103.1	170.8	548,864	.1646	1,851	5,985	5,320	5,298	21.7	6.2	21.6	13.1	33.1	33.4	14.3	22.1	9.3	25.2
△Fort Lauderdale		97.5	.0546	32.6	36.5		200,341	.0601	2,055	6,145	5,483	5,617	21.0	5.6	21.2	12.1	33.4	31.8	13.2	19.3	11.2	31.2

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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FLORIDA
RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, 0045 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
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Miami Beach (part of Dade County) enlarged separately on basis of its net Effective Buying Income



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FLORIDA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Hollywood		44.2	.0247	15.0	16.6		91,897	.0276	2,079	6,126	5,505	5,619	21.2	5.7	21.4	12.2	32.9	31.3	13.3	19.4	11.2	31.4
Pompano Beach		20.7	.0116	5.5	5.6		28,303	.0085	1,367	5,146	5,024	4,866	27.8	8.6	24.3	16.0	28.2	31.1	11.8	19.8	7.9	24.5
Calhoun		8.3	.0046	2.1	2.0		7,846	.0024	945	3,736	3,781	3,366	43.9	19.7	29.5	28.1	19.0	30.1	4.9	11.8	2.7	10.3
Charlotte		9.2	.0052	3.2	3.1		13,027	.0039	1,416	4,071	4,167	3,881	35.5	13.8	29.1	24.2	24.8	34.0	7.0	14.9	3.6	13.1
Citrus		7.8	.0043	2.1	2.3		9,714	.0029	1,248	4,626	4,130	4,000	34.5	12.7	27.8	21.8	25.4	33.5	7.4	14.8	4.9	17.2
Clay		20.4	.0114	4.8	6.9	7.3	26,898	.0080	1,319	5,604	3,895	4,384	31.1	10.7	22.8	16.7	29.7	36.3	10.7	19.9	5.7	16.4
Collier		18.8	.0106	5.8	6.9		29,274	.0088	1,557	5,047	4,239	4,516	29.1	9.7	27.1	19.3	28.6	33.8	8.7	15.8	6.5	21.4
Columbia		20.2	.0113	5.2	5.9	9.3	25,231	.0076	1,249	4,852	4,226	4,145	30.8	11.2	26.7	20.6	29.3	37.9	9.0	17.7	4.2	12.6
Lake City		9.3	.0052	2.8	3.2		13,910	.0042	1,490	4,968	4,347	4,298	28.3	9.7	25.6	18.7	31.2	37.8	10.0	18.7	4.9	15.1
Dade	88	915.1	.5121	281.5	335.9	782.7	1,823,074	.5768	2,101	6,832	5,724	6,153	16.0	3.9	18.8	9.8	36.4	31.7	15.4	26.5	13.4	34.1
Coral Gables		35.1	.0196	11.3	15.5		96,333	.0280	2,745	8,601	6,211	7,409	16.4	3.3	14.4	6.2	30.7	22.2	16.2	17.9	22.3	50.4
Hialeah		59.0	.0330	17.1	18.1		105,790	.0317	1,793	6,187	5,840	5,780	16.2	4.2	19.6	10.9	38.4	35.6	15.3	21.7	10.5	27.6
Homestead		9.0	.0050	2.4	2.9		14,874	.0045	1,653	6,198	5,011	5,332	20.6	5.8	22.7	13.6	34.9	35.1	12.5	19.2	9.3	26.3
▲Miami		300.7	.1683	96.4	119.8		642,450	.1927	2,137	6,664	5,360	5,833	17.1	4.4	19.7	10.9	36.8	33.7	15.0	21.0	11.4	30.0
Miami Beach		55.0	.0308	19.8	25.0		162,183	.0486	2,949	8,191	6,475	7,270	15.6	3.2	16.8	7.4	31.2	23.0	14.8	16.6	21.6	49.8
Miami Shores		9.6	.0054	3.2	3.4		26,022	.0078	2,711	8,132	7,495	7,776	17.9	3.5	15.3	6.3	27.5	18.9	15.1	15.9	24.2	55.4
North Miami		26.1	.0146	8.0	8.4		51,581	.0155	1,976	6,448	6,101	6,018	15.3	3.8	18.5	9.8	38.3	34.1	16.2	22.1	11.7	30.2
De Soto		11.2	.0063	2.9	3.1	6.0	13,706	.0041	1,224	4,728	4,351	4,190	29.9	10.7	27.2	20.8	29.5	37.8	9.1	17.7	4.3	13.0
Dixie		4.3	.0024	1.0	1.2		4,313	.0013	1,003	4,313	3.558	3,569	37.1	15.6	30.2	27.2	24.6	36.8	5.9	13.6	2.2	6.8
Duval	74	451.5	.2527	127.4	150.5	340.6	788,027	.2364	1,745	6,185	5,235	5,514	19.0	5.2	21.3	12.4	35.8	34.8	14.1	20.9	9.8	26.7
▲Jacksonville		237.2	.1327	68.6	83.1		425,624	.1277	1,794	6,204	5,118	5,459	19.3	5.3	21.7	12.7	35.6	34.9	13.9	20.8	9.5	26.3
Escambia	117	177.3	.0992	47.3	63.7	116.4	286,108	.0858	1,614	6,049	4,488	5,112	21.7	6.4	21.9	13.7	35.6	37.3	13.2	21.2	7.6	21.4
△Pensacola		56.3	.0315	16.6	18.6		89,790	.0269	1,595	5,409	4,821	4,899	24.8	7.6	23.8	15.6	32.5	35.7	11.6	19.3	7.3	21.8
Warrington		25.0	.0140	6.5	6.8		41,930	.0126	1,677	6,451	6,297	6,108	14.1	3.5	17.5	9.2	38.9	34.1	17.8	23.9	11.7	29.3
Flagler		6.3	.0035	1.8	2.2		7,907	.0024	1,255	4,393	3.486	3,662	40.5	16.7	27.7	24.2	21.6	31.6	6.3	14.2	3.9	13.3
Franklin		7.6	.0039	2.0	2.1	3.9	7,937	.0024	1,134	3,969	3.685	3,624	38.1	15.8	29.4	26.0	23.2	34.2	6.4	14.5	2.9	9.5
Gadsden		45.7	.0256	10.8	10.0	16.8	45,653	.0137	999	4,227	4,537	3,765	39.6	15.8	27.3	23.2	21.9	31.2	7.0	15.3	4.2	14.5
Quincy		8.4	.0047	2.5	2.6		11,560	.0035	1,376	4,624	4.446	4,294	35.5	12.4	25.9	19.4	23.5	30.4	8.6	16.3	6.5	22.5
Gilchrist		3.1	.0017	.7	.7		2,939	.0009	947	4,194	3.788	3,296	44.8	20.5	28.2	27.4	19.8	32.1	4.9	12.2	2.3	7.9
Glades		3.1	.0018	.8	1.1		3,893	.0011	1,256	4,866	3,391	3,811	40.6	18.0	22.5	18.9	24.6	34.5	8.3	17.3	4.1	12.8
Gulf		10.7	.0060	2.9	3.1	4.1	13,356	.0040	1,248	4,606	4,304	4,238	29.5	10.5	27.5	20.8	29.3	37.1	9.2	17.8	4.5	13.8
Hamilton		8.3	.0046	2.1	2.0		7,969	.0024	960	3,795	3,797	3,332	42.1	19.0	29.8	28.7	21.6	34.8	5.0	12.2	1.5	5.3
Hardee		13.4	.0075	3.8	3.8	4.0	17,455	.0053	1,303	4,593	4,523	4,151	33.8	12.3	27.7	21.4	25.3	32.6	8.0	15.8	5.2	17.9
Hendry		8.0	.0045	2.1	2.5		12,764	.0038	1,596	6,078	4,932	5,246	16.9	4.9	23.3	14.3	38.8	39.6	13.6	21.1	7.4	20.1
Hernando		10.3	.0057	3.0	3.0		13,651	.0041	1,325	4,550	4,418	4,206	30.7	11.0	27.9	21.3	27.6	35.2	9.0	17.5	4.8	15.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Highlands		20.7	.0116	6.2	6.6	14.8	31,327	.0094	1,513	5,063	4,702	4,618	28.6	9.3	26.2	18.2	28.8	33.4	9.5	16.9	6.9	22.2
Hillsborough	162	398.6	.2164	120.8	126.2	363.6	644,164	.1932	1,986	5,332	5,025	4,922	24.1	7.4	24.4	15.8	32.6	35.5	11.5	19.1	7.4	22.1
Plant City		15.1	.0085	4.7	4.7		21,896	.0066	1,448	4,653	4,591	4,440	28.8	9.8	26.4	19.1	29.9	35.9	9.4	17.4	5.5	17.8
▲Tampa		279.7	.1565	87.2	100.0		482,501	.1447	1,725	5,533	4,823	4,965	23.6	7.1	24.3	15.6	33.0	35.8	11.7	19.2	7.5	22.3
Holmes		13.0	.0073	3.1	3.3		12,182	.0037	937	3,930	3,597	3,160	46.9	22.3	28.2	28.6	18.8	32.0	4.6	12.6	1.5	5.1
Indian River		24.4	.0138	7.1	7.6	9.6	36,380	.0109	1,491	5,124	4,781	4,653	27.6	9.6	27.2	16.6	28.9	33.2	8.9	15.7	7.2	23.3
Vero Beach		9.0	.0050	2.9	2.9		16,288	.0049	1,810	5,617	5,497	5,408	22.8	6.3	24.7	14.6	31.0	30.8	10.7	16.3	10.8	32.1
Jackson		39.3	.0220	9.4	10.1	7.9	39,154	.0117	996	4,166	3,858	3,519	41.7	17.8	26.6	26.1	21.0	32.0	5.8	13.1	3.1	11.0
Marianna		7.0	.0039	2.0	2.1		9,945	.0030	1,421	4,973	4,736	4,573	36.1	9.3	26.8	15.8	20.4	34.3	9.3	16.6	6.4	24.0
Jefferson		10.2	.0057	2.6	2.8		9,806	.0030	961	3,772	3,726	3,254	46.4	21.5	23.4	29.6	17.4	29.5	4.2	18.6	2.6	10.4
Lafayette		3.0	.0017	.7	.8		3,066	.0009	1,022	4,380	3,833	3,229	45.9	21.4	28.4	28.2	19.0	31.8	4.8	11.6	2.1	7.0
Lake		58.7	.0317	16.6	18.5	17.6	94,617	.0254	1,492	5,067	4,562	4,493	30.0	10.0	28.4	18.8	28.9	33.5	9.2	16.8	8.4	20.8
Leesburg		10.6	.0059	3.4	3.7		17,537	.0053	1,653	5,155	4,731	4,756	25.3	8.0	25.6	17.3	31.4	35.3	11.0	19.0	6.7	20.5
Lee		47.2	.0265	14.3	16.5	23.7	75,760	.0227	1,606	5,296	4,884	4,732	27.9	8.9	25.2	17.0	29.3	33.2	10.2	17.7	7.4	23.2
Fort Myers		23.7	.0133	7.5	8.8		40,913	.0123	1,726	5,455	4,610	4,836	37.3	8.5	24.4	16.3	29.7	33.0	10.8	18.3	7.8	34.0
Leon	288	81.9	.0458	20.0	30.3	54.2	125,637	.0376	1,533	6,277	4,141	5,063	28.0	8.3	19.8	12.6	30.0	31.7	13.0	21.0	9.2	26.4
△Tallahassee		49.6	.0278	13.5	20.8		89,140	.0267	1,797	6,603	4,274	5,205	26.9	7.8	19.3	11.9	30.5	31.3	13.5	21.3	9.8	27.7
Levy		11.4	.0064	3.0	3.3		12,376	.0038	1,086	4,126	3,848	3,541	40.2	17.1	29.7	26.9	21.8	32.9	5.4	12.4	2.9	10.7
Liberty		2.9	.0016	.8	.8		3,087	.0008	1,064	3,886	3,849	3,302	44.6	20.0	29.6	28.2	18.2	29.6	4.6	11.2	3.0	11.0
Madison		15.0	.0084	3.5	3.5	3.3	13,379	.0048	892	3,823	3,747	3,314	44.4	20.2	28.6	27.7	19.6	31.7	5.1	12.6	2.3	7.8
Manatee		61.5	.0344	19.3	20.3	27.2	91,675	.0275	1,491	4,750	4,515	4,383	32.5	11.1	26.3	19.2	28.1	31.8	8.7	16.2	6.4	21.7
Bradenton		31.5	.0130	7.2	8.0		36,641	.0110	1,704	5,069	4,545	4,570	31.4	10.3	25.1	17.6	26.9	31.6	9.3	16.7	7.3	23.8
Marion		52.3	.0293	14.9	15.9	19.4	68,816	.0208	1,316	4,619	4,318	4,145	34.2	12.4	26.3	20.4	25.9	33.4	8.5	16.9	5.1	16.9
Ocala		16.4	.0092	5.2	5.6		35,734	.0077	1,899	6,947	4,538	4,552	30.3	10.0	25.0	17.6	28.0	33.0	10.1	18.1	6.6	21.3
Martin		15.5	.0086	4.8	4.8	5.8	21,963	.0068	1,416	4,574	4,560	4,311	26.4	12.0	26.0	20.8	23.4	29.1	7.4	14.0	6.8	24.1
Monroe		60.2	.0337	16.4	28.9	51.3	103,948	.0312	1,727	6,338	3,601	4,632	29.3	9.5	20.0	13.9	33.3	38.5	11.3	20.0	6.1	18.1
Key West		51.3	.0287	14.6	22.3		85,371	.0256	1,663	5,840	3,836	4,656	29.1	9.4	19.8	13.6	33.3	38.3	11.5	20.1	6.3	18.6
Nassau		18.5	.0093	4.0	4.3	5.9	19,481	.0058	1,179	4,865	4,471	4,386	27.6	9.5	25.8	18.9	31.3	36.3	10.4	18.3	4.9	14.0
Okaloosa		63.7	.0356	16.7	22.4	11.9	97,495	.0293	1,531	5,838	4,337	4,821	23.7	7.4	20.9	13.9	35.9	39.9	13.0	22.1	6.5	16.7
Okeechobee		5.7	.0032	1.4	1.7		6,801	.0029	1,193	4,868	3,819	3,899	35.6	13.8	27.2	22.4	25.6	35.1	7.7	16.1	3.9	12.6
Orange	115	257.8	.1443	82.8	91.4	129.7	489,258	.1408	1,898	5,907	5,134	5,172	23.3	9.8	23.5	14.6	32.3	33.3	11.9	18.9	9.0	28.4
▲Orlando		96.0	.0537	31.2	37.0		190,975	.0673	1,989	6,121	5,149	5,480	21.7	6.0	22.3	13.1	33.6	31.9	12.9	19.3	10.5	29.7
Winter Park		17.7	.0099	5.9	7.9		40,516	.0123	2,290	6,867	5,077	5,751	22.5	8.9	19.7	11.0	31.5	29.3	13.5	19.3	13.8	34.6
Osceola		18.3	.0102	6.1	6.6	12.0	25,481	.0078	1,392	4,177	3,804	3,684	37.2	15.2	29.3	26.5	24.0	34.9	6.5	14.3	3.0	10.1
Palm Beach	173	229.7	.1286	79.0	85.7	119.5	424,380	.1273	1,847	5,372	4,948	4,872	26.4	8.0	23.7	15.3	30.5	32.7	10.9	18.0	8.5	26.0
Delray Beach		11.0	.0062	3.6	3.6		19,754	.0059	1,796	5,487	5,443	5,336	25.7	7.4	23.6	14.4	29.1	29.5	11.2	17.5	10.4	33.1
Lake Worth		17.9	.0100	6.0	7.1		33,049	.0099	1,846	5,508	4,603	4,819	28.7	9.0	23.1	15.4	29.3	32.4	11.0	18.7	7.9	24.5
Palm Beach		6.0	.0034	1.8	3.3		30,781	.0062	3,464	11,545	6,490	9,459	8.9	1.4	10.5	3.6	29.0	16.3	15.9	13.5	36.0	65.2
▲West Palm Beach		63.1	.0353	20.8	23.9		117,077	.0351	1,855	5,629	4,890	5,046	24.3	7.3	23.9	15.2	31.9	33.8	11.5	18.6	8.4	25.1
Pasco		33.5	.0187	10.1	10.8	8.3	48,417	.0136	1,386	4,497	4,161	4,074	32.1	11.9	29.0	22.8	26.9	35.3	7.7	15.4	4.3	14.6
Pinellas	162	330.9	.1852	116.0	129.9	283.1	639,707	.1919	1,933	5,515	4,921	5,094	24.9	7.5	23.9	18.3	31.5	33.8	11.3	18.3	8.4	25.4
Clearwater		44.0	.0246	15.2	17.4		90,153	.0270	2,049	5,931	5,160	5,355	22.7	6.4	22.7	13.6	32.4	33.4	12.2	19.6	10.0	29.0
▲St. Petersburg		175.0	.0979	65.8	73.2		360,387	.1081	2,059	5,477	4,920	4,969	25.4	7.7	24.1	15.6	31.2	33.6	11.1	18.3	8.2	24.8
Polk	241	186.5	.1044	56.8	67.7	96.3	296,601	.0896	1,601	5,276	5,168	4,931	24.7	7.5	24.8	16.1	31.8	34.6	11.0	18.2	7.7	23.6
Bartow		13.8	.0077	4.0	4.4		23,889	.0073	1,731	5,973	5,390	5,434	20.1	5.6	23.7	14.9	33.5	33.0	12.7	19.1	10.0	28.3
△Lakeland		43.6	.0244	14.2	16.7		82,923	.0249	1,902	5,840	4,959	5,184	24.2	7.0	23.7	14.0	31.9	33.0	12.0	18.9	9.2	27.1
Winter Haven		18.9	.0106	6.4	6.6		33,265	.0100	1,760	5,196	4,987	4,880	25.5	7.9	24.7	16.2	31.6	34.7	10.8	18.1	7.4	23.1
Putnam		33.8	.0188	9.3	10.2	14.0	44,933	.0135	1,329	4,832	4,402	4,328	32.5	11.3	25.8	19.1	26.9	33.1	9.1	17.3	5.8	19.2
Palatka		14.0	.0078	3.8	4.0		20,039	.0062	1,474	5,429	4,479	4,966	28.6	9.3	24.8	17.1	29.0	33.2	10.6	18.6	7.0	21.9
St. Johns		33.7	.0188	9.7	11.3	29.0	80,547	.0151	1,500	5,211	4,473	4,572	29.6	9.8	25.8	17.9	28.8	33.7	9.3	16.9	6.8	22.0
St. Augustine		20.0	.0112	6.4	7.1		32,401	.0097	1,620	5,063	4,551	4,621	29.6	9.3	25.5	17.7	29.5	34.3	9.6	17.0	6.8	21.7
St. Lucie		35.6	.0199	9.7	11.5	25.4	56,296	.0169	1,579	5,795	4,875	5,078	22.6	6.5	23.6	14.9	34.4	36.3	12.2	18.7	7.3	22.6
Fort Pierce		25.4	.0142	7.4	8.6		41,934	.0126	1,651	5,667	4,857	5,025	22.6	6.8	23.8	15.2	34.0	36.2	13.0	19.6	7.6	22.2
Sarasota	117	28.3	.0158	7.8	8.6		33,494	.0097	1,148	4,842	3,758	3,998	34.5	13.3	26.9	22.1	27.3	37.5	7.9	16.6	3.4	10.8

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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2½ MILLION LINES OF RETAIL GROCERY ADV. IN 1959

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SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Sarasota	264	67.3	.0377	22.1	24.1	39.8	124,417	.0374	1,849	5,630	5,148	5,166	25.1	7.3	23.9	14.9	30.1	31.0	11.3	18.0	9.6	28.8
△Sarasota		39.8	.0223	13.2	15.1		77,559	.0233	1,949	5,832	5,130	5,283	24.2	6.9	23.4	14.2	30.4	30.9	11.8	18.2	10.2	29.8
Seminole	118	47.3	.0265	13.5	16.0	19.0	63,775	.0191	1,348	4,724	3,985	4,142	35.2	12.8	28.9	20.8	24.5	31.8	7.9	15.6	5.5	19.0
Sanford		19.0	.0106	6.2	6.5		28,400	.0085	1,495	4,581	4,316	4,211	34.8	12.4	26.7	20.3	24.7	31.4	8.1	15.7	5.7	20.2
Sumter		12.1	.0067	3.3	3.5		14,920	.0045	1,233	4,521	4,200	3,994	34.3	12.9	27.2	21.8	26.2	35.1	8.2	16.9	4.1	13.3
Suwannee		14.6	.0082	3.7	4.0	3.6	16,244	.0048	1,113	4,390	4,016	3,562	39.7	16.7	27.9	25.0	23.2	34.6	6.4	14.7	2.8	9.0
Taylor		15.2	.0085	4.1	4.6	1.1	17,079	.0052	1,124	4,166	3,700	3,669	37.0	15.2	28.8	25.1	24.6	35.9	6.8	15.2	2.8	8.6
Union		9.1	.0051	1.1	1.2		4,748	.0014	522	4,315	3,699	3,535	40.9	17.4	28.7	26.1	21.9	32.6	5.8	13.4	3.0	10.5
Volusia	213	120.7	.0676	39.3	45.7	76.0	207,584	.0622	1,720	5,282	4,535	4,683	29.1	9.3	24.7	16.9	28.8	33.9	10.1	17.7	7.3	23.1
△Daytona Beach		45.0	.0252	15.7	18.1		84,518	.0254	1,878	5,383	4,664	4,786	28.4	8.9	24.6	16.5	28.8	33.3	10.3	17.6	7.9	24.8
De Land		14.0	.0078	4.6	6.0		24,357	.0073	1,740	5,296	4,046	4,546	30.7	10.2	24.3	17.1	28.3	33.3	10.0	18.0	6.8	21.4
Wakulla		5.6	.0031	1.4	1.4		5,282	.0016	943	3,773	3,694	3,320	42.3	19.2	30.1	29.1	21.0	33.9	4.8	11.7	1.8	6.1
Walton		18.3	.0091	4.1	4.3	3.5	17,107	.0062	1,060	4,172	3,956	3,569	40.3	17.0	27.9	25.0	22.6	34.1	6.3	14.5	2.9	9.4
Washington		11.9	.0067	3.0	3.0	3.0	11,758	.0035	988	3,919	3,806	3,363	43.2	19.3	28.8	27.4	20.4	32.5	5.3	13.0	2.3	7.8
Total Above Cities		2,345.7	1.3566	713.1	843.4		4,294,030	1.2883	1,913	6,022	5,091	5,353	22.4	6.3	22.1	13.2	33.0	33.0	12.7	19.4	9.8	28.1
State Total		4,622.9	2.6962	1,448.5	1,669.8	2,989.9	8,282,386	2.4844	1,717	5,719	4,960	5,111	24.2	7.1	23.0	14.4	32.1	33.7	12.0	19.3	8.7	25.5

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'shold
△Daytona Beach	120.7	.0676	39.3	45.7	76.0	207,594	.0622	1,720	5,282
△Fort Lauderdale	296.5	.1680	91.7	103.1	170.8	548,864	.1646	1,851	5,985
△Gainesville	78.6	.0440	19.7	28.5	33.2	112,366	.0337	1,430	5,704
Jacksonville	451.5	.2527	127.4	150.5	340.6	788,027	.2364	1,745	6,185
△Lakeland	186.5	.1044	56.6	57.7	95.3	298,601	.0896	1,601	5,276
Miami	915.1	.5121	281.5	335.9	732.7	1,823,074	.5768	2,101	6,832
Orlando	305.1	.1706	96.3	107.4	148.7	533,033	.1599	1,747	5,535
△Panama City	69.3	.0382	18.2	21.3	34.2	105,991	.0317	1,550	5,818
Pensacola	205.6	.1150	54.3	72.3	116.4	318,602	.0955	1,550	5,867
△Sarasota	67.3	.0377	22.1	24.1	39.8	124,417	.0374	1,849	5,630
△Tallahassee	81.9	.0458	20.0	30.3	54.2	125,537	.0376	1,533	6,277
Tampa-St. Petersburg	717.5	.4016	236.8	256.2	616.7	1,283,871	.3851	1,799	5,422
West Palm Beach	229.7	.1286	79.0	85.7	119.5	424,360	.1273	1,847	5,372
Total Above Areas	3,724.3	2.0845	1,142.9	1,320.7	2,629.1	6,794,237	2.0378	1,824	5,948

For Retail Sales data, see Section 4 location on page 17.

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SM Standard (△) and Potential (△) Metropolitan County Areas.

GEORGIA—

(Other South Atlantic States: Delaware, District of Columbia, Florida, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Appling		12.9	.0072	3.0	3.2	3.2	11,643	.0035	903	3,881	3,555	3,089	48.5	23.7	28.2	29.3	17.5	30.3	4.0	10.5	1.8	6.2
Atkinson		6.4	.0036	1.5	1.6		5,968	.0018	933	3,979	3,310	2,975	48.6	24.6	29.2	31.5	18.0	32.4	4.2	11.5		
Bacon		9.0	.0050	2.3	2.4	2.8	9,103	.0027	1,011	3,958	3,666	3,217	46.1	21.6	28.3	28.2	19.3	32.3	4.2	10.6	2.1	7.3
Baker		5.4	.0030	1.2	1.2		4,429	.0013	820	3,691	3,417	2,835	53.8	28.5	28.5	32.3	13.7	25.8	2.5	7.2	1.5	6.2
Baldwin		34.0	.0191	5.3	7.1	25.8	26,291	.0079	773	4,961	3,670	3,839	38.2	15.0	25.8	21.6	24.7	34.3	7.1	15.1	4.2	14.0
Milledgeville		11.0	.0062	3.0	4.2		15,566	.0047	1,415	5,189	3,630	3,907	38.6	14.9	24.0	19.7	25.1	34.4	7.6	15.9	4.7	15.1
Banks		6.2	.0034	1.5	1.6		6,443	.0016	679	3,629	3,674	2,805	52.0	27.9	30.2	34.5	14.8	28.3	2.4	7.0	.6	2.3
Barrow		13.1	.0074	3.5	4.0	4.6	15,051	.0046	1,149	4,300	3,741	3,537	39.3	16.7	28.6	26.0	23.6	35.7	5.9	13.8	2.6	8.0
Bartow		25.7	.0144	6.8	7.2	10.8	30,679	.0092	1,194	4,548	4,239	4,035	33.2	12.4	28.3	22.5	27.2	35.9	7.0	14.3	4.3	14.9
Cartersville		10.5	.0059	3.0	3.6		15,894	.0042	1,514	5,298	4,325	4,529	28.0	9.3	27.1	19.3	30.1	35.5	8.7	15.8	6.1	20.2
Ben Hill		12.1	.0067	3.6	3.4	9.5	14,705	.0044	1,215	4,085	4,254	3,647	39.3	16.2	27.9	24.5	23.4	34.5	6.1	13.6	3.3	11.2
Fitzgerald		9.5	.0053	3.0	3.1		12,050	.0036	1,268	4,017	3,887	3,733	38.1	15.4	27.7	23.8	24.4	34.9	6.3	13.9	3.5	12.0
Berrien		13.6	.0076	3.2	3.5	3.4	13,884	.0041	1,034	4,329	3,886	3,513	41.0	17.6	29.3	26.8	21.3	32.4	5.3	12.3	3.1	10.9
Bibb	94	138.7	.0776	40.0	48.3	111.7	220,168	.0661	1,587	5,504	4,748	4,899	24.7	7.6	25.0	16.4	32.3	35.4	10.4	17.3	7.8	23.3
▲Macon		87.0	.0487	26.2	31.8		148,778	.0446	1,710	5,679	4,669	4,955	25.1	7.6	24.8	16.0	31.7	34.2	10.3	17.1	8.1	25.1
Bleckley		8.4	.0047	2.2	2.3	3.2	8,173	.0024	973	3,715	3,427	3,106	47.7	23.1	29.8	30.7	16.8	28.9	3.7	9.8	2.0	7.5
Brantley		6.6	.0037	1.4	1.4		5,646	.0017	855	4,033	3,910	3,258	42.8	19.8	30.3	29.8	21.1	34.7	4.2	10.6	1.6	5.1
Brooks		16.9	.0089	3.6	4.3	1.6	20,186	.0061	1,270	5,607	4,686	3,260	48.1	22.2	27.7	27.3	17.0	28.0	4.1	10.2	3.1	12.3
Bryan		4.4	.0025	1.0	1.2		4,659	.0014	1,059	4,659	3,738	3,401	41.5	18.4	30.1	28.4	21.2	33.5	4.7	11.2	2.5	8.5
Bulloch		24.6	.0138	6.2	7.1	10.0	25,186	.0075	1,023	4,059	3,527	3,219	49.4	23.1	26.3	26.2	17.1	28.4	4.3	11.0	2.9	11.3
Statesboro		10.0	.0056	2.9	3.0		11,418	.0034	1,142	3,937	3,720	3,578	44.5	18.7	27.1	24.3	19.4	29.0	5.1	11.7	3.9	16.3
Burke		22.9	.0128	5.8	6.6	4.4	20,233	.0061	884	3,488	3,027	2,774	57.7	31.3	25.3	29.2	12.6	24.5	2.6	7.6	1.8	7.4
Butts		9.6	.0054	2.4	2.7		10,086	.0030	1,049	4,194	3,691	3,476	42.3	18.3	28.7	24.7	22.9	35.4	5.4	12.7	2.7	8.9
Calhoun		11.5	.0064	2.9	3.5		10,443	.0031	908	3,601	2,952	2,922	55.4	28.6	24.9	27.3	14.3	26.1	3.2	9.0	2.2	9.0
Camden		7.0	.0039	2.0	2.1		8,808	.0027	1,258	4,403	4,100	3,871	38.2	14.9	25.9	21.4	25.2	34.9	6.5	13.6	4.2	15.2
Candler		7.4	.0042	1.9	2.2		7,864	.0023	1,063	4,139	3,492	3,223	49.2	23.0	26.3	26.1	17.6	29.4	4.1	10.3	2.8	11.2
Carroll		36.0	.0201	9.6	10.5	12.1	41,158	.0124	1,143	4,287	3,885	3,605	38.8	16.2	29.4	28.1	23.1	34.4	5.8	12.7	3.1	10.6
Carrollton		12.1	.0068	3.8	3.8		15,875	.0048	1,312	4,178	4,114	3,930	34.7	13.3	30.1	24.6	24.8	33.7	6.3	13.1	4.1	15.3
Catoosa		18.1	.0101	4.8	4.9	2.8	23,838	.0071	1,317	4,966	4,801	4,519	23.0	7.7	28.0	19.9	34.5	40.8	9.6	17.4	4.9	14.2
Charlton		5.2	.0029	1.3	1.3		5,833	.0018	1,122	4,487	4,205	4,020	34.0	12.7	31.0	24.7	24.3	32.5	5.7	11.7	5.0	18.4
Chatham	146	183.1	.1026	53.9	63.0	151.9	290,159	.0870	1,585	5,383	4,603	4,784	26.4	8.3	25.3	16.9	31.0	34.9	10.0	17.0	7.3	22.9
▲Savannah		140.2	.0785	41.9	48.8		226,256	.0679	1,614	5,400	4,633	4,805	26.1	8.2	25.3	16.9	31.2	34.7	10.0	17.1	7.4	23.1
1 Chattahoochee	38	38.5	.0216	2.4	32.0		75,489	.0227	1,961	31,454	2,353	4,618	27.8	9.1	24.8	17.2	28.8	33.4	10.5	18.6	8.1	21.7
Chattooga		22.1	.0123	5.4	6.6	7.3	28,675	.0086	1,298	5,310	4,306	4,367	25.4	8.8	27.8	20.4	32.7	40.1	9.4	17.6	4.7	13.1
Cherokee		21.1	.0118	5.3	6.0	2.9	23,887	.0071	1,132	4,507	3,963	3,720	35.2	14.2	29.9	25.8	25.8	37.1	6.2	13.6	2.9	9.3
Clarke		40.9	.0229	10.9	16.3	37.8	64,477	.0194	1,576	5,915	3,955	4,451	35.3	11.9	21.5	15.5	27.3	32.8	8.8	16.2	7.1	23.6
Athens		37.8	.0212	9.9	16.4		62,071	.0186	1,642	6,270	3,774	4,549	34.5	11.4	20.6	14.5	28.2	33.2	9.2	16.6	7.5	24.3
Clay		3.9	.0022	1.1	1.0		3,994	.0012	1,016	3,604	3,754	3,094	50.8	24.7	27.3	28.3	15.3	28.6	4.1	10.7	2.5	9.7
Clayton	10	48.1	.0269	12.6	15.1	13.8	75,236	.0225	1,564	5,971	4,956	5,314	15.9	4.5	23.3	14.1	40.2	40.4	12.9	19.9	7.7	21.1
Clinch		6.2	.0035	1.8	1.9		7,377	.0022	1,190	4,611	3,334	3,892	40.8	15.8	27.8	22.9	20.0	27.5	5.8	12.2	5.6	21.6
Cobb	10	110.0	.0616	29.9	32.7	45.3	167,252	.0502	1,520	5,594	5,107	5,100	19.9	5.9	25.0	15.7	36.0	37.7	11.6	18.7	7.5	22.0
Marietta		43.0	.0241	12.1	13.9		74,326	.0223	1,729	6,143	5,318	5,493	16.6	4.5	23.2	13.5	38.0	37.1	13.1	19.6	9.1	25.3
Coffee		27.1	.0151	6.5	7.7	9.4	28,084	.0084	1,036	4,321	3,607	3,358	44.7	20.0	27.0	25.8	20.6	32.8	5.1	12.5	2.6	8.9
Douglas		9.4	.0053	2.6	3.4		11,897	.0036	1,266	4,576	3,499	3,718	39.8	16.1	26.4	22.8	23.6	34.1	6.3	13.8	3.9	13.2
Colquitt		32.8	.0184	8.4	9.3	15.5	38,528	.0116	1,175	4,587	4,117	3,822	36.9	14.5	29.3	24.6	23.7	33.2	6.0	12.8	4.1	14.9
Moultrie		15.5	.0087	4.5	5.2		21,142	.0063	1,364	4,698	4,041	4,084	33.7	12.4	29.4	23.1	25.3	33.3	6.6	13.3	5.0	18.0
Columbia		9.0	.0050	2.3	2.3		9,932	.0030	1,104	4,318	4,223	3,900	35.8	13.7	29.5	24.3	24.0	33.0	6.8	13.8	4.3	15.2
Cook		11.8	.0065	3.0	3.0	2.7	11,833	.0035	1,020	3,944	3,876	3,403	42.9	19.0	30.3	28.8	19.4	30.4	4.4	10.7	3.0	11.3
Coweta		27.4	.0153	7.4	7.3	12.6	29,748	.0089	1,086	4,020	4,040	3,688	37.1	16.1	31.1	27.0	23.2	33.9	5.2	11.5	3.4	12.5
Newnan		12.6	.0071	3.5	4.0		15,911	.0048	1,263	4,546	3,978	3,991	33.9	12.8	30.4	24.4	25.0	33.6	6.1	12.5	4.6	16.7
Crawford		5.6	.0032	1.3	1.5		5,435	.0017	971	4,181	3,536	3,325	47.6	21.5	28.9	27.9	16.4	26.6	3.5	8.6	3.6	15.4
Crisp		14.7	.0082	4.6	4.2	10.8	17,810	.0053	1,212	3,872	4,203	3,464	45.2	19.6	27.0	25.0	19.3	29.9	5.0	11.8	3.5	13.7
Cordele		10.8	.0060	3.5	3.6		13,346	.0040	1,236	3,813	3,707	3,590	43.8	18.4	28.9	24.0	20.1	30.0	5.3	13.1	3.9	15.5
Dade		9.0	.0050	1.8	2.2		8,428	.0025	936	4,682	3,790	3,686	38.7	15.8	25.5	22.2	26.1	38.0	6.7	14.9	3.0	9.1
Dawson		3.5	.0020	.9	1.0		3,097	.0010	885	3,441	3,097	2,584	61.3	35.5	24.7	30.5	10.7	22.2	2.0	6.3	1.3	5.5
Decatur		26.5	.0148	7.1	7.9	9.5	29,881	.0089	1,128	4,209	3,781	3,691	40.8	17.0	28.0	25.0	22.4	33.6	5.7	12.9	3.3	11.5
Bainbridge		9.5	.0053	2.9	3.4		13,697	.0041	1,442	4,723	4,029	4,162	33.0	12.0	26.2	20.2	27.8	35.5	8.1	16.0	4.9	16.3
De Kalb	10	220.0	.1232	64.4	74.1	124.2	476,274	.1429	2,165	7,396	6,422	6,759	13.1	2.9	17.0	8.1	37.1	29.3	18.4	19.9	16.4	39.8
Decatur		27.5	.0154	8.4	9.3		63,401	.0190	2,305	7,548	6,815	6,957	15.0	3.2	17.0	7.8	39.0	28.3	16.5	19.3	18.5	41.4
2▲Atlanta																						
Dodge		13.4	.0086	3.8	4.3	3.1	15,399	.0046	1,000	4,052	3,611	3,206	47.2	22.1	28.3	28.3	18.2	30.6	3.9	10.0	2.4	9.0
Dooly		11.7	.0065	2.9	3.2		10,812	.0033	924	3,728	3,288	2,888	54.5	28.4	28.6	29.5	14.2	28.3	2.9	8.2	1.8	7.6
Dougherty	184	58.2	.0326	16.5	20.5	50.1	91,199	.0273	1,567	5,527	4,444	4,724	29.5	9.4	24.4	16.6	28.8	32.6	9.6	16.7	7.7	24.8
△Albany		50.1	.0280	14.7	16.8		76,914	.0231	1,535	5,232	4,577	4,719	29.5	9.4	24.8	16.8	28.5	32.4	9.5	16.5	7.7	24.9
Douglas		13.4	.0075	3.2	3.4	3.8	14,054	.0042	1,049	4,392	4,068	3,738	37.6	15.1	27.8	23.8	24.9	35.7	6.3	13.9	3.4	11.5
Early		12.7	.0071	3.2	3.3	2.4	13,006	.0039	1,024	4,065	3,935	3,266	49.1	22.6	25.9	25.4	17.4	28.6	4.5	11.2	3.1	12.2
Echols		2.8	.0015	.5	.7		2,399	.0007	923	4,798	3,199	3,147	47.1	22.5	23.8	26.3	21.4	36.3	5.7	14.9		
Effingham		7.7	.0043	1.9	2.1		8,099	.0025	1,048	4,247	3,688	3,271	46.5	21.4	26.8	26.3	19.1	31.3	5.1	12.7	2.5	8.3
Elbert		17.1	.0095	4.3	4.8	6.3	19,784	.0059	1,158	4,598	4,082	3,812	39.4	15.2	27.1	22.8	23.9	33.5	6.5	13.9	4.1	14.6
Emanuel		17.5	.0098	4.4	5.2	3.8	17,537	.0053	1,002	3,986	3,354	3,123	49.3	23.7	27.3	28.1	17.3	29.6	3.9	10.2	2.2	8.4
Evans		6.8	.0038	1.7	1.7		5,988	.0017	876	3,505	3,330	3,023	49.8	24.8	28.7	30.4	16.3	29.0	3.4	9.1	1.8	6.7
Fannin		14.5	.0081	3.5	3.9		16,351	.0049	1,128	4,672	4,134	3,856	34.2	13.4	28.0	23.3	27.5	38.0	7.0	14.9	3.3	10.4
Fayette		5.2	.0030	1.3	1.4		6,451	.0020	1,241	4,962	4,549	3,881	37.1	14.4	27.4	22.6	24.3	33.6	6.9	14.5	4.3	14.9
Floyd		69.0	.0386	18.5	21.3	41.7	99,605	.0299	1,445	5,388	4,677	4,743	26.6	8.4	25.1	17.6	31.5	35.5	9.8	16.9	7.0	22.2
Rome		35.5	.0215	11.7	13.3		63,639	.0191	1,653	5,439	4,772	4,897	25.5	7.8	24.9	16.3	31.7	34.7	10.1	16.9	7.8	24.3
Forsyth		11.7	.0065	3.0	3.1		10,279	.0031	879	3,429	3,442	2,699	57.5	32.2	27.0	32.2	12.0	24.0	2.4	7.2	1.1	4.4

1 Military personnel at Fort Benning are not included in household estimates unless living off the post.
2 Atlanta is in both DeKalb and Fulton counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

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SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Franklin		12.5	.0070	3.1	3.5		12,437	.0037	995	4,012	3,541	3,065	49.4	24.3	28.5	30.0	18.5	28.7	3.7	9.9	1.9	7.1
Fulton	10	560.5	.3137	163.7	203.3	558.9	1,088,148	.3264	1,941	6,647	5,352	5,777	18.5	4.8	22.6	12.5	34.1	31.6	12.8	18.2	12.0	32.9
2▲Atlanta		510.5	.2857	148.8	189.3		1,007,163	.3021	1,973	6,769	5,318	5,880	17.6	4.5	21.8	11.9	34.7	31.6	13.4	18.6	12.5	33.4
College Park		19.9	.0111	5.9	6.6		42,363	.0127	2,129	7,180	6,354	6,536	9.1	2.1	15.7	7.7	43.7	35.5	18.3	22.9	13.2	31.5
East Point		35.5	.0199	10.5	11.9		72,530	.0218	2,043	6,908	6,061	6,303	13.9	3.3	18.3	9.3	38.0	33.2	16.1	21.0	13.7	34.2
Gilmer		9.4	.0053	2.2	2.2		7,910	.0024	841	3,595	3,519	2,982	48.7	24.6	31.0	33.3	15.9	28.8	3.1	8.4	1.3	4.9
Glascock		2.4	.0013	.8	.8		2,093	.0006	835	4,006	3,220	2,659	57.1	32.3	28.1	33.9	12.0	24.4	1.8	5.4	1.0	4.0
Glynn		38.0	.0213	10.5	12.3	29.2	56,254	.0168	1,480	5,358	4,538	4,647	26.2	8.5	26.6	18.3	31.5	36.4	9.3	16.3	6.5	20.5
Brunswick		26.1	.0146	7.3	8.9		40,493	.0121	1,551	5,547	4,518	4,695	25.5	8.2	26.6	18.2	31.7	36.2	9.5	16.5	6.7	20.9
Gordon		18.5	.0103	4.8	4.9	3.2	18,729	.0057	1,012	3,902	3,797	3,358	41.1	18.4	31.1	29.7	21.2	33.9	4.5	10.9	2.1	7.1
Grady		18.5	.0104	4.8	5.1	5.7	19,087	.0057	1,032	3,976	3,693	3,346	43.7	19.7	29.4	28.2	19.8	31.6	4.5	11.0	2.6	9.5
Greene		10.3	.0057	2.6	2.5	2.3	9,988	.0030	970	3,842	3,879	3,405	42.8	18.9	28.6	27.0	21.2	33.3	4.9	11.7	2.5	9.1
Gwinnett	10	38.1	.0202	9.4	10.1	7.6	42,892	.0128	1,188	4,563	4,236	3,962	33.2	12.6	23.1	22.8	27.5	37.1	7.4	15.2	3.8	12.3
Habersham		17.9	.0101	4.8	5.4		19,716	.0060	1,101	4,381	3,628	3,491	38.8	16.7	29.8	27.3	24.0	36.9	5.3	12.4	2.1	6.7
Hall		44.1	.0246	11.7	13.0	17.7	57,102	.0171	1,295	4,881	4,380	4,220	31.3	11.2	27.8	21.1	28.2	35.8	7.7	14.9	5.0	17.0
Gainesville		17.7	.0099	5.2	6.2		27,011	.0081	1,526	5,194	4,353	4,539	28.9	9.6	20.5	18.7	29.7	35.0	8.4	15.2	6.5	21.5
Hancock		6.8	.0050	2.1	2.0		6,947	.0021	709	3,308	3,384	2,734	56.8	31.3	28.8	31.5	12.8	24.9	2.3	6.8	1.3	5.5
Haralson		12.9	.0072	3.3	3.6	2.6	15,424	.0046	1,196	4,674	4,257	3,877	35.2	13.7	27.8	23.0	28.0	35.9	7.2	15.2	3.6	12.2
Harris		10.6	.0059	2.7	2.7		10,454	.0031	986	3,872	3,872	3,426	44.6	19.6	28.5	26.7	19.2	30.1	4.4	10.4	3.3	13.2
Hart		14.5	.0081	3.7	4.1	3.1	14,988	.0045	1,034	4,051	3,647	3,256	45.3	21.0	27.5	27.1	20.7	33.9	4.5	11.3	2.0	6.7
Heard		6.0	.0034	1.5	1.6		5,653	.0017	942	3,769	3,474	2,957	49.8	25.4	29.8	32.3	15.9	28.8	3.1	8.7	1.4	5.0
Henry		16.1	.0090	3.9	3.8		15,370	.0046	955	3,941	3,944	3,429	43.5	19.1	28.8	25.0	21.8	34.0	5.3	12.7	2.6	9.2
Houston	94	40.0	.0224	9.1	14.7	22.8	52,827	.0159	1,321	5,805	3,573	4,578	26.3	8.6	24.0	16.8	33.5	39.2	10.5	18.7	5.7	16.7
Irwin		11.3	.0063	2.5	2.8	2.6	10,982	.0033	969	4,381	3,840	3,516	44.9	19.2	27.4	25.0	19.0	29.0	4.8	11.1	3.9	15.7
Jackson		17.4	.0098	4.3	4.8	3.2	18,581	.0056	1,068	4,321	3,804	3,487	40.3	17.4	29.8	27.4	21.8	33.6	5.3	12.4	2.8	9.2
Jasper		5.6	.0031	1.4	1.5		6,786	.0018	1,033	4,133	3,674	3,350	48.4	21.7	25.7	24.6	17.9	28.6	4.6	11.3	3.4	13.8
Jeff Davis		12.4	.0069	3.2	3.2	3.7	11,495	.0034	927	3,592	3,485	3,153	46.5	22.2	30.8	31.1	17.5	29.6	3.3	8.7	2.1	8.4
Jefferson		18.7	.0094	4.2	4.7		15,497	.0047	828	3,690	3,297	3,035	50.7	25.2	27.5	29.0	16.4	28.9	3.4	9.2	2.0	7.7

2 Atlanta is in both DeKalb and Fulton counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.



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SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Jenkins		9.7	.0054	2.5	2.8	3.3	9,467	.0028	975	3,783	3,375	3,097	52.4	25.5	25.4	28.3	15.5	28.6	4.0	10.6	2.7	11.0
Johnson		8.4	.0047	2.2	2.3		7,777	.0023	926	3,535	3,301	2,807	55.8	29.9	26.6	30.4	13.3	25.4	2.7	7.8	1.6	6.5
Jones		7.1	.0040	1.8	1.7		7,110	.0022	1,001	3,950	4,006	3,565	43.7	18.4	28.1	25.2	18.7	28.2	5.5	12.6	4.0	15.6
Lamar		9.6	.0053	2.5	2.8	4.0	12,648	.0038	1,318	5,059	4,376	4,323	30.3	10.6	26.4	19.6	29.2	38.0	8.7	16.5	5.4	17.3
Lanier		5.1	.0029	1.4	1.3		4,975	.0015	975	3,554	3,677	3,120	48.9	23.6	29.1	29.9	16.1	27.8	3.8	9.1	2.4	9.6
Laurens		30.8	.0171	7.7	8.7	13.6	30,371	.0091	993	3,944	3,488	3,191	48.4	22.8	26.8	28.9	17.9	30.1	4.5	11.5	2.4	8.7
Dublin		13.6	.0076	4.0	4.6		16,371	.0049	1,204	4,093	3,533	3,540	42.7	18.3	26.6	24.1	21.5	32.4	5.9	13.7	3.3	11.6
Lee		6.9	.0033	1.5	1.4		4,982	.0015	844	3,321	3,378	2,870	54.9	28.8	26.5	29.6	13.8	25.8	3.0	8.5	1.8	7.3
Liberty		16.6	.0080	2.6	2.5		6,981	.0027	847	3,454	3,504	3,076	47.6	23.4	29.7	30.9	17.4	30.5	3.4	9.1	1.7	6.1
Lincoln		6.0	.0028	1.2	1.3		6,200	.0018	1,040	4,333	3,744	3,207	46.1	21.6	29.2	29.2	19.2	32.1	4.5	11.4	2.0	6.7
Long		3.7	.0020	.9	1.1		3,606	.0011	948	3,898	3,189	3,006	50.9	25.5	27.8	29.6	16.0	28.5	3.4	9.4	1.9	7.0
Lowndes		49.1	.0275	13.1	15.1	33.8	63,288	.0190	1,289	4,831	4,166	4,030	36.7	13.7	26.5	21.1	24.5	32.7	7.2	14.5	5.1	18.0
Valdosta		33.8	.0189	9.7	11.7		47,257	.0142	1,398	4,872	4,027	4,178	35.4	12.7	26.0	20.0	25.3	32.4	7.6	15.0	5.7	19.9
Lumpkin		6.4	.0036	1.4	2.1		7,064	.0021	1,104	5,046	3,359	3,091	53.6	28.1	22.9	23.8	16.8	29.0	4.0	10.6	2.7	10.5
McDuffie		12.3	.0069	3.1	3.6	3.8	14,069	.0042	1,144	4,538	3,889	3,759	40.2	16.1	26.2	22.4	22.9	32.6	6.5	14.1	4.2	14.8
McIntosh		6.7	.0037	1.6	1.7		6,221	.0019	929	3,888	3,604	3,375	49.2	21.9	27.2	25.9	15.3	24.1	4.2	10.3	4.1	17.8
Macon		12.0	.0067	3.0	3.4	2.6	11,289	.0033	941	3,763	3,240	2,978	54.1	27.3	24.8	26.7	15.1	27.4	3.8	10.3	2.2	8.3
Madison		10.6	.0060	2.5	2.9		10,800	.0033	1,019	4,320	3,689	3,172	46.3	22.0	29.5	29.8	18.4	31.1	3.8	9.7	2.0	7.4
Marion		5.5	.0036	1.4	1.5		5,153	.0015	793	3,681	3,329	2,988	54.1	28.4	27.9	31.3	13.5	25.1	2.7	7.7	1.8	7.5
Meriwether		21.5	.0120	9.5	9.9	4.1	23,551	.0071	1,095	4,282	3,983	3,696	40.7	16.6	26.3	22.8	22.7	32.9	6.4	14.2	3.9	13.5
Miller		7.3	.0041	1.8	2.0		7,599	.0023	1,041	4,222	3,620	3,140	49.7	23.8	27.6	28.2	16.3	27.9	3.8	9.8	2.6	10.3
Mitchell		22.8	.0128	5.5	6.2	8.5	22,722	.0068	997	4,131	3,615	3,392	45.9	20.4	26.9	25.4	19.0	29.9	5.0	12.2	3.2	12.1
Monroe		10.1	.0056	2.6	3.1	3.1	12,215	.0037	1,209	4,698	3,823	3,825	39.5	15.5	25.5	21.4	24.1	33.8	6.6	14.1	4.3	15.2
Montgomery		6.9	.0039	1.6	1.8		6,023	.0018	873	3,764	3,298	2,938	52.7	27.0	27.8	30.4	14.2	25.7	3.4	9.6	1.9	7.3
Morgan		10.1	.0057	2.6	2.5		9,802	.0029	970	3,770	3,804	3,292	48.8	22.3	27.8	27.1	16.2	29.3	3.8	9.4	3.4	14.9
Murray		11.0	.0061	2.6	2.9		10,877	.0033	989	4,183	3,708	3,330	42.4	19.2	30.4	29.3	20.5	32.7	4.5	11.2	2.2	7.6
Muscogee	36	160.5	.0898	42.8	59.8	150.9	283,395	.0850	1,766	6,621	4,733	5,438	19.2	5.3	22.6	13.3	36.4	35.8	12.1	18.3	9.7	27.3
▲Columbus		135.0	.0756	38.2	45.6		230,854	.0692	1,710	6,043	5,060	5,384	20.0	5.6	23.1	13.7	35.6	35.4	11.8	18.0	9.5	27.3
Newton		18.4	.0103	4.6	5.4	7.8	23,304	.0070	1,267	5,066	4,293	4,232	27.7	9.8	29.5	22.4	30.9	39.1	7.5	14.5	4.4	14.2
Oconee		6.2	.0035	1.5	1.6		6,011	.0018	970	4,007	3,608	3,172	47.1	22.3	29.3	29.6	17.4	29.6	3.9	9.9	2.3	8.6
Oglethorpe		7.4	.0041	1.9	2.0		7,541	.0022	1,019	3,969	3,632	3,066	49.5	24.2	27.1	28.1	17.4	30.3	4.1	10.8	1.9	6.6
Paulding		11.1	.0063	2.9	2.8		10,739	.0032	967	3,703	3,783	3,244	44.6	20.7	28.8	29.4	20.1	33.4	4.6	11.5	1.9	6.0
Peach		12.0	.0067	3.1	4.0	7.0	14,458	.0044	1,205	4,664	3,554	3,699	43.4	17.6	24.9	21.6	20.9	30.4	6.2	13.7	4.6	16.7
Pickens		8.5	.0047	2.2	2.2		8,868	.0026	1,043	4,031	3,889	3,471	37.7	16.3	32.0	29.5	23.5	36.4	4.8	11.3	2.0	6.5
Pierce		10.9	.0055	2.4	2.4		9,848	.0030	903	4,103	4,062	3,391	44.2	19.6	28.6	27.0	19.1	30.2	5.1	12.4	3.0	10.8
Pike		6.7	.0038	1.6	1.8		6,709	.0020	1,001	4,193	3,704	3,234	46.6	21.7	27.8	27.5	19.0	31.5	4.3	11.0	2.3	8.3
Polk		33.0	.0184	8.4	9.1	14.7	36,029	.0114	1,152	4,526	4,161	4,009	29.6	11.1	30.6	24.5	29.2	38.9	7.1	14.6	3.5	10.9
Cedartown		11.1	.0062	3.2	3.3		15,111	.0045	1,361	4,722	4,538	4,406	24.4	8.3	29.8	21.7	32.3	39.3	8.8	16.3	4.7	14.4
Pulaski		8.9	.0045	2.1	2.3	3.2	8,680	.0026	1,065	4,133	3,748	3,447	44.9	19.6	25.4	23.7	20.4	31.7	6.0	14.2	3.3	10.8
Putnam		7.1	.0040	1.7	1.8	2.7	7,414	.0022	1,044	4,361	4,054	3,714	39.5	16.0	27.0	23.4	23.7	34.1	6.1	13.4	3.7	13.1
Quitman		1.6	.0009	.4	.3		1,469	.0005	918	3,673	3,806	3,031	49.7	24.7	28.9	30.5	16.5	29.2	3.1	8.3	1.8	7.3
Rabun		7.2	.0040	1.7	2.0		6,925	.0021	962	4,074	3,415	3,072	50.3	24.7	26.3	27.5	17.5	30.3	4.0	10.7	1.9	6.8
Randolph		11.5	.0065	2.8	3.4	3.3	11,616	.0034	1,010	4,149	3,387	3,152	51.4	24.6	28.5	27.0	14.8	25.1	4.1	10.6	3.2	12.7
Richmond	12	188.9	.0676	41.9	56.8	132.2	254,668	.0764	1,623	6,078	4,483	4,972	24.2	7.3	24.4	15.7	32.5	35.1	10.9	17.9	8.0	24.0
▲Augusta		100.5	.0562	23.8	34.8		158,265	.0475	1,575	5,495	4,540	4,791	26.1	8.2	25.8	17.3	30.7	34.4	10.0	17.0	7.4	23.1
Rockdale		8.9	.0049	2.2	2.3		9,972	.0030	1,129	4,533	4,202	3,918	34.1	13.1	30.3	24.8	24.8	33.9	6.6	13.8	4.2	14.4

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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GEORGIA	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Schley		3.6	.0021	.9	.9		3,475	.0011	965	3,861	3,741	3,182	46.3	21.9	28.9	29.1	18.7	31.6	4.3	11.1	1.8	6.3
Screven		17.3	.0098	4.4	4.3	2.9	14,449	.0043	835	3,283	3,300	2,831	55.1	29.3	26.9	30.5	13.5	25.6	2.9	8.3	1.6	6.4
Seminole		7.9	.0045	2.0	2.1	2.6	8,162	.0024	1,033	4,081	3,739	3,471	45.1	19.6	28.5	26.3	18.3	28.3	4.3	10.0	3.8	15.8
Spalding		31.5	.0176	8.6	9.6	26.1	46,900	.0141	1,489	5,453	4,839	4,861	22.2	6.9	26.2	17.3	34.4	37.8	10.5	17.7	6.7	20.3
Griffin		21.9	.0123	6.3	7.3		34,910	.0105	1,594	5,541	4,782	4,953	22.2	6.8	26.3	17.0	33.6	36.3	10.6	17.5	7.3	22.4
Stephens		16.9	.0095	4.4	5.0	6.9	21,803	.0066	1,290	4,955	4,300	4,161	30.4	11.0	27.2	21.0	29.9	38.4	8.1	16.0	4.4	13.6
Stewart		7.1	.0039	1.9	1.9		6,465	.0019	914	3,604	3,365	2,917	55.3	28.5	26.0	28.6	13.5	24.7	2.9	8.2	2.3	10.0
Sumter		20.1	.0113	5.6	6.2	13.0	24,277	.0073	1,208	4,335	3,896	3,580	44.3	18.6	25.2	22.6	20.8	31.1	5.8	13.3	3.9	14.4
Americus		13.0	.0073	4.0	4.4		17,054	.0051	1,312	4,264	3,819	3,825	40.4	15.9	25.4	21.3	23.0	32.2	6.7	14.3	4.5	16.3
Talbot		7.4	.0041	1.9	1.9	.1	6,538	.0019	884	3,441	3,436	3,039	50.4	25.0	29.1	30.7	15.2	26.7	3.1	8.3	2.2	9.3
Taliaferro		3.7	.0021	.9	1.0		3,422	.0011	925	3,802	3,422	3,040	50.3	24.9	27.3	28.8	16.8	29.5	4.0	10.8	1.6	6.0
Tattnall		15.5	.0087	3.7	4.0		13,775	.0041	889	3,723	3,387	3,008	48.8	24.4	29.8	31.8	16.8	29.9	3.3	8.9	1.3	5.0
Taylor		8.1	.0045	2.1	2.3		7,689	.0023	949	3,661	3,301	2,945	51.9	26.5	27.1	29.6	16.2	29.4	3.4	9.4	1.4	5.1
Telfair		12.0	.0067	2.9	3.4		12,244	.0037	1,020	4,222	3,555	3,332	47.4	21.4	27.1	28.1	18.0	28.9	4.2	10.4	3.3	13.2
Terrell		13.4	.0075	3.2	3.7	4.1	13,172	.0039	983	4,116	3,469	3,224	50.6	23.6	25.2	25.1	16.5	27.4	4.5	11.3	3.2	12.6
Thomas		36.9	.0207	9.8	11.0	20.1	43,444	.0131	1,177	4,433	3,924	3,783	38.5	15.3	28.0	23.8	23.3	32.8	6.1	13.3	4.1	14.8
Thomasville		20.1	.0112	5.8	6.9		26,998	.0081	1,343	4,655	3,913	4,017	35.3	13.2	27.6	22.0	25.3	33.8	7.0	14.2	4.8	16.8
Tift		23.2	.0129	6.2	6.9	15.0	28,521	.0085	1,229	4,600	4,129	3,776	39.6	18.4	28.1	23.8	23.2	33.0	6.0	13.0	4.1	14.8
Tifton		12.5	.0070	3.8	4.2		16,780	.0050	1,342	4,416	3,934	4,013	35.8	13.4	27.7	22.1	25.0	33.4	6.8	13.9	4.7	17.2
Toombs		15.2	.0086	3.7	4.3	7.7	16,185	.0049	1,065	4,374	3,738	3,451	45.3	19.8	27.3	25.3	19.0	29.6	4.8	11.3	3.6	14.0
Towns		4.4	.0024	1.1	1.2		3,931	.0012	905	3,619	3,206	2,557	61.2	36.0	25.6	32.2	10.2	21.2	2.1	6.7	.9	3.9
Treutlen		5.6	.0031	1.4	1.5		5,240	.0015	936	3,743	3,432	2,944	51.1	26.2	29.4	32.1	14.9	27.0	2.9	7.9	1.7	6.8
Troup		46.5	.0261	12.6	13.9	33.4	67,690	.0203	1,456	5,372	4,837	4,759	24.7	7.8	27.0	18.2	31.3	35.3	10.1	17.3	6.9	21.4
La Grange		25.0	.0140	6.8	7.7		38,119	.0114	1,535	5,606	4,920	4,900	22.1	6.7	26.3	16.9	33.0	35.3	11.0	18.1	7.6	23.0
West Point		4.7	.0026	1.3	1.6		7,028	.0021	1,495	5,406	4,393	4,696	27.0	8.7	27.7	18.9	28.8	32.6	9.3	16.0	7.3	23.6
West Point-Lanett (Ala.)		*13.8*	*.0077*	3.1			*20,013*	*.0060*	*1,450*	*6,456*												
Turner		10.4	.0058	2.5	2.9	2.9	10,835	.0033	1,042	4,334	3,700	3,469	46.0	19.9	27.1	25.1	18.3	28.3	4.7	11.0	3.9	15.7
Twiggs		6.3	.0035	1.5	1.8		5,690	.0018	903	3,920	3,733	3,230	43.0	20.0	31.5	31.3	19.5	32.8	4.0	10.2	1.7	5.7
Union		7.3	.0041	1.7	1.8		6,327	.0019	867	3,722	3,418	2,777	53.9	29.2	29.0	33.5	13.9	26.7	2.2	6.8	1.0	4.0
Upson		23.5	.0132	6.2	6.6	17.2	30,676	.0092	1,305	4,948	4,637	4,470	24.8	9.3	28.2	20.2	32.9	39.5	9.1	16.7	5.0	15.3
Thomaston		11.0	.0062	3.1	3.3		15,384	.0046	1,399	4,963	4,577	4,610	24.9	8.1	28.3	19.7	32.0	37.2	9.1	16.1	5.7	18.9
Walker	31	37.5	.0209	10.2	11.0	12.4	54,737	.0164	1,460	5,368	4,940	4,720	23.6	7.5	28.4	19.3	32.3	36.7	9.2	16.0	6.5	20.8
Walton		19.2	.0108	4.9	5.2	4.4	20,898	.0062	1,088	4,265	3,998	3,592	39.1	16.4	27.1	24.2	25.2	37.6	6.0	13.6	2.6	8.2
Ware		35.4	.0198	9.3	10.9	26.5	48,134	.0145	1,360	5,176	4,397	4,460	29.1	9.8	26.0	18.7	30.3	36.4	8.7	16.0	5.9	19.1
Waycross		24.4	.0137	7.0	8.2		37,031	.0111	1,518	5,290	4,475	4,662	26.9	8.7	25.4	17.5	31.9	36.5	9.3	16.4	6.5	20.9
Warren		7.7	.0043	1.9	2.1		7,382	.0022	959	3,885	3,485	3,032	50.1	24.9	28.1	29.8	16.2	28.4	3.7	10.1	1.9	6.8
Washington		27.0	.0151	6.7	7.3	5.7	23,142	.0069	857	3,454	3,166	2,967	52.2	26.5	27.4	29.6	15.1	27.4	3.4	9.3	1.9	7.2
Wayne		16.1	.0090	4.0	4.3	5.2	16,483	.0050	1,024	4,121	3,826	3,593	40.8	17.1	28.8	25.7	21.7	32.4	5.2	11.8	3.5	13.0
Webster		3.5	.0020	.7	.7		2,703	.0008	772	3,861	3,520	2,915	59.8	30.9	24.8	27.3	9.3	17.0	2.6	7.4	3.5	17.4
Wheeler		4.4	.0024	1.1	1.0		4,313	.0013	980	3,921	3,990	3,210	49.0	23.0	28.7	28.7	15.9	26.5	3.4	8.7	3.0	13.1
White		7.1	.0040	1.7	1.8		5,938	.0018	836	3,493	3,179	2,672	57.0	32.1	27.2	32.6	13.0	26.1	2.2	6.7	.6	2.5
Whitfield		40.6	.0227	10.7	11.9	19.1	53,844	.0161	1,326	5,032	4,523	4,429	24.2	8.2	29.9	21.7	32.8	39.6	8.3	15.3	4.8	15.2
Dalton		19.1	.0107	5.4	6.1		28,836	.0086	1,510	5,340	4,703	4,767	21.4	6.8	28.6	19.2	34.5	38.8	9.3	15.9	6.2	19.3
Wilcox		8.8	.0050	2.2	2.4		8,503	.0026	966	3,865	3,403	3,038	49.7	24.6	28.6	30.2	16.4	28.8	3.5	9.6	1.8	6.8
Wilkes		10.9	.0061	2.8	3.0	3.8	11,096	.0033	1,010	3,931	3,601	3,228	49.7	23.2	26.7	26.5	16.5	27.3	4.0	10.2	3.1	12.8
Wilkinson		8.3	.0046	2.1	2.4		9,290	.0028	1,119	4,424	3,806	3,563	37.5	15.6	30.4	27.4	23.9	36.0	5.6	12.7	2.6	8.1
Worth		17.6	.0099	4.2	4.8	2.4	17,005	.0051	966	4,049	3,503	3,106	52.3	25.3	26.4	27.3	14.8	25.6	3.5	9.2	3.0	12.6
Total Above Cities		1,590.4	.8903	462.7	560.2		2,741,730	.8223	1,724	5,926	4,894	5,196	23.4	6.8	23.8	14.7	32.3	33.2	11.2	17.7	9.3	27.6
State Total		3,871.5	2.1667	1,024.4	1,225.4	2,052.2	5,494,035	1.6480	1,419	5,363	4,483	4,534	30.8	10.2	25.3	17.9	28.2	33.2	8.9	16.1	6.8	22.6

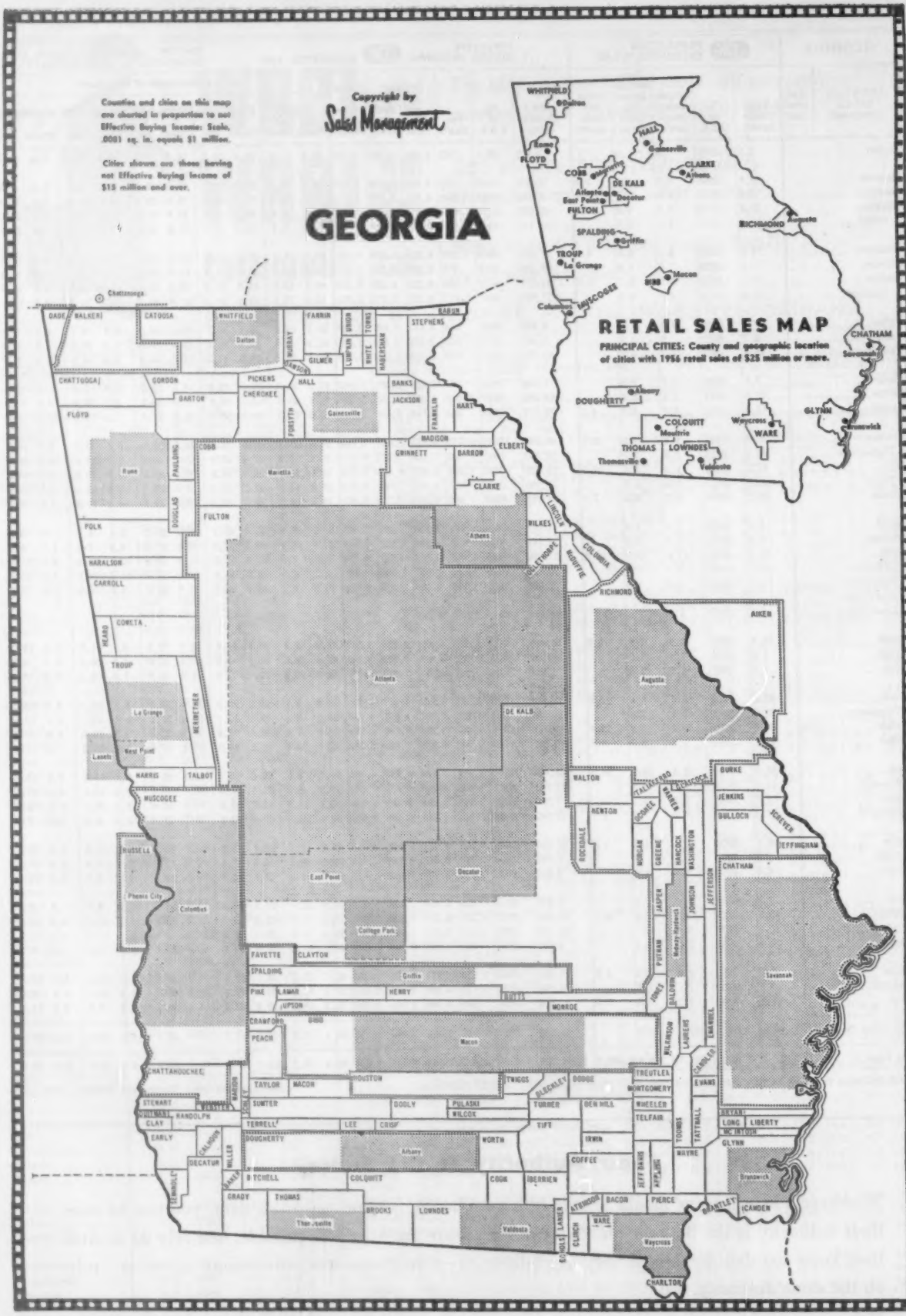
For Retail Sales data, see Section 4 location on page 17.

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Their Authority Is the *Survey*

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey*. They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.


Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0081 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
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GEORGIA
RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
WHITFIELD
Dalton
FLOYD
Rome
HALL
Gainesville
CLARKE
Athens
COBB
Marietta
DE KALB
Atlanta
East Point
Decatur
FULTON
RICHMOND
Augusta
SPALDING
Griffin
TROUP
La Grange
BIBB
Macon
MUSCOGEE
Columbus
DOUGHERTY
Albany
COLQUITT
Moultrie
THOMAS
Thomasville
LOWNDES
Valdosta
WARE
Waycross
CHATHAM
Savannah
GLYNN
Brunswick
Chattanooga
GADE
WALKER
CATOOSA
MURRAY
FANNIN
UNION
TOWNS
STEPHENS
RABUN
GILMER
LUMPKIN
WHITE
HABERSHAM
CHATTOOGA
GORDON
PICKENS
CHEROKEE
BARTOW
FORSYTH
BANKS
JACKSON
HART
FRANKLIN
MADISON
ELBERT
GWINNETT
BARROW
PAULDING
DOUGLAS
POLK
HARALSON
CARROLL
COWETA
HEARD
MERIWETHER
TALBOT
HARRIS
LAMAR
PIKE
UPSON
CRAWFORD
PEACH
TAYLOR
MACON
HOUSTON
STEWART
WEBSTER
SUMTER
DOOLY
PULASKI
RANDOLPH
CLAY
EARLY
CALHOUN
TERRELL
LEE
CRISP
WILCOX
DOUGHERTY
NORTH
DECATUR
MILLER
BAKER
MITCHELL
COLQUITT
COOK
BERRIEN
GRADY
THOMAS
BROOKS
LOWNDES
LEMON
LANIER
CLINCH
WARE
TWIGGS
BLECKLEY
DODGE
TREUTLEN
MONTGOMERY
WHEELER
TELFAIR
TURNER
DEN HILL
TIFT
IRWIN
COFFEE
WAYNE
JEFF DAVIS
APPLING
TOOMBS
TATTNALL
EVANS
BACON
PIERCE
ATKINSON
CANDLER
EMANUEL
JEFFERSON
JOHNSON
WASHINGTON
HANCOCK
GREENE
MORGAN
OGLETHORPE
WILKES
LINCOLN
COLUMBIA
MCDUFFIE
AIKEN
BURKE
JENKINS
SCREVEN
BULLOCH
EFFINGHAM
WALTON
NEWTON
MORGAN
PUTNAM
JASPER
MONROE
BIBB
JONES
BALDWIN
PULASKI
WILCOX
BRYAN
LIBERTY
LONG
MC INTOSH
CHARLTON



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AUGUSTA	COLUMBUS	MACON
Chronicle and Herald	Ledger and Enquirer	Telegraph and News

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GEORGIA METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Albany	58.2	.0328	16.6	20.5	50.1	91,199	.0273	1,567	5,527
Atlanta	974.7	.5468	280.0	335.5	749.8	1,849,800	.5548	1,898	6,608
Augusta	246.9	.1382	65.9	83.4	155.4	399,995	.1170	1,580	5,918
Columbus	245.5	.1374	56.8	104.3	178.7	409,258	.1228	1,667	7,205
Macon	178.7	.1000	48.1	61.1	134.5	272,995	.0820	1,528	5,560
Savannah	183.1	.1025	53.9	63.0	151.9	290,159	.0870	1,585	5,383
Total Above Areas	1,887.1	1.0563	522.2	667.8	1,420.4	3,303,403	.9909	1,751	6,326

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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HAWAII—

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Hawaii		65.8	.0394	17.7	19.1	29.1	98,144	.0294	1,510	5,545	5,113	5,616	23.8	7.1	26.2	16.8	29.5	31.2	12.1	19.5	8.4	25.6
Hilo		27.1	.0162	6.3	7.0		40,936	.0123	1,511	6,603	5,363	5,861	20.0	5.1	21.2	11.5	30.8	27.8	15.1	20.8	13.9	34.8
Honolulu	68	520.5	.2913	119.7	177.7	373.6	937,973	.2814	1,802	7,836	5,278	6,468	16.8	3.9	16.3	8.0	33.0	27.8	16.2	22.8	15.7	38.3
▲Honolulu		330.1	.1847	84.0	99.5		637,233	.1911	1,930	7,586	6,401	6,885	13.5	2.9	16.3	7.5	33.6	25.9	19.1	22.5	17.5	41.2
Kaluwae		.9	.0002	.1																		
Kauai		28.6	.0160	8.4	9.4	6.8	43,196	.0129	1,510	5,143	5,107	4,972	19.7	5.9	28.6	18.3	32.4	34.5	12.2	19.8	7.1	21.5
Maui		44.8	.0251	12.6	12.5	22.1	67,125	.0201	1,498	5,327	5,348	5,057	19.7	5.8	27.5	17.2	32.3	33.6	12.7	20.2	7.8	23.2
Total Above Cities		357.2	.1999	90.2	107.1		678,164	.2034	1,899	7,518	6,332	6,815	13.9	3.0	16.6	7.7	33.5	26.1	18.8	22.4	17.2	40.8
State Totals		659.2	.3690	158.5	217.7	430.6	1,146,440	.3438	1,739	7,233	5,266	6,118	16.0	4.4	19.0	9.8	32.4	28.2	16.8	22.2	13.8	35.4

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Honolulu	520.5	.2913	119.7	177.7	373.6	937,973	.2814	1,802	7,836

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Total Above Area	520.5	.2913	119.7	177.7	373.6	937,973	.2814	1,802	7,836

IDAHO—

(Other Mountain States: Arizona, Colorado, Montana, Nevada, New Mexico, Utah, Wyoming)

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Ada	188	86.2	.0482	27.0	28.5	49.0	154,633	.0483	1,794	5,727	5,415	5,280	20.1	5.5	19.9	11.6	37.5	36.6	12.5	18.6	10.0	27.7
△Boise		34.4	.0193	11.5	13.1		73,167	.0219	2,127	6,362	5,553	5,729	17.4	4.4	17.5	9.4	38.5	34.6	14.3	19.6	12.3	32.0
Adams		3.0	.0017	.9	1.0		5,014	.0015	1,671	5,571	5,014	4,862	23.5	7.0	20.5	13.0	38.3	40.5	9.7	15.6	8.0	23.9
Bannock		49.0	.0274	13.6	14.8	35.2	86,909	.0261	1,774	6,390	5,861	5,639	15.4	3.8	15.2	8.0	41.8	36.8	15.7	21.1	11.9	30.3
Pocatello		30.6	.0171	7.6	10.1		51,299	.0154	1,676	6,750	5,048	6,090	13.1	3.1	13.6	6.9	43.5	36.7	16.8	21.7	13.0	31.6
Bear Lake		6.7	.0038	1.8	1.7	2.7	9,158	.0028	1,367	5,088	5,227	4,484	23.7	7.6	25.2	17.3	35.4	40.7	9.9	17.3	5.8	17.1
Benewah		5.1	.0028	1.4	1.7		8,379	.0025	1,643	5,985	4,832	4,877	24.7	7.3	18.7	11.8	37.4	39.5	11.1	17.9	8.1	23.5
Bingham		30.7	.0172	7.5	8.0	8.0	44,896	.0134	1,462	5,986	5,565	5,276	17.6	4.8	22.0	12.8	38.9	38.0	11.9	17.7	9.6	26.7
Blackfoot		8.0	.0045	2.3	2.5		13,338	.0040	1,667	5,799	5,305	5,396	15.4	4.1	21.3	12.2	41.2	39.2	12.4	18.1	9.7	26.4
Blaine		5.0	.0026	1.4	1.7		8,377	.0026	1,675	5,984	4,928	5,923	19.6	5.6	19.7	12.0	40.6	41.9	12.1	18.9	7.8	21.6
Boise		1.3	.0007	.4	.5		1,995	.0006	1,535	4,988	3,943	3,778	35.4	13.5	23.4	18.1	29.6	48.3	7.9	16.4	3.7	10.7
Bonner		14.6	.0082	4.5	4.4	4.3	19,528	.0058	1,338	4,340	4,386	3,952	33.1	12.1	24.8	19.3	30.9	40.4	6.8	13.5	4.4	14.7
Bonneville		41.3	.0231	11.9	12.0	30.3	60,172	.0206	1,675	5,813	5,729	5,428	18.1	4.8	20.4	11.6	39.0	37.0	11.8	17.0	10.7	29.6
Idaho Falls		30.3	.0170	9.4	9.6		54,302	.0163	1,792	5,776	5,631	5,469	17.9	4.7	19.9	11.2	39.3	37.0	12.0	17.2	10.9	29.9
Boundary		5.4	.0030	1.8	1.5		7,944	.0023	1,418	5,996	4,954	4,983	23.4	9.4	23.6	16.7	32.6	38.5	9.6	17.3	5.8	18.1
Butte		3.6	.0020	.8	.9		5,000	.0015	1,389	6,250	5,247	4,941	23.1	6.8	24.1	15.0	33.9	35.3	9.6	15.3	9.3	27.6
Camas		1.2	.0007	.2	.4		2,479	.0007	2,066	12,395	5,847	6,957	10.2	2.1	15.5	8.9	33.5	24.8	20.4	22.9	20.4	43.4
Canyon	188	61.5	.0344	18.1	18.4	33.6	91,071	.0273	1,481	5,032	4,950	4,555	26.7	8.5	23.2	15.7	34.9	38.3	9.3	16.0	6.6	21.5
Caldwell		14.1	.0079	4.5	4.9		24,386	.0073	1,730	5,420	4,968	4,970	24.7	7.2	20.6	12.8	34.5	35.6	11.1	17.6	9.1	26.8
Nampa		19.5	.0109	6.2	6.5		30,974	.0093	1,588	4,996	4,714	4,641	25.9	8.1	21.5	14.3	35.9	30.8	9.7	16.4	7.9	21.4
Caribou		6.9	.0039	1.8	1.9		11,733	.0035	1,700	6,518	6,137	5,787	17.2	4.3	20.6	11.0	36.9	33.0	12.1	18.4	13.2	35.3

For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

Reasons for buying POST-REGISTER

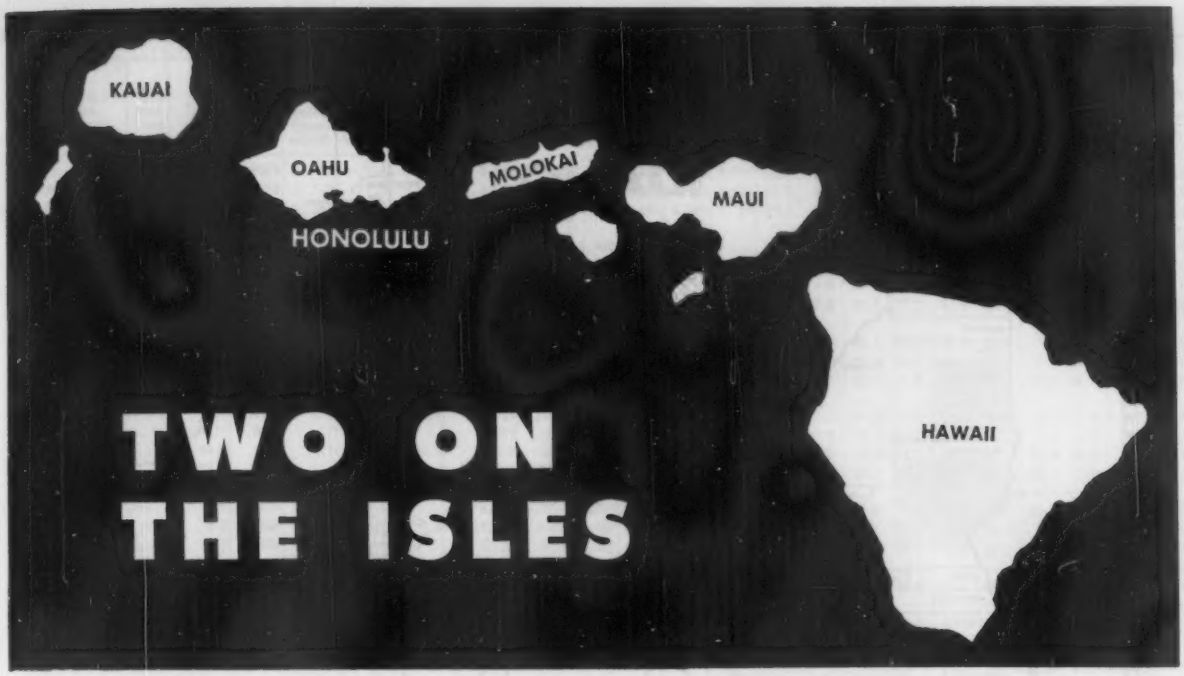
POST-REGISTER
Idaho Falls (Bonneville Co.), Ida.

The only daily newspaper completely covering the Upper Snake River Valley.

Represented Nationally by Ward-Griffith

go UP... UP... UP

In 4 short years, POST-REGISTER population has increased 18% and per capita Effective Buying Power, 13.6%! Rich land, irrigation, cash crops and AEC Reactor Station headquarters make POST-REGISTER readers top sales prospects.



You need two newspapers for effective coverage of Honolulu and The Hawaiian Market.

Evening Newspaper circulation misses nearly half the Consumer Spending Units in Metropolitan Honolulu, an even larger percentage in the Islands as a whole.

Evening Coverage

	Consumer Spending Units (1960 SM est.)	Circulation (ABC 9-30-59)	% Coverage
Metro. Honolulu	177,700	90,680	51%
Hawaii	217,700	101,049	46%

THE ONLY REALISTIC MEASURE

Consumer Spending Units are the only realistic factor to use in measuring coverage of America's 50th State. Households, satisfactory in some areas, just won't do in a military-oriented community like Hawaii. For, among the independent buying units that don't qualify as Households are military personnel living "on base."

That's why, in Hawaii, the disparity between Consumer Spending Units and Households is especially great; and, consequently, circulation matched against Households gives an inflated, distorted estimate of "coverage."

THE ADVERTISER IS A MUST

Only by using two newspapers—THE ADVERTISER and the evening newspaper—do you achieve impact on Hawaii's buying power commensurate with the importance of the market.

	Consumer Spending Units (1960 SM est.)	Circulation (ABC 9-30-59)	% Coverage
Metro. Honolulu	177,700	136,702	77%
Hawaii	217,700	149,917	69%

The Honolulu Advertiser

Serving Hawaii For Over A Century

Represented by The Katz Agency, Inc. Newspaper Division



IDAHO		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Cassia		14.8	.0063	4.0	4.0	7.2	20,775	.0063	1,404	5,194	5,123	4,667	25.9	8.0	23.8	15.7	33.2	36.7	9.5	18.9	7.8	23.7
Burley		7.3	.0040	2.3	2.3		11,538	.0035	1,603	5,017	5,099	4,911	23.4	6.9	23.2	13.9	35.2	37.0	10.7	17.1	8.5	25.1
Clark		.9	.0005	.2	.3		1,359	.0004	1,510	6,795	4,530	5,110	10.5	2.9	25.0	15.1	44.5	44.8	13.0	20.0	7.0	17.2
Clearwater		7.4	.0041	2.1	2.5		13,351	.0040	1,804	6,358	5,269	5,420	14.5	3.9	17.9	10.1	44.6	42.3	14.0	20.4	9.0	23.3
Custer		3.1	.0018	.9	.9		4,357	.0013	1,405	4,841	4,841	4,281	32.5	11.0	24.0	17.3	28.2	34.0	8.9	16.4	6.4	21.3
Elmore		12.4	.0069	3.9	6.9		21,729	.0065	1,752	7,243	3,395	4,879	19.0	5.8	22.5	14.2	39.3	41.4	12.3	19.8	6.9	19.0
Franklin		9.2	.0051	2.3	2.3	3.7	11,810	.0035	1,284	5,136	5,135	4,456	25.0	8.1	24.1	16.7	36.3	42.0	8.9	18.7	5.7	17.5
Fremont		7.9	.0046	2.1	2.0	2.4	11,904	.0036	1,507	5,669	5,685	5,044	22.5	6.4	22.8	13.9	34.6	35.4	10.6	18.5	9.5	27.8
Gem		8.1	.0045	2.5	2.4	3.0	11,654	.0035	1,439	4,662	4,677	4,141	28.7	10.0	24.3	18.1	33.9	42.0	8.6	16.3	4.5	13.6
Gooding		9.5	.0053	2.7	2.7	2.7	13,963	.0042	1,470	5,171	5,077	4,585	25.6	8.1	23.7	16.0	34.8	39.3	9.3	16.1	6.8	20.5
Idaho		11.2	.0063	3.2	3.2	2.8	16,749	.0050	1,495	5,234	5,141	4,706	27.0	8.3	20.3	13.3	34.5	37.7	10.6	17.7	7.6	23.0
Jefferson		11.6	.0065	2.6	2.8		13,153	.0040	1,134	5,059	4,928	4,349	30.4	10.1	23.9	16.9	30.7	36.3	8.5	16.4	6.5	21.3
Jerome		11.6	.0065	3.1	3.2	4.4	16,240	.0048	1,400	5,239	5,070	4,593	24.2	7.6	24.2	16.3	36.6	39.7	9.6	16.4	6.5	20.0
Kootenai		29.4	.0164	9.2	9.4	15.3	47,548	.0143	1,617	5,168	5,026	4,739	25.1	7.7	20.9	13.6	36.4	38.4	10.2	16.9	7.4	22.4
Coeur d'Alene		15.3	.0086	5.1	5.3		27,433	.0082	1,793	5,379	5,172	5,044	22.6	6.5	19.3	11.8	38.0	38.7	11.3	17.6	8.8	25.4
Latah		24.8	.0139	7.0	9.6	12.1	44,664	.0134	1,801	6,381	4,623	5,099	22.3	6.3	17.6	10.7	38.9	38.3	12.3	19.0	8.9	24.7
Moscow		12.1	.0068	3.2	5.6		24,335	.0073	2,011	7,605	4,346	5,537	18.6	4.9	13.4	7.5	43.6	50.5	14.6	20.7	10.8	27.4
Lemhi		6.1	.0034	1.9	1.9	2.7	8,327	.0025	1,368	4,383	4,240	3,946	33.0	12.1	27.2	21.2	28.2	38.8	6.8	13.6	4.8	16.3

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

IDAHO

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Lewis		4.1	.0023	1.2	1.3		9,228	.0028	2,251	7,690	6,923	6,702	18.4	3.3	17.4	8.0	34.9	28.7	12.8	15.1	16.5	40.9
Lincoln		3.3	.0019	1.0	1.0		5,278	.0015	1,599	5,278	4,933	4,677	21.2	6.8	24.9	16.4	37.9	41.5	9.5	16.0	6.5	19.4
Madison		9.7	.0054	2.3	2.3	4.6	12,642	.0038	1,303	5,497	5,384	4,754	27.3	8.3	22.3	14.4	32.8	35.6	9.0	14.8	8.6	26.9
Minidoka		9.5	.0053	2.5	2.6	3.1	13,794	.0042	1,452	5,518	5,188	4,869	20.3	6.0	25.0	15.8	36.9	39.5	10.5	17.0	7.7	22.7
Nez Perce		23.9	.0134	7.6	8.2	21.3	45,804	.0137	1,916	6,027	5,539	5,461	19.9	5.3	17.8	9.9	38.6	36.5	12.8	18.4	11.0	29.9
Lewiston		16.7	.0093	5.6	6.5		35,816	.0107	2,145	6,175	5,496	5,589	19.0	4.9	16.9	9.3	39.1	36.0	13.4	18.8	11.6	31.0
Oneida		3.3	.0018	.8	.9	2.0	4,962	.0015	1,479	6,103	5,750	5,068	22.7	6.8	21.7	13.2	34.9	35.4	11.3	17.6	9.4	27.3
Owyhee		6.4	.0036	1.7	1.9		8,425	.0025	1,318	4,956	4,365	3,992	32.1	11.6	26.3	20.3	29.8	38.4	7.0	13.8	4.8	15.9
Payette		12.0	.0067	3.5	3.4	4.2	16,053	.0048	1,338	4,587	4,582	4,038	30.8	11.0	26.8	20.5	30.4	38.6	7.3	14.2	4.7	15.7
Power		3.3	.0019	.9	.9	.1	5,800	.0018	1,758	6,444	6,054	5,983	19.5	4.7	17.3	9.9	35.9	31.0	12.0	15.7	15.3	39.7
Shoshone		20.4	.0114	8.2	8.9	7.4	39,193	.0117	1,921	6,321	5,612	5,770	16.0	2.5	14.8	7.9	50.0	44.5	15.6	21.3	9.6	23.8
Teton		2.7	.0015	.7	.6		3,501	.0011	1,297	5,001	5,187	4,283	23.3	7.9	28.7	20.7	36.0	43.2	7.4	13.6	4.6	14.6
Twin Falls		46.0	.0257	14.1	14.3	26.3	78,812	.0236	1,713	5,590	5,511	5,167	21.0	5.9	22.0	13.1	38.2	36.0	10.9	16.6	9.9	28.4
Twin Falls		23.4	.0131	7.7	7.8		43,530	.0131	1,860	5,653	5,531	5,371	19.6	5.3	19.9	11.4	37.9	36.3	13.0	17.6	10.6	29.4
Valley		4.0	.0023	1.1	1.2		6,781	.0020	1,695	6,165	5,508	5,395	16.2	4.3	16.2	9.3	45.6	43.6	12.9	18.8	8.9	24.0
Washington		8.2	.0046	2.4	2.5	4.3	11,854	.0036	1,446	4,939	4,698	4,274	29.6	10.8	23.7	17.1	32.8	39.4	8.3	15.3	5.6	18.2
Weiser		4.3	.0024	1.4	1.4		6,452	.0019	1,500	4,609	4,609	4,398	27.8	9.1	22.1	15.5	35.1	41.0	9.2	16.5	5.8	17.9
Total Above Cities		215.9	.1209	67.0	75.5		396,562	.1189	1,837	5,919	5,252	5,403	19.4	5.2	18.5	10.6	38.8	36.8	12.8	18.6	10.5	28.8
State Totals		646.3	.3617	186.6	198.3	292.4	1,045,618	.3136	1,618	5,634	5,273	5,024	22.0	6.3	21.0	12.8	36.9	38.0	11.3	17.6	8.8	25.3

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Boise	147.7	.0826	45.1	46.9	82.6	245,704	.0736	1,664	5,448

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Total Above Area	147.7	.0826	45.1	46.9	82.6	245,704	.0736	1,664	5,448

ILLINOIS— (Other East North Central States: Indiana, Michigan, Ohio, Wisconsin)

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Adams	274	66.1	.0370	21.2	22.4	48.5	119,435	.0388	1,807	5,634	5,332	5,159	24.4	7.3	23.1	14.6	33.7	35.8	10.9	17.6	7.9	24.7
△Quincy		45.6	.0255	14.9	16.9		87,933	.0264	1,928	5,902	5,200	5,344	22.3	6.4	22.1	13.5	35.5	36.3	11.7	18.2	8.5	25.6
Alexander		19.8	.0110	6.4	7.0	11.2	28,604	.0088	1,445	4,469	4,076	3,969	36.2	14.0	26.3	21.7	25.6	36.7	7.1	14.9	3.8	12.7
Cairo		11.3	.0063	3.7	4.3		17,767	.0053	1,586	4,803	4,058	4,193	33.7	12.3	25.2	19.7	28.6	37.2	8.0	16.0	4.5	14.8
Bond		13.4	.0075	4.3	4.2	3.7	21,697	.0065	1,619	5,046	5,065	4,826	30.9	10.5	24.5	17.7	30.1	36.3	8.9	16.4	5.6	19.1
Boone		17.6	.0098	5.3	5.5	10.7	35,049	.0106	1,991	6,613	6,359	6,072	14.7	3.7	17.7	9.5	41.6	37.4	15.6	21.5	10.4	27.9
Belvidere		10.7	.0060	3.5	3.5		22,905	.0069	2,141	6,544	6,481	6,207	14.8	3.7	16.5	8.7	41.5	36.5	16.1	21.6	11.1	29.5
Brown		6.9	.0039	2.3	2.4		12,376	.0037	1,794	5,381	5,068	4,716	28.0	9.1	24.9	17.3	30.5	35.4	10.3	18.2	6.3	20.0
Bureau		40.1	.0224	12.8	13.4	10.9	77,035	.0231	1,921	6,018	5,722	5,438	20.0	5.6	23.2	14.0	36.2	36.3	12.0	18.4	8.6	25.7
Princeton		6.4	.0036	2.2	2.4		14,751	.0044	2,305	6,705	6,085	6,067	18.9	4.8	21.1	11.4	35.0	31.5	12.5	17.1	12.5	35.2
Calhoun		5.9	.0039	2.0	2.1		9,512	.0029	1,379	4,756	4,530	4,027	35.9	13.7	27.1	22.0	25.6	34.8	7.2	14.8	4.2	14.7
Carroll		19.6	.0109	6.4	6.4	5.3	38,158	.0114	1,947	5,962	5,871	5,481	20.8	5.8	21.9	13.1	36.0	35.9	12.4	18.8	8.9	26.4
Cass		14.4	.0081	4.4	4.4	5.9	26,284	.0079	1,825	5,974	5,976	5,529	23.3	6.5	22.2	13.2	32.7	32.3	11.6	17.5	10.2	30.5

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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QUINCY, ILL. ABC CITY ZONE 50,111

A CITY THAT'S ON THE MOVE

The QUINCY HERALD-WHIG blankets this 50,000 market as well as giving dominant coverage in the 333,000 population trade territory of which Quincy is the capital city.

A proved test market offering these important requisites:

(1) An isolated market. (2) Average per family spendable income. (3) Negligible infiltration of any large city media. (4) Headquarters for expanding wholesale coverage of area. (5) HERALD-WHIG offers outstanding merchandising program for advertisers. (6) Steady, uninterrupted incomes, amicable labor relations.

Represented by The John Budd Company

THE QUINCY HERALD-WHIG · Quincy, Illinois

Hal Culp, Advertising Manager
ABC Circulation 33,173



Census Preview for WAUKEGAN Marketeers....

MORE PEOPLE, LESS CHICAGO NEWSPAPER COVERAGE, MORE WAUKEGAN NEWS-SUN PENETRATION IN GREATER WAUKEGAN

Our census previewers tell us that Lake County — Waukegan's trading area — Population will be over 270,000. No Chicago newspaper or combination of newspapers can cover this burgeoning population. Media buyers know that The Waukegan News-Sun and its 30,000 circulation is a must in this area. What's more the News-Sun adds that extra ingredient for sales success in the Waukegan market — the local home grown touch. Ask the Chicago based chains with stores in the Waukegan or any of the leading newspaper advertisers who consider the News-Sun a vital part of their media plan week in and week out. Add a per family effective buying income of $8,780 and Greater Waukegan becomes one of America's top markets for marketing men.

The Waukegan News-Sun

ILLINOIS		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Champaign	27	129.3	.8723	34.2	61.1	88.8	291,184	.0874	2,252	8,514	4,765	6,576	17.6	4.1	12.6	6.3	38.5	31.9	16.6	21.0	14.7	36.7
▲Champaign		51.8	.0290	13.1	25.3		121,452	.0364	2,345	9,271	4,814	6,869	17.1	3.8	10.0	4.7	39.0	31.1	17.5	21.3	16.4	39.1
▲Urbana		28.1	.0157	7.5	14.0		69,104	.0207	2,459	9,214	4,936	6,874	15.6	3.5	10.2	4.8	40.0	31.9	18.3	22.2	15.9	37.6
▲Champaign-Urbana		*79.9*	*.0447*	*20.6*			*190,556*	*.0571*	*2,385*	*9,250*												
Christian		38.4	.0221	12.8	12.8	16.1	77,531	.0232	1,988	6,057	6,028	5,641	20.0	5.4	21.3	12.3	36.1	35.0	12.9	19.1	9.7	28.2
Taylorville		10.3	.0058	3.2	3.9		23,457	.0070	2,277	7,330	5,993	6,508	10.4	2.4	16.8	8.5	43.8	36.8	16.7	21.4	12.3	30.9
Clark		17.4	.0097	5.8	5.8	5.7	30,224	.0091	1,737	5,397	5,369	4,809	28.2	9.0	23.8	16.2	31.7	36.0	9.6	16.6	6.7	22.2
Clay		18.3	.0103	5.9	5.8	5.6	29,943	.0090	1,636	5,163	5,110	4,667	28.1	8.6	24.2	17.0	34.6	40.4	8.9	17.8	5.2	16.2
Clinton		23.3	.0130	8.4	8.4	3.4	36,014	.0108	1,546	5,627	5,594	5,090	22.5	6.8	23.6	15.2	36.1	38.7	10.9	17.9	6.9	21.4
1Centralia																						
Coles		42.9	.0240	13.7	14.7	32.1	80,906	.0242	1,886	5,906	5,490	5,344	22.5	6.5	21.6	13.2	35.6	36.3	11.9	18.6	8.4	25.4
Charleston		10.2	.0057	3.2	4.1		19,745	.0059	1,936	6,170	4,816	5,198	25.0	7.4	20.1	12.7	35.5	37.1	11.4	18.4	8.0	24.4
Mattoon		19.4	.0109	6.1	6.6		38,098	.0114	1,964	6,246	5,710	5,756	17.8	4.7	19.3	11.3	39.1	37.1	13.7	19.9	9.6	27.0
Cook	32	5,119.8	2.8653	1,597.7	1,778.9	4,871.1	12,814,366	3.8438	2,503	8,021	7,203	7,495	9.7	2.0	13.5	5.9	39.6	28.8	19.0	21.1	18.2	42.2
Arlington Heights		31.7	.0177	9.3	9.5		76,941	.0231	2,427	8,273	8,068	7,931	11.0	2.1	13.5	5.6	36.2	24.9	18.4	19.3	20.9	48.1
2Barrington		5.4	.0030	1.6	1.7		14,236	.0043	2,636	8,898	8,219	8,142	10.2	1.9	11.6	4.6	37.3	25.1	18.8	19.3	22.1	49.1
Berwyn		53.3	.0298	16.8	16.7		144,022	.0432	2,707	8,573	8,592	8,285	8.2	1.5	10.5	4.1	37.2	24.5	22.0	22.2	22.1	47.7
Blue Island		18.8	.0105	5.5	5.8		43,086	.0129	2,292	7,834	7,420	7,448	9.5	2.0	12.7	5.6	40.3	29.5	20.0	22.4	17.5	40.5
Brookfield		20.8	.0116	5.7	6.3		50,264	.0151	2,417	8,818	7,929	8,215	7.7	1.4	9.4	3.8	38.0	25.3	23.6	23.3	21.6	45.9
Calumet City		22.7	.0127	6.5	7.1		53,624	.0161	2,362	8,250	7,553	7,729	8.7	1.7	11.1	4.7	40.3	28.6	20.9	22.5	19.0	42.5

1 Centralia is in Clinton and Marion counties.
2 Barrington is in Cook and Lake counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

Ads and Data Go Together

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local devolopments and trends behind the SM estimates. The ads and the data go together.

Sell more

with the largest

evening home-delivered

circulation* in

Chicago and suburbs

CHICAGO'S AMERICAN

**51 7 of total c & s circ.*

Sell more

with the largest

evening circulation*

in Chicago's vital city zone

CHICAGO'S AMERICAN

** 7,082 more family impressions than the other evening newspaper*

Liberal page discounts

add up to the lowest standard-size

full page unit cost* in Chicago.

CHICAGO'S AMERICAN

** Full page impact at lowest unit cost equals more profit per ad dollar*

Effective advertising

is combined with dollar savings

when you select the Chicago

newspaper offering the most

economical daily line rate

CHICAGO'S AMERICAN

Four color

costs less*

and does more

in

CHICAGO'S AMERICAN

**the lowest four-color surcharge ($600) of any standard-size Chicago newspaper*

Only one

Chicago evening newspaper

offers the selling impact

of four-color advertising

every weeknight

Monday thru Friday

CHICAGO'S AMERICAN

Nationally represented by Hearst Advertising Service Inc.

ILLINOIS

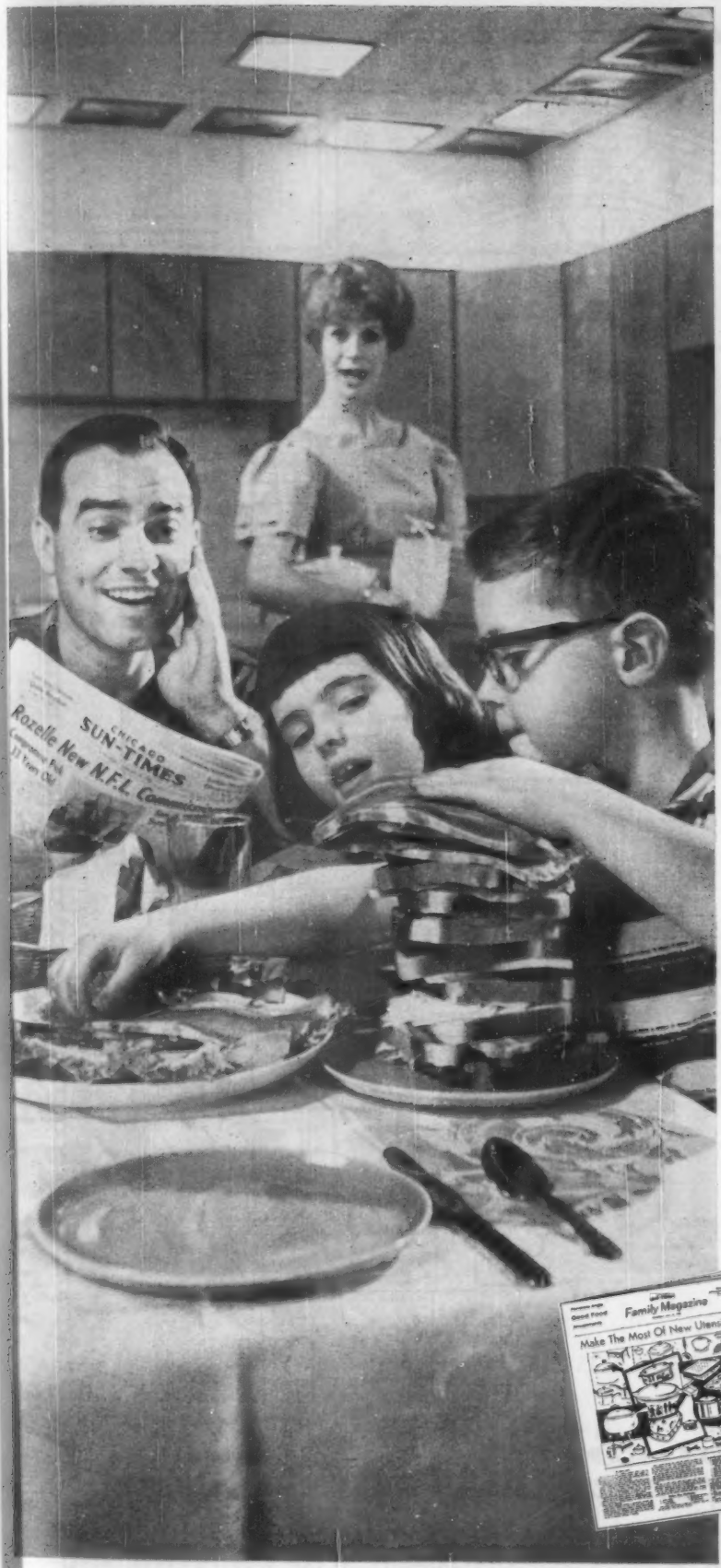
SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsd.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
▲Chicago		3,811.4	2.1331	1,184.2	1,347.5		9,444,303	2.8329	2,478	7,975	7,008	7,397	9.5	2.0	13.6	6.0	40.3	29.8	19.1	21.5	17.5	40.7
Chicago Heights		30.2	.0160	8.6	9.8		62,386	.0190	2,099	7,370	6,668	6,921	10.6	2.4	15.3	7.3	41.8	33.8	17.8	21.4	14.8	36.2
Cicero		68.7	.0384	21.7	21.9		169,042	.0507	2,461	7,790	7,745	7,473	9.4	1.9	11.7	5.1	40.6	29.7	21.0	23.4	17.3	39.9
Des Plaines		33.6	.0188	9.4	9.9		76,705	.0230	2,283	8,160	7,690	7,822	10.5	2.1	12.4	5.2	37.2	26.0	19.8	21.1	20.1	45.6
3 Elgin																						
Elmwood Park		24.2	.0135	6.9	6.9		60,494	.0181	2,500	8,767	8,749	8,448	7.3	1.3	9.4	3.6	38.1	24.7	23.5	23.2	23.7	43.2
Evanston		77.0	.0431	22.1	31.6		252,181	.0756	3,275	11,411	7,957	10,015	6.5	1.0	9.1	3.0	30.7	16.7	19.6	16.3	34.1	63.0
Evergreen Park		27.1	.0152	7.1	7.5		59,784	.0179	2,206	8,420	7,942	8,000	9.2	1.8	10.8	4.4	37.9	25.8	21.4	22.3	20.7	45.7
Forest Park		16.2	.0091	5.2	5.3		40,206	.0121	2,482	7,732	7,586	7,383	10.1	2.1	13.1	5.4	40.1	29.6	20.6	23.3	17.1	39.6
Glenview		15.8	.0088	4.3	4.5		42,640	.0128	2,699	9,916	9,446	9,420	9.5	1.6	10.9	3.8	31.2	18.0	18.8	16.6	29.6	60.0
Harvey		25.8	.0144	7.5	7.5		54,557	.0164	2,115	7,274	7,190	6,954	10.5	2.3	14.0	6.6	42.2	33.1	18.7	22.4	14.6	35.6
4 Hinsdale																						
La Grange		14.1	.0079	4.3	4.5		43,960	.0132	3,118	10,223	9,602	9,539	9.0	1.4	10.4	3.6	31.1	17.8	19.2	16.8	30.3	60.4
Lansing		17.8	.0100	4.9	4.8		38,005	.0114	2,135	7,756	7,815	7,496	9.5	1.9	11.5	5.0	41.4	30.3	20.0	22.2	17.6	40.6
Maywood		29.2	.0163	8.3	9.2		73,444	.0220	2,515	8,849	7,951	8,206	9.1	1.7	10.9	4.3	36.7	24.4	21.1	21.5	22.3	48.1
Melrose Park		22.9	.0128	6.5	6.6		48,954	.0147	2,138	7,531	7,319	7,110	9.8	2.1	13.6	6.2	41.7	32.3	19.2	22.5	15.7	37.0
Oak Lawn		27.3	.0153	7.6	7.7		59,089	.0177	2,164	7,775	7,659	7,503	10.5	2.1	13.0	5.7	38.8	28.4	19.6	21.7	18.1	42.1
Oak Park		61.1	.0342	19.9	21.8		199,956	.0600	3,273	10,048	9,136	9,486	9.1	1.5	9.6	3.3	31.0	17.8	20.0	17.6	30.3	59.8
Park Forest		29.7	.0166	9.8	8.3		76,606	.0230	2,579	7,817	9,181	7,546	11.0	2.2	13.3	5.8	37.5	27.1	19.7	21.8	18.5	43.1
Park Ridge		29.7	.0166	10.5	8.8		104,335	.0313	3,513	9,936	11,735	9,547	9.9	1.6	11.0	3.8	30.5	17.4	19.0	16.0	29.6	60.6
River Forest		12.0	.0067	3.1	4.4		42,906	.0129	3,576	13,841	9,695	12,364	7.3	.9	4.7	1.2	23.7	10.5	17.6	11.9	46.8	75.5
Skokie		57.5	.0322	16.7	16.6		137,289	.0412	2,388	8,221	8,229	7,937	11.6	2.2	13.5	5.5	35.3	24.5	18.4	19.3	21.3	48.5
Wilmette		26.8	.0150	7.4	8.5		87,403	.0262	3,261	11,811	10,267	11,025	8.7	1.3	9.4	3.8	27.2	13.4	17.1	13.0	37.6	69.6
Winnetka		13.7	.0077	3.7	5.1		56,179	.0169	4,101	15,184	11,015	13,904	7.2	.8	7.5	1.8	15.7	6.1	15.1	9.1	54.5	82.2
Crawford		20.7	.0116	6.7	6.7	6.4	37,526	.0113	1,813	5,601	5,588	5,136	22.9	6.8	21.2	13.5	37.1	30.6	11.9	19.3	6.9	20.8
Cumberland		11.3	.0063	3.4	3.4		17,115	.0051	1,515	5,034	5,013	4,417	30.9	10.7	26.0	19.2	29.7	36.8	8.3	15.6	5.1	17.7
De Kalb		50.8	.0285	15.1	17.7	23.9	104,545	.0314	2,068	6,924	5,886	6,087	16.3	4.1	17.5	9.4	40.3	36.1	14.7	20.2	11.2	30.2
De Kalb		16.8	.0094	4.8	6.7		36,046	.0108	2,146	7,510	5,317	6,215	16.0	4.0	14.4	7.6	42.5	37.3	15.5	20.8	11.6	30.3
De Witt		17.1	.0095	5.6	5.7	8.2	37,284	.0111	2,179	6,654	6,538	6,193	12.6	3.1	20.9	11.0	40.4	35.7	14.8	20.0	11.3	30.2
Clinton		8.2	.0046	3.1	3.1		19,789	.0059	2,413	6,384	6,219	6,162	12.9	3.2	20.0	10.6	40.7	36.1	15.4	20.8	11.0	29.3
Douglas		20.8	.0117	6.4	6.3	3.7	35,967	.0108	1,729	5,620	5,643	5,231	23.3	6.8	24.1	15.1	33.8	34.9	10.8	17.2	8.3	26.0
Du Page	32	297.6	.1668	86.7	90.4	227.0	745,188	.2225	2,504	8,596	8,238	8,125	11.2	2.1	10.8	4.4	35.9	24.1	19.8	20.3	22.3	49.1
Downers Grove		30.8	.0116	8.0	8.1		81,480	.0154	2,478	8,582	8,441	8,302	9.3	1.7	10.3	4.1	37.2	24.8	21.3	21.6	22.0	47.8
Elmhurst		37.0	.0207	12.0	11.6		115,615	.0347	3,125	9,635	9,226	9,075	8.4	1.4	8.7	3.2	33.6	20.2	22.0	20.2	27.3	55.0
Glen Ellyn		15.6	.0087	5.0	4.5		56,893	.0171	3,647	11,379	12,526	10,893	7.6	1.1	7.4	2.2	28.0	14.1	20.7	15.8	36.3	66.8
4 Hinsdale		13.7	.0077	4.2	4.3		44,524	.0134	3,250	10,601	10,147	10,201	11.0	1.7	9.8	3.1	28.3	15.1	16.9	13.9	34.0	66.2
Lombard		23.0	.0129	6.1	6.6		55,356	.0166	2,407	9,075	8,303	8,641	7.6	1.3	8.9	3.4	37.0	23.3	22.5	21.8	24.0	50.2
Naperville		12.1	.0068	3.4	4.4		25,455	.0076	2,106	7,496	5,775	6,878	14.5	3.2	11.1	5.3	39.9	31.8	19.2	23.2	15.3	36.5
Wheaton		22.3	.0125	6.3	8.6		68,553	.0206	3,074	10,881	7,958	9,337	6.9	1.1	5.6	2.0	34.9	20.4	22.6	21.1	29.0	55.4
Edgar		23.8	.0133	7.8	7.9	11.1	42,603	.0128	1,790	5,462	5,370	4,976	25.9	8.0	24.4	16.1	32.2	35.2	10.2	17.1	7.3	23.6
Paris		11.1	.0062	3.7	4.1		21,113	.0063	1,902	5,706	5,090	5,184	24.4	7.2	22.7	14.4	33.6	35.4	11.2	18.0	8.1	25.0
Edwards		8.4	.0047	2.5	2.4		12,629	.0038	1,503	5,052	5,101	4,542	26.8	9.1	25.9	18.6	33.4	40.2	9.1	16.6	4.8	15.5
Effingham		23.0	.0129	6.9	6.9	8.2	38,355	.0115	1,668	5,559	5,533	5,048	24.5	7.5	24.2	15.7	33.0	35.7	10.9	18.0	7.4	23.1
Effingham		8.2	.0046	2.6	2.8		15,105	.0045	1,842	5,810	5,263	5,344	21.6	6.2	22.7	13.9	35.3	36.2	12.0	18.7	8.4	25.0
Fayette		25.0	.0140	7.3	7.4	8.6	38,698	.0116	1,548	5,301	5,203	4,710	27.8	9.0	24.7	17.1	32.3	37.6	9.2	16.3	6.0	20.0
Ford		16.6	.0093	5.1	5.2	7.3	30,829	.0093	1,857	6,045	5,906	5,527	18.9	5.2	21.9	12.9	37.7	37.4	12.9	19.5	8.6	25.0
Franklin		44.7	.0250	14.8	14.8	24.1	70,845	.0212	1,585	4,787	4,766	4,441	27.3	9.4	26.3	19.4	32.8	40.3	9.2	17.3	4.4	13.6
West Frankfort		11.4	.0064	3.9	3.8		13,956	.0057	1,663	4,861	4,398	4,667	24.4	8.0	25.8	18.0	34.6	40.6	10.1	13.1	5.1	15.3
Fulton		47.7	.0267	15.7	15.7	17.4	91,093	.0273	1,910	5,802	5,802	5,396	22.0	6.3	21.6	13.1	35.8	36.2	12.0	18.6	8.6	25.8
Canton		12.9	.0072	4.3	4.6		28,429	.0085	2,204	6,611	6,060	6,053	16.8	4.3	17.4	9.4	40.0	36.1	14.9	20.5	10.9	29.7
Gallatin		8.0	.0045	2.3	2.3		11,153	.0034	1,394	4,849	4,752	4,295	34.9	12.5	26.0	19.8	26.0	33.0	7.6	14.8	5.5	19.9
Greene		19.4	.0108	6.2	6.1	3.2	30,960	.0093	1,596	4,994	5,027	4,618	29.8	9.9	26.4	18.7	28.9	34.2	8.6	15.6	6.3	21.6
Grundy		22.5	.0126	6.6	6.8	7.6	42,598	.0128	1,893	6,454	6,417	6,017	16.2	4.1	19.0	10.3	39.6	38.0	14.4	20.0	10.8	29.6
Morris		7.6	.0043	2.3	2.4		15,504	.0047	2,040	6,741	6,365	6,290	14.7	3.6	17.3	9.0	40.5	35.1	15.5	20.6	12.0	31.7
Hamilton		11.7	.0066	3.7	3.7	2.9	15,963	.0047	1,364	4,314	4,244	3,741	38.3	15.7	26.2	22.9	26.5	38.6	6.4	14.4	2.6	8.4
Hancock		28.4	.0148	8.7	9.2	3.4	45,191	.0136	1,712	5,194	4,880	4,755	23.0	9.0	25.0	17.2	30.8	35.5	9.7	17.0	6.5	21.3
Hardin		5.3	.0035	1.8	1.9		8,255	.0025	1,310	4,586	4,324	3,983	31.0	11.9	30.6	25.1	29.2	30.9	6.2	13.1	3.0	10.0
Henderson		8.8	.0049	2.6	2.7		15,949	.0048	1,812	6,134	5,900	5,340	22.2	6.4	24.1	14.7	33.9	34.7	11.0	17.2	8.8	27.0
Henry		50.4	.0282	16.1	16.0	27.2	98,788	.0290	1,920	6,012	6,029	5,567	18.1	5.9	21.9	12.8	38.2	37.2	12.9	19.2	8.9	25.8
Kewanee		18.2	.0102	5.8	6.1		35,060	.0105	1,926	6,045	5,657	5,597	15.9	4.4	21.5	12.5	41.2	40.1	13.3	19.9	8.1	23.1
Iroquois		36.1	.0202	11.2	11.2	5.9	66,372	.0196	1,811	5,837	5,786	5,314	22.4	6.5	23.7	14.6	34.2	35.0	11.1	17.5	8.6	26.4
Watseka		5.9	.0033	1.8	2.1		11,943	.0036	2,024	6,635	5,568	5,972	13.3	3.4	20.9	11.5	41.4	37.9	14.3	19.9	10.1	27.3
Jackson		41.8	.0234	13.1	14.4	22.9	72,098	.0216	1,725	5,504	4,975	4,890	27.7	9.7	23.2	15.8	31.7	35.4	10.3	17.5	7.1	22.9
Carbondale-Herrin-Murphysboro		*33.1*	*.0186*	*10.5*			*61,633*	*.0186*	*1,862*	*5,869*												
Carbondale		12.8	.0072	3.7	5.5		26,862	.0081	2,099	7,260	4,812	5,790	22.2	5.9	17.7	10.0	34.9	33.8	14.1	20.4	11.1	30.9
Murphysboro		10.1	.0057	3.3	3.3		16,929	.0051	1,676	5,130	5,079	4,800	27.1	8.7	23.9	16.3	33.0	37.5	9.7	16.9	6.3	20.6
Jasper		13.6	.0076	4.2	4.1	3.2	19,783	.0060	1,455	4,710	4,754	4,139	33.0	12.2	26.9	21.3	28.6	37.7	7.5	15.2	4.0	13.6
Jefferson		37.2	.0208	11.9	11.9	17.9	63,029	.0189	1,694	5,296	5,289	4,853	26.0	8.2	24.7	16.7	33.1	37.1	9.7	16.8	6.5	21.2
Mount Vernon		17.8	.0100	6.1	6.2		34,583	.0104	1,943	5,669	5,556	5,336	22.6	6.5	22.6	13.8	38.0	35.8	11.3	17.7	5.5	26.2
Jersey		17.8	.0100	5.3	5.3	7.7	25,428	.0076	1,429	4,798	4,762	4,385	30.9	10.8	25.4	18.9	30.2	37.7	8.6	16.4	4.9	16.2
Jerseyville		7.7	.0043	2.4	2.3		11,501	.0034	1,494	4,792	4,871	4,674	28.7	9.4	23.8	16.7	32.0	37.4	9.7	17.3	5.8	19.3
Jo Daviess		23.2	.0130	7.0	7.1	5.0	39,919	.0120	1,721	5,703	5,605	5,181	22.7	6.7	23.4	14.8	34.6	36.6	11.7	18.8	7.6	23.1
Johnson		9.6	.0054	2.8	2.7		11,080	.0033	1,152	3,950	3,963	3,389	43.3	19.7	28.5	27.6	21.9	25.5	4.6	11.5	1.7	5.7

3 Elgin is in Cook and Lake counties.
4 Hinsdale is in Cook and Du Page counties.

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For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.



Young Chicago loves to buy..

The prime food shoppers anywhere are the young mothers with growing families to feed.

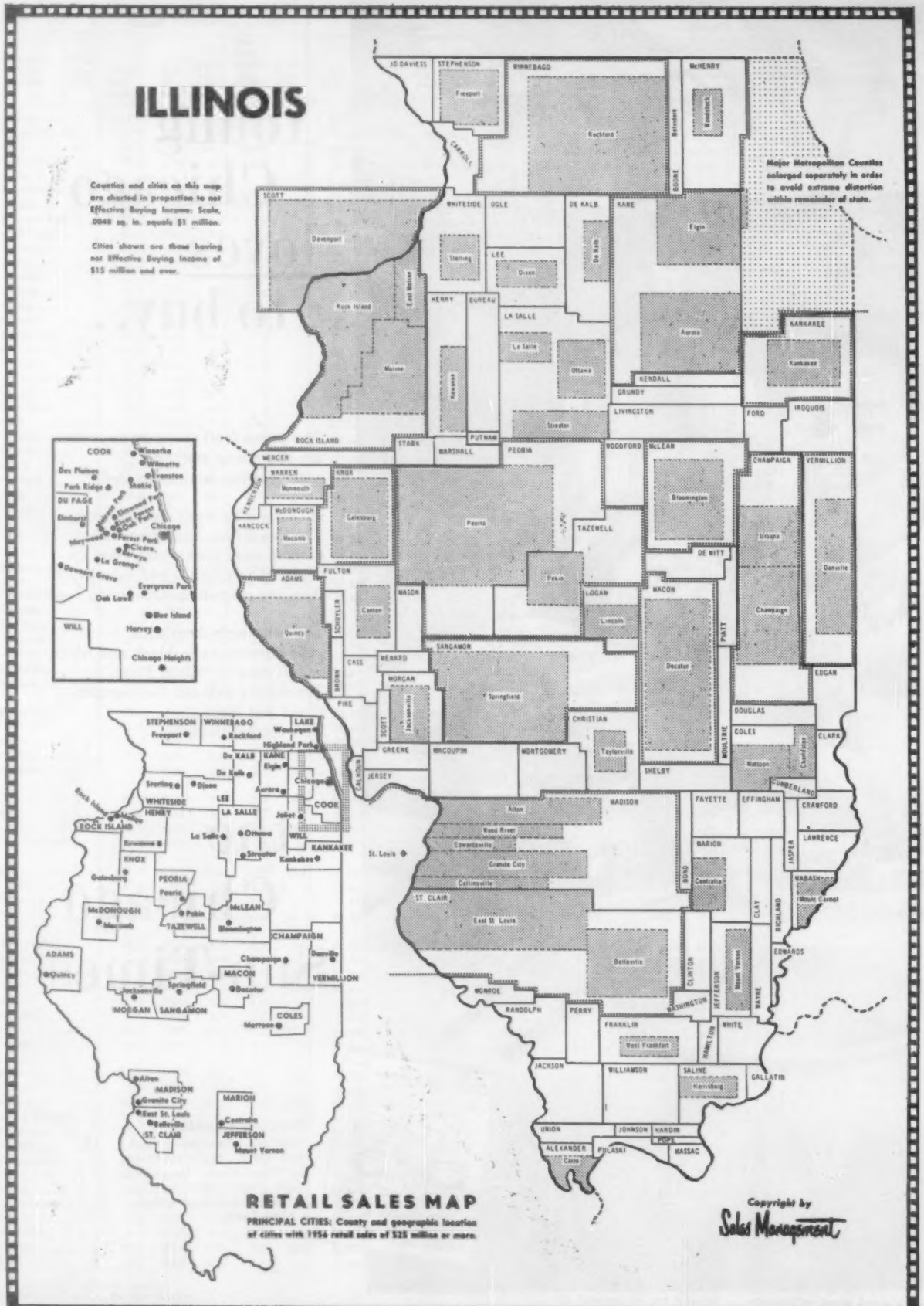
In study after study over the years, The Sun-Times has been shown to reach more young housewives up to age 35 in Chicago and suburbs than any other daily newspaper.

You can reach them with your advertising in black and white or full color in "Good Food," Thursday's pull-out food section... timed just right for weekend shopping.

..the Chicago Sun-Times



Out Every Thursday
Your ads...in color or black and white...really stand out, in "Good Food," the pull-out food section edited by prize-winning food editor Alma Lach.

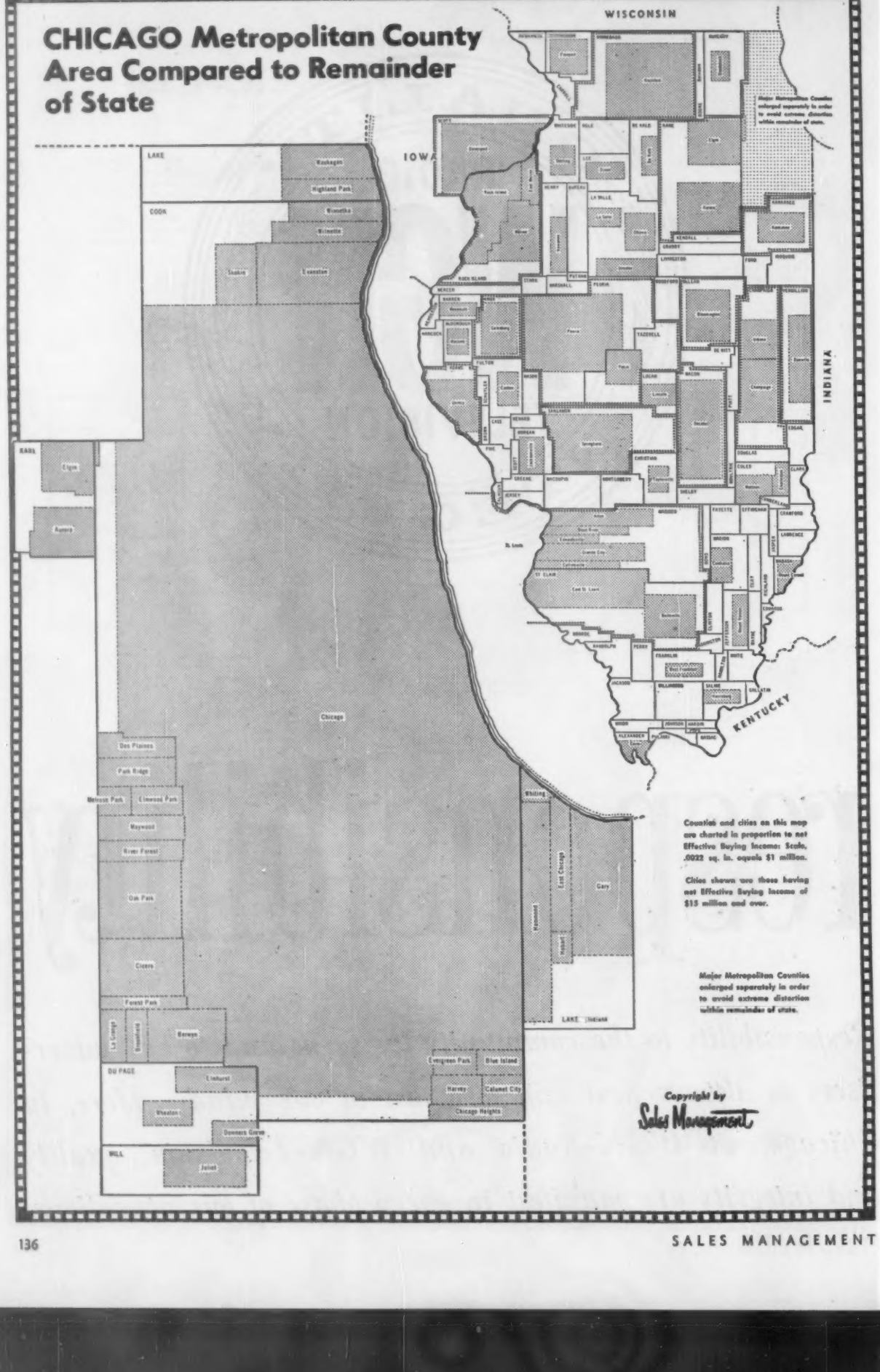

ILLINOIS
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0048 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
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responsibility

Responsibility to the community we serve and to our advertisers is always first and foremost in our minds. Here, in Chicago, at WGN-Radio and WGN-Television, quality and integrity are manifest in every phase of our operations.

CHICAGO Metropolitan County Area Compared to Remainder of State



Three newspapers—Copley Newspapers—cover and sell Northern Illinois' liveliest market: the spectacular growth area reaching out from Chicago. When you buy all 3 of the Copley 3, you save 9½ cents a line!

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15 HOMETOWN DAILY NEWSPAPERS COVERING NORTHERN ILLINOIS – SPRINGFIELD, ILLINOIS – SAN DIEGO, CALIFORNIA – AND GREATER LOS ANGELES. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

"THE RING OF TRUTH" Copley Newspapers

ILLINOIS		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Kane	32	183.5	.1027	54.4	58.7	131.7	409,521	.1228	2,232	7,528	6,970	7,002	11.3	2.5	14.6	6.8	40.7	31.7	18.0	21.5	15.4	37.5
Aurora		59.5	.0333	18.4	20.3		141,325	.0424	2,375	7,681	6,946	7,130	10.4	2.2	13.6	6.2	41.5	31.8	18.6	21.8	15.9	38.0
3Elgin		49.5	.0277	13.7	15.3		105,144	.0315	2,124	7,675	6,851	7,094	9.9	2.1	14.0	6.4	41.8	32.3	18.7	22.0	15.6	37.2
St. Charles		8.5	.0048	2.6	3.0		23,520	.0068	2,649	8,662	7,492	7,913	8.7	1.7	11.8	4.9	38.0	36.3	21.2	22.4	20.3	44.8
Kankakee	235	93.2	.0521	23.8	25.6	41.8	160,937	.0483	1,727	6,762	6,275	6,211	15.3	3.8	18.0	9.5	39.6	34.6	15.3	20.6	11.8	31.3
△Kankakee		28.7	.0161	8.9	9.6		61,413	.0184	2,140	6,900	6,375	6,405	14.1	3.4	16.9	8.6	40.4	34.5	16.0	20.8	12.6	33.7
Kendall		15.5	.0087	4.5	4.6		29,773	.0099	1,921	6,616	6,418	5,999	15.9	4.1	20.2	11.0	39.0	35.5	14.1	19.6	10.8	29.8
Knox	225	57.3	.0321	18.7	20.1	38.8	118,053	.0354	2,060	6,313	5,873	5,780	18.4	4.9	19.6	11.1	38.6	36.7	13.7	19.9	9.7	27.4
△Galesburg		36.0	.0201	11.8	13.4		76,908	.0231	2,136	6,518	5,734	5,920	16.6	4.3	18.1	10.0	40.5	37.2	14.7	20.8	10.1	27.7
Lake	32	288.1	.1800	74.0	96.0	172.1	649,718	.1949	2,423	8,780	8,630	7,870	9.4	1.9	12.2	5.2	40.4	28.8	18.5	20.1	19.5	44.0
Highland Park		25.3	.0142	6.9	8.6		76,656	.0230	3,030	11,109	8,831	10,129	9.4	1.4	10.0	3.2	29.3	15.8	16.9	13.9	34.4	65.7
Lake Forest		9.7	.0054	2.3	4.2		26,335	.0079	2,715	11,450	6,142	8,353	9.3	1.6	9.1	3.3	36.3	23.5	17.4	16.4	27.9	56.2
Libertyville		8.0	.0045	2.3	2.5		20,867	.0063	2,606	9,000	8,229	8,371	8.5	1.6	11.7	4.6	34.8	22.6	21.8	21.8	23.3	49.4
North Chicago		18.3	.0102	4.4	5.8		39,144	.0117	2,139	8,896	6,722	7,849	5.9	1.2	7.7	3.2	47.0	32.7	21.0	22.3	18.4	40.6
Waukegan-North Chicago		*70.5*	*.0395*	*19.7*			*166,167*	*.0498*	*8,364*	*8,455*												
Waukegan		52.0	.0291	15.3	18.5		127,023	.0381	2,443	8,302	6,945	7,457	9.4	1.9	12.6	5.5	40.6	29.8	19.6	21.9	17.8	40.9
2Barrington																						
La Salle		112.9	.0632	35.1	35.9	73.6	234,765	.0704	2,079	6,689	6,539	6,232	15.0	3.7	18.2	9.6	39.3	34.4	15.5	20.6	12.0	31.8
La Salle-Peru-Oglesby		*99.9*	*.0151*	*8.5*			*57,500*	*.0173*	*8,141*	*6,776*												
La Salle		12.9	.0072	4.0	4.1		27,109	.0081	2,101	6,775	6,610	6,393	13.5	3.2	17.7	9.1	40.4	34.5	16.0	20.9	12.4	32.3
Ottawa		19.3	.0108	5.7	6.4		43,949	.0132	2,277	7,710	6,832	7,069	11.9	2.6	13.8	6.4	39.6	30.6	18.7	23.0	16.0	36.4
5Streator		18.0	.0101	5.5	5.9		37,588	.0113	2,085	6,825	6,291	6,343	12.5	3.0	17.0	8.8	42.8	36.8	16.1	21.2	11.6	30.2
Lawrence		19.3	.0108	6.9	8.1	8.1	33,135	.0100	1,717	5,823	5,428	5,085	24.2	7.3	21.0	13.5	35.9	38.6	12.0	19.6	6.9	21.0
Lee		38.7	.0216	10.6	11.2	19.2	72,076	.0216	1,862	6,800	6,390	6,196	14.4	3.6	18.9	10.0	40.0	35.2	15.1	20.4	11.6	30.8
Dixon		19.3	.0107	4.9	7.2		36,659	.0110	1,909	7,481	5,065	6,641	10.4	2.4	16.5	8.1	42.9	35.4	17.1	21.4	13.1	32.7
Livingston		45.7	.0256	13.7	13.9	11.8	87,054	.0261	1,905	6,354	6,262	5,881	18.0	4.7	20.8	11.6	37.0	34.4	13.3	18.9	10.8	30.4
Pontiac		8.9	.0050	2.8	2.8		17,635	.0053	1,981	6,298	6,237	5,980	17.9	4.6	19.8	10.8	38.0	34.8	13.0	18.2	11.3	31.6
5Streator																						
Logan		34.3	.0192	9.2	9.8	17.8	57,800	.0174	1,685	6,283	5,851	5,675	20.7	5.6	21.0	12.1	35.1	33.8	13.0	19.1	10.2	29.4
Lincoln		17.8	.0100	4.2	5.0		28,531	.0086	1,603	6,793	5,643	5,989	16.7	4.3	19.3	10.5	38.6	35.2	14.4	20.1	11.0	29.9
McDonough		30.7	.0172	9.8	11.2	16.7	55,778	.0167	1,817	5,692	4,963	4,940	25.8	8.0	23.7	15.7	33.3	36.8	10.2	17.3	7.0	22.2
Macomb		13.4	.0075	4.3	5.9		26,572	.0080	1,983	6,180	4,488	5,161	24.4	7.3	21.7	13.7	34.7	36.8	11.3	18.1	8.0	24.1
McHenry	32	71.4	.0400	21.7	21.8	23.5	148,676	.0446	2,082	6,851	6,819	6,499	16.2	3.9	17.4	8.8	37.4	31.7	15.4	19.8	13.6	35.8
Crystal Lake		8.4	.0047	2.4	2.4		17,771	.0053	2,116	7,405	7,174	7,136	13.7	2.9	14.7	6.7	37.8	28.9	16.9	19.8	16.9	41.7
Woodstock		8.9	.0050	2.8	3.1		22,486	.0067	2,527	8,031	7,001	7,335	9.4	2.0	12.8	5.7	41.4	30.5	19.1	21.6	17.3	40.2
McLean	187	91.1	.0509	28.3	32.8	47.8	199,753	.0599	2,083	6,705	6,785	5,964	19.9	4.9	19.8	10.8	36.2	33.2	13.7	19.2	11.5	31.9
Bloomington-Normal		*49.4*	*.0276*	*14.8*			*111,188*	*.0333*	*8,251*	*7,512*												
△Bloomington		37.6	.0210	11.9	14.7		86,198	.0256	2,266	7,159	5,777	6,231	16.1	3.9	17.9	9.3	38.2	32.9	14.8	19.6	13.0	34.3
Macon	42	116.9	.0650	37.1	39.3	92.5	244,429	.0733	2,107	6,568	6,218	6,118	15.7	3.8	18.3	9.8	39.6	36.4	15.1	20.6	11.3	30.3
▲Decatur		79.6	.0445	25.5	28.5		175,809	.0528	2,209	6,897	6,150	6,333	13.9	3.4	17.1	8.8	41.0	35.4	15.9	20.9	12.1	31.5
Macoupin		44.5	.0249	14.5	14.4	16.8	80,974	.0243	1,820	5,584	5,601	5,158	23.1	6.9	21.9	13.9	36.0	33.1	11.8	19.1	7.2	22.0
Madison	137	224.2	.1254	69.9	72.1	155.4	457,114	.1371	2,039	6,540	6,336	6,141	14.8	3.7	17.0	9.1	41.4	36.8	16.0	21.7	10.8	28.7
Alton-Wood River-East Alton		*65.8*	*.0368*	*20.8*			*144,499*	*.0434*	*8,196*	*6,947*												
Alton		45.1	.0252	14.3	15.8		97,346	.0292	2,156	6,800	6,155	6,247	15.2	3.7	16.9	8.8	40.1	36.2	15.9	21.2	11.9	31.1
6Collinsville		14.5	.0081	4.7	4.6		29,755	.0089	2,052	6,331	6,359	6,134	16.4	4.1	17.3	9.2	39.5	35.2	15.5	21.1	11.3	30.4
Edwardsville		10.5	.0059	3.2	3.4		22,183	.0067	2,113	6,932	6,524	6,543	13.0	3.0	14.7	7.3	41.8	34.9	17.8	23.8	12.7	33.0
Granite City		28.4	.0315	11.6	13.5		80,711	.0242	2,102	6,958	6,423	6,476	9.8	2.3	15.2	7.7	45.7	38.5	17.9	23.0	11.4	28.5
Wood River		12.0	.0067	3.8	4.0		27,550	.0083	2,296	7,250	6,859	6,905	9.4	3.1	12.2	5.9	45.8	36.8	19.6	24.0	13.0	31.2

2 Barrington is in Cook and Lake counties.
3 Elgin is in Cook and Lake counties.
5 Steator is in LaSalle and Livingston counties.

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6 Collinsville is in Madison and St. Clair counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
For Retail Sales data, see Section 4 location on page 17.

new estimates still show

Peoria

Sales Management estimates of 1/1/60 show you can "sell more in Peoria" than in any market up to a million population in 5 North Central States

1st

among these *North Central markets*



	Sales Management 1-1-60	S.R.D.S. 7-1-59
Population	294,700	302,100
Consumer Income	$640,902,000	$615,236,000
Retail Sales	$425,665,000*	$434,059,000

*1959 estimate (see this issue for 1960 figure)

SELL MORE IN PEORIA . . . WITH THE

Peoria Journal Star

O'MARA & ORMSBEE, INC.
national representatives

ILLINOIS — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Marion		42.4	.0238	13.7	14.2	20.7	78,646	.0236	1,855	5,741	5,538	5,260	22.6	6.8	21.9	13.6	36.0	37.3	11.7	18.6	7.8	23.9
1Centralia		13.6	.0076	4.4	5.0		28,269	.0085	2,079	6,425	5,612	5,778	18.7	5.0	19.0	10.8	38.5	36.3	13.9	20.0	9.9	27.9
Salem		7.1	.0040	2.3	2.3		13,702	.0041	1,930	5,957	6,052	5,742	19.4	5.2	20.6	11.7	37.3	35.5	12.6	18.3	10.1	29.3
Marshall		13.8	.0077	4.3	4.4		26,653	.0080	1,931	6,198	6,019	5,670	21.5	5.8	21.2	12.3	34.8	33.3	12.2	18.0	10.5	30.6
Mason		15.8	.0088	5.2	5.2	4.6	30,329	.0093	1,951	5,929	5,991	5,461	21.7	6.1	22.3	13.3	35.0	35.1	11.9	18.2	9.1	27.3
Massac		19.0	.0107	6.2	6.2	7.3	26,138	.0078	1,376	4,218	4,150	3,839	36.7	14.7	27.2	23.2	26.4	37.5	6.6	14.3	3.1	10.3
Metropolis		7.3	.0041	2.5	2.6		10,551	.0032	1,445	4,220	4,105	3,971	34.8	13.5	30.1	21.5	28.3	38.9	7.5	15.7	3.3	10.4
Menard		9.9	.0056	2.9	3.0		18,136	.0054	1,832	6,254	5,954	5,561	21.9	6.1	22.9	13.4	33.8	33.2	11.2	16.8	10.2	30.5
Mercer		18.7	.0105	5.8	6.1	3.2	34,403	.0104	1,840	5,932	5,611	5,259	23.8	7.0	22.2	13.8	34.8	35.8	11.0	17.5	8.4	25.9
Monroe		15.8	.0088	4.8	5.0	3.5	28,923	.0086	1,831	6,026	5,771	5,496	18.4	5.1	22.0	13.1	39.0	38.8	12.3	18.6	8.3	24.4
[illegible]																						
Montgomery		32.2	.0180	10.6	10.6	13.9	55,417	.0166	1,721	5,228	5,180	4,785	28.0	9.0	24.2	16.5	31.6	38.1	9.7	16.9	6.5	21.5
Morgan		38.1	.0219	11.0	12.4	22.7	67,864	.0204	1,738	6,169	5,455	5,504	23.4	6.5	21.9	13.0	33.1	32.9	11.5	17.4	10.1	30.2
Jacksonville		23.7	.0137	5.6	7.5		39,134	.0117	1,734	6,968	5,172	5,860	19.1	5.0	19.4	10.8	37.3	34.9	13.2	18.8	11.0	30.5
Moultrie		13.9	.0078	4.3	4.3	3.7	26,211	.0079	1,886	6,096	5,964	5,567	19.0	5.2	22.9	13.5	36.4	35.8	12.5	18.7	9.2	26.8
Ogle		38.0	.0213	12.1	12.2	13.1	76,137	.0228	2,004	6,292	6,239	5,847	18.7	4.9	19.8	11.1	37.1	34.6	14.0	20.0	10.4	29.4
Peoria	118	201.4	.1127	62.3	70.6	156.0	446,890	.1341	2,219	7,173	6,327	6,546	12.6	2.9	16.4	8.2	41.5	34.7	16.5	21.0	13.0	33.2
△Peoria		119.9	.0671	37.3	46.2		285,769	.0857	2,383	7,661	6,180	6,799	10.2	2.3	15.3	7.3	43.1	34.7	17.3	21.3	14.1	34.5

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

1 Centralia is in Clinton and Marion counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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For Retail Sales data, see Section 4 location on page 17.
Before using these figures read foreword, page 19.

News from the Quad-Cities —

POPULATION GAINS AGAIN . . .

Now at 279,000, the Quad-City Metropolitan area of Rock Island County, Illinois and Scott County, Iowa achieves even greater market importance among the "FIRST 100" in the U.S. A pertinent fact, also, is the reflection of this gain on the Illinois side, now over 65% of total Quad-City population. (Figures as reported in this current issue of Sales Management survey.)

EMPLOYMENT, EBI INCREASE . . .

The additions to the population have been put to work. Total employment is up to 102,000. The estimated industrial payroll shows a 10.5% increase. Higher income rates are responsible for a good part of this payroll gain which, of course, means more buying power. (Figures from local state employment offices.)



THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
STATION WHBF and WHBF-TV

ILLINOIS — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S..A	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Perry		21.5	.0120	6.5	6.5	10.5	32,448	.0097	1,509	4,992	4,983	4,564	27.3	9.2	25.6	18.3	32.6	39.1	9.4	17.2	5.1	16.2
Piatt		16.5	.0092	5.3	5.3	3.3	32,478	.0097	1,968	6,129	6,028	5,695	21.8	5.5	22.5	12.9	32.8	31.4	11.9	17.4	11.0	32.4
Pike		23.2	.0130	7.5	7.5	3.9	37,626	.0113	1,622	5,017	5,007	4,514	31.1	10.6	25.5	18.5	29.0	35.1	8.6	15.9	5.8	19.9
Pope		5.3	.0030	1.6	1.6		6,468	.0020	1,220	4,043	3,966	3,349	43.7	20.0	28.2	27.5	22.0	35.9	4.7	11.6	1.4	5.0
Pulaski		12.4	.0069	3.7	3.7		15,149	.0045	1,222	4,094	4,018	3,705	40.2	16.7	28.2	24.9	22.9	33.7	5.4	12.2	3.3	12.5
Putnam		4.5	.0026	1.3	1.2		7,550	.0023	1,678	5,808	5,871	5,196	23.3	6.9	24.0	15.1	33.6	35.2	11.9	17.7	6.1	25.1
Randolph		31.4	.0175	8.8	9.6	9.1	50,768	.0152	1,617	5,769	5,242	5,131	21.0	6.3	24.6	15.7	36.1	38.3	11.3	18.4	7.0	21.3
Richland		17.2	.0097	5.9	5.9	9.7	30,601	.0092	1,779	5,187	5,184	4,760	25.6	8.3	23.9	16.4	34.8	39.9	10.1	17.7	5.6	17.7
Olney		9.7	.0054	3.3	3.6		18,557	.0056	1,913	5,799	5,101	5,182	20.1	6.0	21.9	13.8	39.5	41.6	11.9	19.2	6.6	19.4
Rock Island	40	159.2	.0890	48.9	53.6	127.0	347,817	.1043	2,185	7,113	6,486	6,574	10.7	2.5	14.5	7.2	44.7	37.2	17.8	22.6	12.3	30.5
East Moline		17.4	.0097	4.0	4.9		30,816	.0092	1,771	7,704	6,237	6,936	8.8	1.9	11.9	5.6	44.5	35.1	21.0	25.3	13.8	32.1
▲Moline		44.5	.0249	14.1	16.1		107,669	.0323	2,420	7,636	6,673	7,006	9.5	2.1	13.0	6.0	43.9	34.4	18.9	22.4	14.7	35.1
Rock Island-Moline-East Moline		*118.4*	*.0689*	*34.9*			*283,613*	*.0760*	*2,356*	*7,416*												
▲Rock Island		50.5	.0283	16.1	18.3		115,127	.0345	2,280	7,151	6,276	6,519	10.7	2.5	14.2	7.1	45.7	38.2	17.6	22.6	11.8	29.6
St. Clair	137	249.0	.1394	75.2	85.5	175.1	466,614	.1400	1,874	6,205	5,452	5,591	19.2	5.3	18.4	11.4	38.8	37.9	13.8	20.6	8.8	24.8
Belleville		39.1	.0219	12.7	13.2		78,825	.0236	2,016	6,207	5,943	5,823	18.2	4.8	19.1	10.7	38.6	36.3	14.1	20.2	10.0	28.0
East St. Louis		91.9	.0514	27.6	31.0		164,903	.0495	1,794	5,975	5,318	5,426	19.7	5.6	20.9	12.6	38.1	38.3	13.3	20.4	8.0	23.1
6Collinsville																						
Saline		28.9	.0162	9.5	9.4	15.1	47,665	.0143	1,649	5,017	5,021	4,632	29.8	9.9	24.3	17.2	30.6	36.1	9.3	16.7	6.0	20.1
Harrisburg		11.0	.0062	3.7	4.0		20,736	.0062	1,885	5,604	5,184	5,178	25.6	7.6	22.4	14.1	32.8	34.7	10.9	17.6	8.3	26.0

6 Collinsville is in Madison and St. Clair counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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For Retail Sales data, see Section 4 location on page 17.

© SM, 1960.

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

Illinois State Journal

ILLINOIS STATE REGISTER

Capital coverage of the Capital Market in the Land of Lincoln:

100% coverage of Sangamon County (Springfield)

and 60% coverage of the entire 11-county trading area.

SPRINGFIELD, ILLINOIS

100%

15 HOMETOWN DAILY NEWSPAPERS COVERING SPRINGFIELD, ILLINOIS – NORTHERN ILLINOIS – SAN DIEGO, CALIFORNIA – AND GREATER LOS ANGELES. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

"THE RING OF TRUTH" Copley Newspapers

ILLINOIS — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4000-6,999 % Hslds.	$4000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Sangamon	184	145.2	.0812	47.1	50.7	107.7	306,418	.0819	2,110	6,506	6,043	6,005	16.7	4.3	19.6	10.7	38.3	34.8	14.4	20.0	11.0	30.2
▲Springfield		89.2	.0499	29.5	33.6		202,236	.0607	2,267	6,855	6,019	6,239	14.8	3.6	18.3	9.6	39.7	34.8	15.3	20.5	11.9	31.5
Schuyler		9.8	.0055	3.2	3.2	2.8	15,047	.0045	1,535	4,702	4,657	4,120	31.9	11.9	28.4	22.6	28.6	37.8	7.3	14.8	3.8	12.9
Scott		7.4	.0042	2.3	2.3		13,446	.0040	1,817	5,846	5,617	5,299	26.9	7.9	23.7	14.7	29.6	30.8	10.1	16.9	9.7	30.6
Shelby		25.5	.0142	8.3	8.4	4.7	43,886	.0131	1,709	5,282	5,171	4,703	28.5	9.3	24.6	17.1	31.3	36.3	9.4	16.8	6.2	20.5
Stark		6.5	.0048	2.6	2.6		16,812	.0050	1,978	6,466	6,250	5,794	20.3	5.4	21.4	12.1	34.6	32.5	12.7	18.3	11.0	31.7
Stephenson		45.0	.0252	14.4	15.1	25.8	99,139	.0271	2,203	6,880	5,936	5,706	18.8	5.1	20.2	11.6	37.6	35.9	13.8	20.2	9.6	27.2
Freeport		25.8	.0144	8.3	9.1		53,066	.0161	2,060	6,466	5,875	5,948	16.7	4.3	18.7	10.3	39.3	36.1	14.9	20.9	10.4	28.4
Tazewell	118	93.3	.0522	29.0	29.1	88.5	194,812	.0532	2,079	6,690	6,653	6,333	12.7	3.1	16.3	8.4	43.6	37.2	16.6	21.8	11.4	29.5
East Peoria		13.3	.0074	4.0	4.3		27,163	.0081	2,042	6,791	6,175	6,248	9.7	2.4	16.4	8.6	47.0	41.1	16.8	23.4	10.1	25.5
Pekin		26.5	.0148	8.5	9.0		60,785	.0183	2,294	7,151	6,705	6,711	10.1	2.3	14.1	6.9	44.7	36.3	18.2	23.7	12.9	31.8
Union		19.1	.0107	5.3	5.3	4.2	23,374	.0070	1,224	4,410	4,416	3,985	34.0	13.1	27.9	22.9	27.6	37.9	7.0	14.6	3.5	11.5
Vermilion	211	99.7	.0558	31.8	32.1	55.6	198,212	.0594	1,988	6,233	5,984	5,799	15.7	4.2	21.4	12.1	39.9	37.6	13.5	19.4	9.5	26.7
△Danville		41.8	.0234	13.9	15.0		89,497	.0266	2,141	6,439	5,949	5,939	15.4	4.0	19.6	10.8	40.5	37.3	14.3	20.1	10.2	27.9
Wabash		14.1	.0079	4.3	4.6	10.0	27,495	.0083	1,949	6,392	5,686	5,620	21.2	5.8	20.5	11.9	36.1	35.1	12.3	18.3	9.9	28.9
Mount Carmel		10.0	.0056	3.3	3.6		20,554	.0062	2,055	6,228	5,709	5,752	19.9	5.3	19.9	11.3	37.0	35.3	13.9	18.6	10.3	29.6
Warren		28.9	.0148	8.3	9.4	11.7	48,788	.0148	1,879	5,999	5,273	5,246	23.9	7.8	23.7	14.7	33.0	34.4	10.7	17.1	8.7	26.8
Monmouth		11.7	.0065	3.8	4.6		22,903	.0069	1,960	6,035	4,942	5,206	25.4	7.5	22.0	13.8	33.1	34.7	10.9	17.4	8.6	26.6
Washington		14.8	.0083	4.7	4.8		22,968	.0069	1,553	4,891	4,761	4,304	28.9	10.3	26.6	20.2	32.1	40.8	8.5	16.4	3.9	12.3
Wayne		20.7	.0116	6.5	6.5	6.4	33,161	.0100	1,602	5,102	5,042	4,629	31.3	10.6	25.2	18.2	29.0	35.1	8.7	16.1	5.8	20.0
Fairfield		6.4	.0036	2.3	2.3		11,548	.0035	1,804	5,249	5,249	5,010	27.2	8.3	24.3	16.9	30.4	33.1	10.2	17.0	7.9	25.7
White		22.1	.0123	6.9	7.0	6.8	37,733	.0113	1,710	5,476	5,362	5,024	27.2	8.3	22.2	14.5	32.0	34.7	11.0	16.3	7.6	24.2
Carmi		6.8	.0038	2.3	2.4		14,162	.0042	2,083	6,157	5,814	5,662	23.6	6.1	20.4	11.8	33.7	32.6	12.8	18.8	10.5	30.7
Whiteside		56.3	.0315	17.7	17.8	30.0	106,513	.0319	1,892	6,018	5,976	5,621	18.4	5.0	20.5	11.9	38.7	37.8	13.5	20.0	8.9	25.3
Sterling-Rock Falls		*27.6*	*.0154*	*8.8*			*50,607*	*.0459*	*1,834*	*6,179*												
Sterling		15.3	.0086	4.7	5.5		32,887	.0096	2,149	6,987	5,933	6,301	13.0	3.1	16.3	8.3	42.4	36.3	16.3	21.3	12.0	31.0
Will	2.3	177.5	.0994	61.4	63.3	105.5	360,956	.1063	2,034	7,022	6,772	6,593	12.5	2.9	15.1	7.5	42.1	34.9	17.3	21.9	13.0	32.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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For Retail Sales data, see Section 4 location on page 17.

Check these

COVERAGE FACTS

TV Homes in Area	408,540
Total Household	460,000
Total Population	1,565,100
Total Retail Sales	1,864,047,000
County Coverage	32 (Wisc., Ill., Iowa)
Maximum POWER	at "Tower Height"
Maximum TOWER	1200 Ft. A.A.T.
Antenna Height	2,226 Ft. A.S.L.

It's TWO with ONE, for primary CBS!

CBS



WISC-TV

MADISON, WISC.

CHANNEL 3

Represented nationally by Peters, Griffin, Woodward

HIGHER, and HIGHER, and HIGHER

CLIMB RETAIL SALES IN...

REMARKABLE ROCKFORD



Again, Remarkable Rockford is 1st in Illinois, outside Chicago, in total retail sales. First in population too, and 1st in most other categories. No wonder Remarkable Rockford is the top market in Illinois for your product or service. You reach the able-to-buy families in this rich market most effectively through the pages of the two sales-producing Rockford newspapers.

— FINEST FULL COLOR FACILITIES —

ROCKFORD MORNING STAR
Rockford Register-Republic

See our ad in Illinois Retail Sales table, Section 4

ILLINOIS — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Joliet		61.3	.0343	18.2	21,0		141,420	.0424	2,307	7,770	6,734	7,088	9.4	2.0	12.5	5.8	43.5	33.5	19.4	22.9	15.2	35.8
Williamson		47.6	.0266	15.9	15.9	29.6	73,892	.0222	1,552	4,647	4,637	4,329	29.7	10.5	26.2	19.8	31.2	39.4	8.6	16.5	4.3	13.8
Herrin		10.2	.0057	3.5	3.6		17,831	.0053	1,748	5,095	4,895	4,741	24.6	8.0	24.4	16.9	35.4	40.6	10.3	18.2	5.3	16.3
Marion		13.5	.0070	3.8	4.4		19,575	.0059	1,566	5,151	4,437	4,678	27.3	8.9	24.7	17.3	32.7	38.3	9.7	17.3	5.6	18.3
See Carbondale-Herrin-Murphysboro																						
Winnebago	133	198.2	.1098	62.0	66.3	149.7	443,488	.1330	2,280	7,153	6,680	6,663	11.5	2.6	15.9	7.3	42.6	35.0	17.7	22.2	13.2	32.9
▲Rockford		120.4	.0674	38.6	44.3		296,009	.0888	2,459	7,669	6,680	7,017	9.5	2.1	13.2	6.1	43.3	33.8	19.1	22.7	14.9	35.3
Woodford		27.3	.0153	8.2	8.2		52,094	.0156	1,908	6,353	6,362	5,896	18.0	4.7	20.5	11.4	37.3	34.5	13.4	19.0	10.8	30.4
Total Above Cities		6,657.2	3.7257	2,049.6	2,330.0		16,126,862	4.8404	2,424	7,873	6,926	7,268	10.9	2.3	14.1	6.4	39.7	29.7	18.3	21.0	17.0	40.6
State Total		10,067.6	5.6343	3,107.4	3,412.1	7,646.2	22,724,709	6.8184	2,257	7,313	6,860	6,767	13.7	3.1	16.1	7.8	38.7	31.2	16.7	20.6	14.8	37.3

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures read foreword, page 19.

Remarkable Rockford's

No. 1 STATION

★ 1st, Outside Chicago, in Population and Retail Sales

★ 1st with Women All Day Long



WROK'S 1st again where it counts. First from 6:30 to 8:30 A.M., and 1st from 4:30 to 6:30 P.M. And, 1st all day with Women. To help you take full advantage of this balanced programming, WROK offers advertisers a "custom made" merchandising program. Boost your sales, with the help of Remarkable Rockford's No. 1 Station.

RADIO ROCKFORD

WROK

ROCKFORDS ONLY
FULL TIME STATION

OWNED BY ROCKFORD NEWSPAPERS

ILLINOIS

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Bloomington	91.1	.0609	28.3	32.8	47.8	189,753	.0569	2,083	6,705
Champaign-Urbana	129.3	.0723	34.2	61.1	88.8	291,184	.0874	2,252	8,514
Chicago, Illinois-Northwestern Indiana Standard Consolidated Area	6,674.8	3.7355	2,048.8	3,889.8	6,010.7	16,259,265	4.8771	2,436	7,946
1Chicago	6,117.9	3.4239	1,885.9	2,101.2	5,530.9	15,128,425	4.5379	2,473	8,022
△Danville	99.7	.0558	31.8	33.1	55.8	198,212	.0594	1,988	6,233
Davenport-Rock Island-Moline	279.7	.1564	85.9	95.4	226.2	582,063	.1746	2,081	6,776
Decatur	116.0	.0650	37.1	39.3	92.5	244,428	.0733	2,107	6,588
△Galesburg	57.3	.0321	18.7	20.1	38.8	118,053	.0354	2,060	6,313
△Kankakee	93.2	.0521	23.8	25.6	41.8	160,937	.0483	1,727	6,762
Peoria	294.7	.1649	91.3	99.7	214.5	640,902	.1923	2,175	7,020
△Quincy	66.1	.0370	21.2	22.4	48.5	119,435	.0358	1,807	5,634
Rockford	196.2	.1098	62.0	66.3	149.7	443,488	.1330	2,260	7,153
Springfield	145.2	.0812	47.1	50.7	107.7	306,418	.0919	2,110	6,506
Total Above Areas	7,686.4	4.3014	2,367.3	2,647.7	6,642.8	18,423,286	5.5262	2,397	7,782

INDIANA— (Other East North Central States: Illinois, Michigan, Ohio, Wisconsin.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.
Adams		24.0	.0134	6.9	7.3	8.5	39,311	.0118	1,638	5,697	5,369	5,045
Decatur		8.5	.0048	2.6	3.0		15,729	.0047	1,850	6,050	5,243	5,405
Allen	55	229.2	.1283	71.1	81.3	169.6	479,598	.1439	2,092	6,745	5,897	6,082
▲Fort Wayne		154.7	.0866	48.8	58.0		339,694	.1019	2,196	6,961	5,854	6,231
Bartholomew		48.8	.0272	14.8	16.0	26.8	79,026	.0237	1,626	5,340	4,932	4,838
Columbus		23.3	.0130	7.4	8.5		42,267	.0127	1,814	5,712	4,973	5,127
Benton		11.8	.0066	3.4	3.9		21,288	.0064	1,835	6,261	5,455	5,403
Blackford		14.6	.0082	4.5	5.0	8.2	24,561	.0073	1,682	5,458	4,845	4,802
Hartford City		8.0	.0045	2.6	2.8		13,087	.0039	1,636	5,033	4,674	4,684
Boone		28.4	.0159	9.2	10.2	9.2	53,580	.0161	1,887	5,824	5,245	5,107
Lebanon		9.2	.0051	3.0	3.6		18,259	.0055	1,985	6,086	5,016	5,306
Brown		8.4	.0047	2.2	2.4		9,774	.0029	1,164	4,443	3,981	3,759
Carroll		18.0	.0100	5.7	6.3	2.8	31,687	.0095	1,759	5,556	5,010	4,836
Cass		41.0	.0230	12.2	13.8	23.4	69,414	.0209	1,693	5,690	5,030	4,985
Logansport		23.4	.0131	7.7	9.0		44,151	.0132	1,887	5,734	4,906	5,081
Clark	91	67.8	.0379	19.9	20.7	33.8	103,225	.0309	1,522	5,187	4,979	4,773
Jeffersonville		19.9	.0111	6.1	6.8		33,139	.0099	1,665	5,433	4,814	4,884
Clay		25.5	.0143	8.4	8.9	9.1	42,507	.0128	1,667	5,060	4,736	4,487
Brazil		9.1	.0051	3.0	3.3		15,149	.0045	1,665	5,050	4,505	4,553
Clinton		31.8	.0178	10.3	10.9	16.2	57,727	.0173	1,815	5,605	5,282	5,043
Frankfort		16.2	.0091	5.3	5.6		29,546	.0089	1,824	5,575	5,188	5,161
Crawford		9.2	.0051	2.7	2.9		10,651	.0032	1,158	3,945	3,559	3,129
Daviess		27.7	.0155	8.2	8.9	11.8	40,585	.0122	1,464	4,947	4,542	4,276
Washington		11.8	.0066	3.9	4.4		19,708	.0059	1,670	5,053	4,417	4,491
Dearborn		28.3	.0159	8.3	8.8	11.0	46,847	.0140	1,655	5,644	5,319	5,055

Income Breakdown of Households

COUNTIES CITIES	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adams	18.9	5.5	21.7	13.5	40.9	42.5	11.7	18.6	6.8	19.9
Decatur	15.6	4.3	19.5	11.4	43.4	42.0	13.3	19.8	9.2	22.5
Allen	11.5	2.8	16.2	8.3	44.8	38.7	16.1	21.2	11.4	29.0
▲Fort Wayne	11.0	2.6	15.3	7.7	44.6	37.7	16.8	21.6	12.3	30.4
Bartholomew	23.5	7.2	23.0	14.9	35.8	38.9	10.7	17.7	7.0	21.3
Columbus	20.0	5.8	22.1	13.6	38.1	38.9	11.8	18.5	8.0	23.2
Benton	17.5	4.8	21.7	12.6	38.8	38.4	11.9	17.7	9.3	26.5
Blackford	19.8	6.1	24.1	15.7	40.0	43.9	10.3	17.1	5.8	17.2
Hartford City	21.2	6.7	25.0	16.8	38.6	43.3	9.7	16.6	5.5	16.6
Boone	19.3	5.6	22.3	13.7	39.1	40.2	11.7	18.4	7.6	22.1
Lebanon	16.7	4.6	21.3	12.6	41.3	40.9	12.5	18.9	8.2	23.0
Brown	37.4	14.7	24.4	20.4	28.5	39.8	6.3	13.3	3.4	11.8
Carroll	21.9	6.7	23.7	15.4	37.4	40.6	10.4	17.2	6.6	20.1
Cass	20.1	5.9	21.7	13.7	39.7	41.8	11.7	18.9	6.8	19.7
Logansport	18.9	5.5	21.0	13.0	40.8	42.2	12.2	19.2	7.1	20.1
Clark	22.5	6.9	21.7	14.3	38.9	42.8	11.0	18.5	5.9	17.5
Jeffersonville	20.9	6.1	21.0	13.5	41.3	44.4	11.7	19.1	6.0	16.9
Clay	26.0	8.6	24.5	17.2	35.1	41.0	9.0	16.1	5.4	17.1
Brazil	23.9	7.7	24.0	16.6	37.5	43.2	9.4	16.6	5.2	15.9
Clinton	20.2	5.9	22.0	13.7	38.8	40.4	11.7	18.6	7.3	21.4
Frankfort	18.5	5.3	21.0	12.8	40.6	41.2	12.4	19.3	7.5	21.4
Crawford	46.9	22.1	25.8	25.9	21.7	36.5	3.9	9.9	1.7	5.6
Daviess	30.4	10.5	24.8	18.3	31.5	38.5	8.1	15.3	5.2	17.4
Washington	27.6	9.1	24.3	17.0	33.3	38.9	8.9	15.9	5.9	19.1
Dearborn	20.5	6.0	21.2	13.2	38.9	40.3	12.1	19.2	7.3	21.3

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures read foreword, page 19.

Definition of Effective Buying Income

The Effective Buying Income figures on these pages are for 1959. (Add 3 zeroes). Total net Effective Buying Income, or disposable income, includes wages, salaries, and pensions of individuals, proprietors' and rental income, and payments of interest and dividends —less all federal, state, and local income taxes.

Gear Your Advertising to This INDIANA GROWTH MARKET

ELKHART METRO AREA

9th Largest of State's 14 Areas

5th in Buying Power Per Capita

4th in Rate of Growth

4th in Income Gains for 1958-65*
4th in Sales Gains for 1958-65*

* SM Nov. 10, 1959

Income UP 7% to $204,012,000

Family Income $6,438 in county, $6,884 in city—with 68% of county families, 73% of city above the $4,000 income level.

The Elkhart Truth

95% Coverage of 50,361 (ABC) City Zone
70% of Metro Market

Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

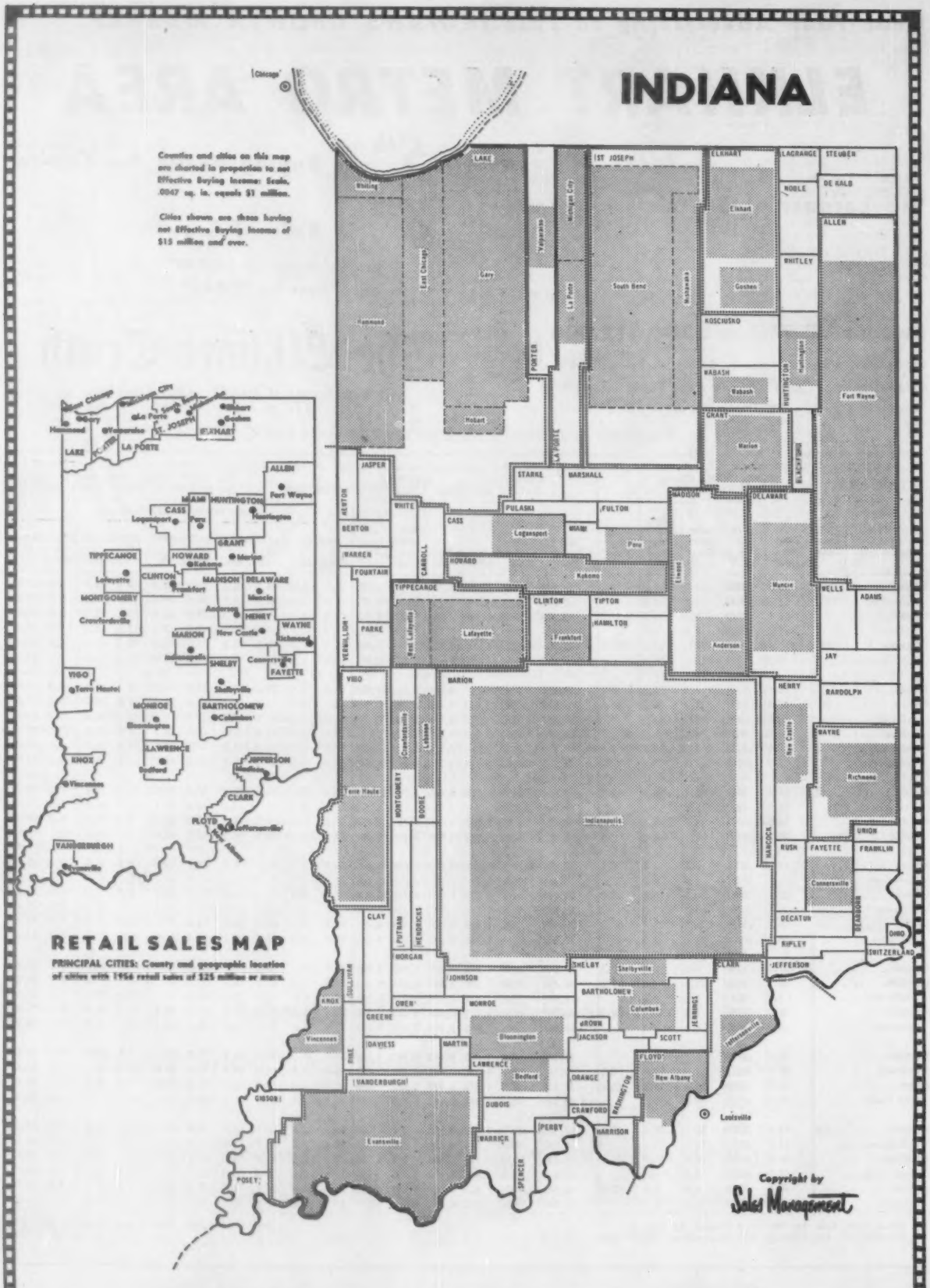
INDIANA COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Decatur		20.2	.0113	6.0	6.8	7.6	32,303	.0097	1,599	5,384	4,699	4,581	27.1	8.7	24.3	16.6	33.1	38.1	9.0	15.7	6.5	20.9
Greensburg		7.6	.0043	2.3	2.8		13,251	.0040	1,744	5,761	4,671	4,870	23.1	7.0	23.3	15.1	36.2	39.0	10.1	16.6	7.3	22.3
De Kalb		29.9	.0167	9.3	10.1	11.4	50,835	.0152	1,700	5,466	5,031	4,849	21.8	6.6	21.4	13.9	39.4	42.7	11.1	18.3	6.3	18.5
Auburn		6.8	.0038	2.2	2.4		12,854	.0039	1,890	5,843	5,198	5,310	16.9	4.7	19.8	11.7	42.9	42.4	12.4	18.8	8.0	22.4
Delaware	103	110.0	.0616	34.3	39.5	71.3	210,004	.0630	1,909	6,123	5,312	5,444	16.6	4.5	18.3	10.5	42.7	41.3	13.8	20.3	8.6	23.4
▲Muncie		65.5	.0367	20.8	25.4		133,383	.0400	2,036	6,413	5,235	5,614	14.7	3.9	17.4	9.8	44.3	41.4	14.5	20.6	9.1	24.3
Dubois		26.6	.0149	7.3	8.3	10.6	40,451	.0122	1,521	5,541	4,847	4,750	20.9	6.5	24.6	16.3	38.5	42.5	10.1	17.1	5.9	17.6
Elkhart	215	101.3	.0567	31.7	35.3	59.5	204,012	.0612	2,014	6,436	5,764	5,804	14.7	3.7	17.4	9.4	42.4	38.5	14.9	20.5	10.6	27.9
△Elkhart		39.5	.0221	12.7	14.9		87,421	.0262	2,213	6,884	5,837	6,187	11.9	2.8	15.2	7.7	44.1	37.5	16.6	21.5	12.2	30.5
Goshen		14.2	.0079	4.5	5.7		29,975	.0090	2,111	6,661	5,222	5,744	13.4	3.4	17.9	9.8	44.5	40.7	14.2	19.8	10.0	26.3
Fayette		25.6	.0143	7.5	8.6	17.9	46,278	.0138	1,808	6,170	5,323	5,436	17.5	4.7	19.5	11.3	41.3	39.9	12.6	18.7	9.1	25.4
Connersville		17.9	.0100	5.6	6.5		35,101	.0105	1,961	6,268	5,370	5,548	15.9	4.2	19.0	10.8	42.6	40.3	13.1	18.9	9.4	25.8
Floyd	91	51.6	.0289	16.1	16.7	42.4	87,901	.0264	1,704	5,460	5,241	5,054	20.4	5.9	21.7	13.5	38.9	40.5	11.6	18.4	7.4	21.7
New Albany		38.8	.0217	12.5	13.1		68,145	.0204	1,756	5,452	5,187	5,072	20.2	5.9	21.6	13.4	39.1	40.4	11.7	18.5	7.4	21.8
Fountain		19.9	.0111	6.6	6.8	4.4	32,637	.0098	1,640	4,945	4,790	4,486	27.5	9.0	24.6	17.3	33.3	38.9	8.8	15.8	5.8	19.0
Franklin		18.1	.0101	4.7	5.3	2.9	22,977	.0069	1,269	4,889	4,296	4,007	33.2	12.2	25.0	19.6	30.6	40.0	7.1	14.2	4.1	14.0
Fulton		15.9	.0089	5.1	5.4	5.5	27,031	.0081	1,700	5,300	4,945	4,601	26.6	8.2	23.7	16.2	35.2	40.3	9.5	16.5	6.0	18.8
Rochester		5.5	.0031	1.6	2.2		10,141	.0030	1,844	6,338	4,570	5,098	19.0	5.5	21.2	13.0	41.0	42.4	11.4	17.9	7.4	21.2
Gibson		32.2	.0181	10.1	10.6	13.0	50,784	.0152	1,577	5,028	4,790	4,512	27.4	8.9	22.9	15.9	34.5	40.3	9.6	17.0	5.6	17.9
Princeton		9.5	.0053	3.2	3.5		15,872	.0048	1,671	4,960	4,535	4,487	26.6	8.8	22.9	16.0	35.5	41.5	9.7	17.3	5.3	16.4
Grant	248	76.2	.0428	23.3	26.1	47.0	126,441	.0380	1,659	5,427	4,843	4,831	21.9	6.7	22.6	14.7	38.6	41.9	10.5	17.5	6.4	19.2
△Marion		36.6	.0205	11.4	13.6		62,603	.0188	1,710	5,491	4,591	4,941	20.8	6.2	22.4	14.3	39.1	41.4	10.8	17.6	6.9	20.5
Greene		27.1	.0152	9.0	9.4	8.8	40,090	.0120	1,479	4,454	4,243	3,909	33.7	12.7	25.5	20.5	29.8	40.1	7.3	14.9	3.7	11.8
Hamilton		35.1	.0196	11.1	11.8	7.9	63,235	.0190	1,802	5,697	5,359	5,142	20.9	6.0	21.7	13.3	37.5	38.1	11.7	18.3	8.2	24.3
Noblesville		7.9	.0044	2.5	2.8		14,779	.0044	1,871	5,912	5,278	5,235	16.5	4.6	21.2	12.7	42.2	42.4	12.6	19.3	7.5	21.0
Hancock		29.6	.0166	9.5	9.4	8.9	50,881	.0152	1,719	5,356	5,362	4,982	22.4	6.6	21.5	13.6	37.0	38.9	11.8	19.0	7.3	21.9
Greenfield		8.9	.0050	3.0	3.2		16,848	.0051	1,893	5,616	5,146	5,213	19.3	5.5	21.2	12.8	38.6	38.7	12.8	19.8	8.1	23.2
Harrison		20.4	.0114	5.7	6.4		28,567	.0096	1,400	5,012	4,454	4,152	30.9	11.0	26.2	19.8	30.6	38.7	7.6	14.6	4.7	15.9
Hendricks		40.5	.0227	12.2	13.4	9.1	75,115	.0225	1,855	6,157	5,580	5,531	19.0	5.1	18.4	10.4	38.8	36.8	13.8	20.1	10.0	27.6
Henry		53.3	.0298	15.8	17.2	21.3	94,649	.0284	1,776	5,990	5,503	5,389	16.1	4.4	20.6	12.0	41.9	40.8	13.0	19.4	8.4	23.4
New Castle		21.3	.0119	6.7	7.6		40,341	.0121	1,894	6,021	5,303	5,584	14.6	3.9	19.7	11.1	42.7	40.0	13.8	19.8	9.2	25.2
Howard	236	65.0	.0364	20.2	22.4	46.6	123,403	.0370	1,899	6,109	5,491	5,516	14.3	3.8	20.1	11.4	43.4	41.4	13.4	19.5	8.8	23.9
△Kokomo		46.6	.0261	14.2	16.4		89,197	.0268	1,914	6,281	5,439	5,633	12.6	3.3	19.4	10.8	45.0	42.0	14.0	19.9	9.0	24.0
Huntington		34.0	.0190	10.8	11.7	16.3	58,286	.0175	1,713	5,394	4,969	4,755	23.3	7.2	23.1	15.2	37.2	41.1	10.1	17.1	6.3	19.4
Huntington		16.3	.0091	5.2	6.0		29,430	.0088	1,806	5,660	4,905	5,006	19.9	5.9	22.0	13.8	39.9	41.8	11.2	17.9	7.0	20.6
Jackson		30.4	.0170	9.3	9.5	12.5	43,573	.0131	1,433	4,685	4,554	4,205	29.5	10.4	25.2	18.8	32.8	40.9	8.0	15.3	4.5	14.6
Seymour		12.5	.0070	3.9	4.5		20,568	.0062	1,645	5,274	4,571	4,647	23.8	7.6	24.1	16.3	36.5	41.1	9.7	16.8	5.9	18.2

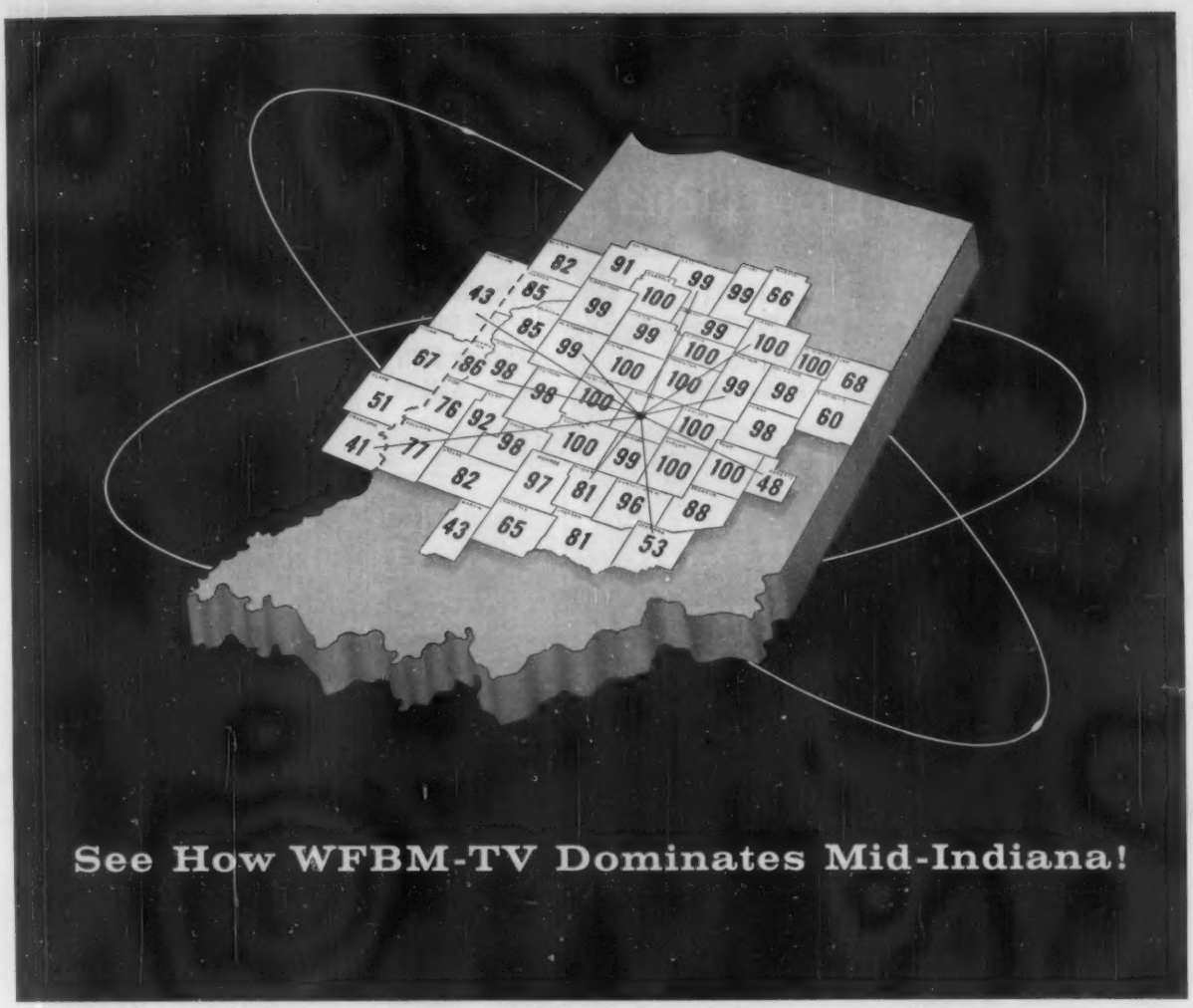
The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Metropolitan Area Summaries and Rankings are in Section 5 of this Survey.


INDIANA
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0047 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
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Sales Management



See How WFBM-TV Dominates Mid-Indiana!

First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration, because it is the only basic NBC outlet. *Map shows county percentages measured by Nielsen Coverage Study No. 3.*

where else . . .

—will you find satellite markets that are 15% richer and 30% bigger than the metropolitan trading zone itself?

—does a central market exert such an economic pull on so *many* specific areas that are retail trading centers in their own right?

—do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

—can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here—where WFBM-TV is *first* in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Let us show you how to test regional marketing ideas here with amazing results.

The Nation's 13th Television Market

...with the only basic NBC coverage of 760,000 TV set owning families.

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with 90% television ownership!*

11 Satellites—Each a recognized marketing area and well within WFBM-TV's basic area of influence—*totaling more than* 420,000 *additional TV homes.* Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Lafayette • Peru • Logansport • Kokomo • Danville, Illinois.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
11TH YEAR OF LEADERSHIP

METROPOLITAN
GARY-HAMMOND
East-Chicago, Indiana

...the market with built-in BUYING POWER!



$1,130,840,000
Total E.B.I.
Ranking 44th
in the Nation!

$7,055
E.B.I. Per Household
Ranking 42nd
in the Nation!

Population:
556,600
Ranking 50th
in the Nation!

No. of Households:
160,300
Ranking 51st
in the Nation!

SOURCE: SALES MANAGEMENT MAY 10, 1960 SURVEY OF BUYING POWER

sell it LOCALLY...
sell it DOMINANTLY...
through these 2 newspapers:
(114,700 Combined ABC Circulation)


THE GARY POST-TRIBUNE
$100 MILLION DUNES MILL
Fort Also Sure - - Handley


The Hammond Times
NEW HAMMOND INDUSTRY
INLAND HAS RECORD 1959 EARNINGS

reach it...SELL it ONLY through

THE GARY POST-TRIBUNE
THE HAMMOND TIMES

REPRESENTED BY BURKE, KUIPERS & MAHONEY, INC.

INDIANA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Jasper		19.6	.0110	5.6	6.7	4.8	31,965	.0096	1,631	5,708	4,714	4,765	26.6	8.2	22.4	14.8	33.3	36.8	10.3	17.3	7.4	22.9
Jay		22.4	.0125	7.1	7.6	11.0	37,786	.0113	1,687	5,322	4,954	4,637	23.5	7.5	23.3	15.8	38.0	43.1	9.7	18.7	5.5	16.9
Portland		8.5	.0048	2.7	3.3		15,822	.0047	1,861	5,860	4,739	5,046	19.1	5.6	21.4	13.4	41.2	42.8	11.4	18.1	6.9	20.1
Jefferson		28.4	.0148	7.3	8.7	11.0	36,433	.0109	1,380	4,901	4,157	4,132	33.2	11.8	24.5	18.6	30.1	38.4	7.2	14.0	5.0	17.2
Madison		11.0	.0062	3.6	4.0		16,864	.0051	1,533	4,684	4,177	4,142	32.3	11.5	25.5	19.3	30.4	38.6	6.9	13.3	4.9	17.3
Jennings		19.3	.0108	5.0	5.1	4.3	21,302	.0064	1,104	4,260	4,122	3,750	36.7	14.4	25.7	21.5	29.1	39.4	6.2	13.2	3.3	11.5
Johnson		38.6	.0216	11.5	13.4	18.3	68,967	.0207	1,786	5,844	5,123	5,161	19.6	5.7	20.5	12.5	39.5	40.2	12.3	19.1	7.9	22.5
Franklin		8.6	.0048	2.6	3.4		16,231	.0049	1,887	6,243	4,690	5,240	19.1	5.4	18.8	11.3	40.6	40.6	13.5	20.7	8.0	22.0
Knox		43.5	.0243	13.6	14.8	25.8	70,721	.0212	1,626	5,200	4,778	4,619	25.0	8.0	23.9	16.3	35.6	40.3	9.5	16.6	6.0	18.8
Vincennes		20.4	.0114	6.6	7.5		35,755	.0107	1,753	5,417	4,715	4,834	22.1	6.7	22.8	14.8	38.1	41.5	10.5	17.4	6.5	19.6
Kosciusko		42.0	.0235	13.3	14.0	7.3	69,463	.0208	1,654	5,223	4,962	4,692	25.3	8.0	23.6	15.8	34.9	39.1	9.6	16.3	6.6	20.8
Warsaw		7.3	.0041	2.4	2.6		13,391	.0040	1,834	5,580	5,137	4,947	21.0	6.3	21.6	13.7	39.5	41.9	11.1	18.0	6.8	20.1
Lagrange		18.6	.0104	5.1	5.7		26,355	.0079	1,417	5,168	4,619	4,405	25.6	8.6	23.9	17.0	36.5	43.5	9.3	16.9	4.7	14.0
Lake	60	501.7	.2806	144.6	169.6	459.9	1,030,772	.3092	2,055	7,128	6,078	6,427	10.3	2.4	14.1	6.9	44.2	36.0	18.2	22.7	13.2	32.0
Crown Point		8.2	.0046	2.5	2.5		15,417	.0046	1,880	6,167	6,001	5,873	15.7	3.9	16.9	9.0	41.8	37.4	14.4	19.7	11.2	30.0
▲East Chicago		57.0	.0319	15.6	20.8		118,253	.0355	2,075	7,580	5,665	6,511	9.3	2.1	14.2	6.8	43.6	35.2	19.2	23.7	13.7	32.2
▲Gary		177.5	.0993	51.1	62.8		371,380	.1114	2,092	7,268	5,846	6,417	10.4	2.4	14.4	7.0	43.7	35.9	18.3	22.7	13.3	33.0
Hammond-East Chicago		*170.1*	*.0959*	*48.9*			*362,816*	*.1089*	*2,133*	*7,420*												
▲Hammond		113.1	.0633	33.3	38.2		344,563	.0734	2,162	7,344	6,391	6,603	9.4	2.1	12.6	5.9	44.0	34.5	19.5	23.3	14.5	34.2
Hobart		18.3	.0102	5.0	5.3		33,286	.0100	1,819	6,657	6,242	6,214	10.4	2.5	13.7	6.9	46.8	39.6	17.6	22.7	11.5	28.3
Whiting		9.7	.0054	2.9	3.1		21,149	.0063	2,180	7,293	6,322	6,836	9.7	2.1	12.0	5.9	42.6	32.8	19.2	23.5	15.6	36.7
La Porte	252	92.0	.0515	27.4	28.5	50.9	161,473	.0485	1,755	5,893	5,665	5,460	16.2	4.4	19.2	11.1	42.5	40.9	13.4	19.6	8.7	24.0
La Porte		22.8	.0128	7.8	8.2		47,470	.0142	2,082	6,086	5,732	5,672	14.3	3.7	18.4	10.2	43.6	40.3	14.1	20.0	9.6	25.8
△Michigan City		34.1	.0191	9.4	10.2		55,511	.0167	1,628	5,905	5,437	5,461	15.0	4.0	19.1	11.0	43.9	42.3	13.7	20.1	8.3	22.6
Lawrence		37.8	.0212	11.5	12.3	17.7	57,253	.0171	1,515	4,979	4,631	4,416	25.7	8.6	24.9	17.7	35.6	42.4	8.9	16.1	4.9	15.2
Bedford		14.3	.0080	4.6	5.1		25,027	.0075	1,750	5,441	4,901	4,939	21.6	6.5	22.1	14.0	38.3	40.7	11.0	17.9	7.0	20.9
Madison	7	123.9	.0693	39.0	42.2	70.8	235,549	.0707	1,901	6,040	5,578	5,531	15.2	4.1	17.9	10.1	43.7	41.8	14.5	21.0	8.7	23.2
▲Anderson		51.1	.0286	16.8	19.2		107,045	.0321	2,095	6,372	5,564	5,744	12.9	3.3	16.6	9.1	45.5	41.5	15.7	21.9	9.3	24.2
Elwood		12.1	.0068	3.7	4.1		21,614	.0065	1,786	5,842	5,228	5,255	15.9	4.5	19.2	11.5	44.9	44.9	13.0	19.8	7.0	19.4
Marion	71	689.1	.3857	217.8	257.0	586.6	1,516,230	.4548	2,200	6,962	5,900	6,272	11.1	2.6	16.4	8.2	43.1	36.1	16.6	21.2	12.6	31.9
▲Indianapolis		465.6	.2606	148.3	180.2		1,045,958	.3137	2,246	7,053	5,803	6,273	11.1	2.6	16.3	8.2	43.0	36.0	16.7	21.3	12.9	31.9

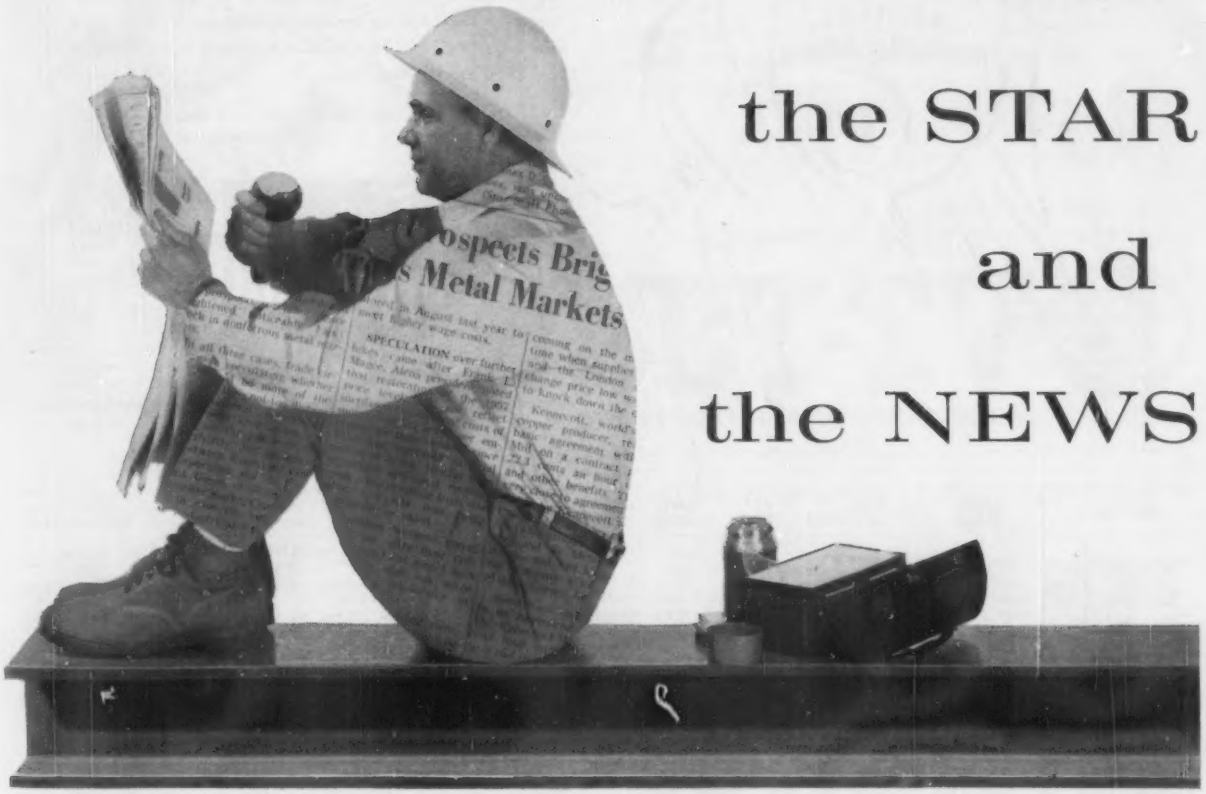
SM Standard (▲) and Potential (△) Metropolitan County Areas.
For Retail Sales data, see Section 4 location on page 17.

Before using these figures read foreword, page 19.
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You're *in*

...in Indiana

with the STAR and the NEWS



To build solid distribution and sales in Central Indiana's $3.8 billion, 45-county market, use the saturation coverage of this morning and evening newspaper combination. Here's the practical way to get IN—in this rich market's stores and homes!



The Indianapolis Star
Morning & Sunday
The Indianapolis News
Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

South Bend is Indiana's Richest Market



The average household income in South Bend's Metro Area is $7553 . . . per capita income is $2246. Both figures are the highest in Indiana! And within South Bend's 7-County Trading Zone there's an annual Buying Income of $1.3 billion. These facts alone are important to national advertisers. But equally important is this fact: The South Bend Tribune covers this market like a blanket . . . 92% saturation of the Metro Area; 62.8% coverage of the 7-County Trading Zone, and proven sales producing circulation in 9 additional counties. Totally, The Tribune has sales impact in 16 counties with a population of nearly one million; Buying income of $1,831,000,000. Write for the facts as to why South Bend is "Indiana's new capital City." This information and much more in free 1960 market data book.

Above income figures from Sales Management's 1960 Survey of Buying Power.

The South Bend Tribune

TEST TOWN U.S.A.

The South Bend, Ind. Market: Seven Counties, over One-Half Million People

Franklin D. Schurz, Editor and Publisher. Story, Brooks & Finley, Inc., National Representative

INDIANA		SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Marshall		32.6	.0182	10.0	11.3	10.6	62,986	.0189	1,932	6,299	5,552	5,502	17.6	4.7	19.4	11.1	40.0	38.1	13.5	19.7	9.5	26.4
Plymouth		7.5	.0042	2.4	2.7		15,836	.0048	2,111	6,598	5,709	6,062	11.9	2.9	17.0	8.8	43.7	37.9	15.8	20.9	11.6	29.5
Martin		11.9	.0067	3.8	3.6		15,226	.0046	1,279	4,350	4,140	3,935	30.9	11.7	27.8	22.5	32.2	43.6	6.1	12.6	3.0	9.6
Miami		34.0	.0190	11.0	12.0	14.9	61,303	.0183	1,803	5,573	5,081	4,971	21.4	6.4	21.5	13.6	38.8	40.9	11.2	18.1	7.1	21.0
Peru		14.9	.0083	5.1	5.6		29,243	.0088	1,963	5,734	5,200	5,222	18.2	5.1	19.9	12.0	41.8	42.1	12.5	19.2	7.6	21.6
Monroe		61.4	.0344	16.1	27.1	41.1	108,916	.0327	1,774	6,765	4,005	4,914	27.1	8.1	17.2	11.0	36.5	39.0	11.2	18.3	8.0	23.6
Bloomington		41.1	.0230	10.1	22.9		88,859	.0267	2,162	8,798	3,876	5,591	20.3	5.3	12.1	6.8	42.8	40.3	14.3	20.5	10.5	27.1
Montgomery		32.7	.0183	10.6	11.8	14.4	60,084	.0180	1,837	5,668	5,053	4,980	22.5	6.7	21.1	13.3	37.6	39.6	11.4	18.4	7.4	22.0
Crawfordsville		14.4	.0081	4.6	5.8		28,498	.0085	1,979	6,195	4,861	5,283	19.2	5.3	18.9	11.2	40.7	40.5	12.9	19.6	8.3	23.4
Morgan		32.5	.0181	9.9	10.3	7.0	46,966	.0141	1,445	4,744	4,547	4,255	28.9	10.0	24.8	18.3	33.2	40.9	8.5	16.1	4.6	14.7
Martinsville		7.0	.0039	2.4	2.3		11,054	.0033	1,579	4,606	4,672	4,445	25.7	8.5	24.9	17.6	34.6	41.0	9.7	17.5	5.1	15.4
Newton		12.7	.0072	3.9	4.4		22,710	.0068	1,788	5,823	5,136	5,106	21.1	6.1	22.0	13.5	37.4	38.5	11.3	17.8	8.2	24.1
Noble		28.3	.0158	8.6	10.9	6.6	49,127	.0148	1,736	5,712	4,482	4,714	23.7	7.4	23.5	15.7	36.7	40.9	10.0	16.9	6.1	19.1
Kendallville		6.6	.0037	2.2	2.5		12,419	.0037	1,888	5,645	4,968	5,091	19.5	5.6	21.8	13.5	40.0	41.3	11.2	17.6	7.5	22.0
Ohio		4.3	.0024	1.1	1.4		6,365	.0019	1,480	5,786	4,442	4,384	24.7	8.3	24.1	17.3	37.7	45.1	9.0	16.5	4.5	12.8
Orange		19.3	.0108	5.8	6.4	2.8	25,201	.0075	1,306	4,345	3,917	3,675	40.0	16.1	26.1	22.3	24.6	35.1	5.4	11.9	3.9	14.6
Owen		11.3	.0063	3.5	3.6		15,327	.0046	1,356	4,379	4,225	3,742	36.9	14.6	24.9	21.0	28.6	39.9	6.4	13.7	3.2	10.8
Parke		15.2	.0085	4.8	5.2		22,756	.0069	1,497	4,741	4,319	4,086	30.2	11.0	25.4	19.6	33.3	42.9	7.3	14.5	3.8	12.0
Perry		18.0	.0101	5.1	5.4	6.0	23,366	.0070	1,298	4,582	4,295	3,971	31.3	11.8	25.6	20.2	32.2	42.7	7.4	14.9	3.5	10.8
Pike		13.1	.0073	4.1	4.4	2.7	19,027	.0057	1,462	4,641	4,239	3,938	33.1	12.4	25.1	20.0	30.9	41.3	7.2	14.7	3.7	11.6
Porter	80	54.9	.0308	15.7	19.0	19.9	100,068	.0300	1,823	6,374	5,263	5,537	18.0	4.8	18.3	9.2	42.1	39.9	14.2	20.5	9.4	25.6
Valparaiso		14.4	.0081	4.2	6.6		31,379	.0094	2,179	7,471	4,693	5,879	14.7	3.7	12.8	6.8	46.0	41.1	15.9	21.7	10.6	26.7
Posey		18.4	.0103	5.4	5.5	5.7	27,049	.0081	1,470	5,009	4,906	4,461	29.8	9.9	23.1	16.2	32.2	37.9	8.9	16.0	6.0	20.0
Pulaski		13.4	.0075	3.9	4.2		22,885	.0069	1,708	5,868	5,367	5,046	23.9	7.0	23.9	14.9	32.6	33.9	10.8	18.9	9.0	27.3
Putnam		24.5	.0137	7.0	9.5	9.1	38,187	.0114	1,559	5,455	4,014	4,042	33.7	12.3	21.7	16.9	32.5	42.2	7.9	15.8	4.2	13.0
Greencastle		9.1	.0051	2.2	5.1		17,909	.0053	1,957	8,095	3,445	4,637	29.5	9.4	13.5	9.1	39.0	44.3	11.5	19.8	6.5	17.4
Randolph		28.2	.0158	9.1	9.5	9.6	48,132	.0145	1,707	5,289	4,872	4,606	22.7	7.3	23.2	15.8	30.0	44.4	10.0	17.4	5.1	15.1
Winchester		5.9	.0033	2.0	2.3		11,126	.0033	1,886	5,563	5,057	5,076	16.5	4.8	21.6	13.4	42.9	44.4	12.5	19.8	6.5	17.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

First is Sure Getting Crowded



Every TV station wants to be first. Many have accomplished this by building the tallest tower or by broadcasting the clearest test pattern. Other firsts are gained by covering the greatest number of arid counties. Or perhaps the station offers something really important: domination of a market that's first in Buying Income.

Buying income . . . that's where South Bend racks up a first place in Indiana. In South Bend's Metro Area the average household income is $7,553; per capita income is $2,246. And right here in the middle of it all is WSBT-TV, South Bend's dominant station. The November, 1959 Nielsen gives WSBT-TV 47.8% share of sets in use, sign-on to sign-off in a 3 station market. It's accomplished with a full CBS schedule and with extremely popular local shows.

Indiana's richest market dominated nearly 2 to 1 by one TV station makes a neat, first place package. Get all the facts from your Raymer man or write to WSBT-TV.

Above income data from Sales Management's 1960 Survey of Buying Power

WSBT-TV

ONE OF CBS' HIGHEST-RATED STATIONS

Paul H. Raymer, Inc. • National Representative **SOUTH BEND, INDIANA • CHANNEL 22**

INDIANA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Ripley		22.4	.0125	6.8	7.1	3.8	31,411	.0094	1,402	4,619	4,416	4,005	34.3	12.6	25.5	20.0	28.6	37.6	7.1	14.3	4.5	15.5
Rush		21.6	.0121	6.5	6.8	7.5	36,200	.0109	1,676	5,569	5,249	4,984	22.2	6.8	23.0	14.5	35.8	37.7	11.3	18.2	7.7	23.0
Rushville		7.5	.0042	2.2	2.7		13,967	.0042	1,862	6,349	5,105	5,507	15.7	4.2	20.7	11.8	41.0	39.0	13.3	19.3	9.4	25.7
St. Joseph	152	242.8	.1359	72.2	88.4	194.2	545,349	.1635	2,246	7,553	6,169	6,537	10.4	2.3	11.3	5.3	44.3	34.7	19.3	23.2	14.7	34.5
Mishawaka		34.7	.0194	10.9	12.0		74,528	.0224	2,148	6,837	6,175	6,278	11.1	2.6	13.6	6.9	44.8	37.4	18.1	23.1	12.2	30.0
South Bend-Mishawaka		*168.1*	*.0941*	*51.6*			*380,659*	*.1100*	*2,300*	*7,493*												
▲South Bend		133.4	.0747	40.7	48.8		313,131	.0936	2,340	7,669	6,387	6,881	10.0	2.2	11.2	5.1	43.0	32.7	19.9	23.2	15.9	36.8
Scott		15.0	.0084	4.6	4.7	7.9	20,291	.0061	1,353	4,411	4,251	3,940	32.3	12.1	27.6	22.0	29.7	39.5	6.6	13.5	3.8	12.9
Shelby		33.4	.0186	10.7	11.5	14.1	58,280	.0175	1,745	5,447	5,039	4,865	22.1	6.7	22.6	14.6	37.6	40.6	11.0	18.1	6.7	20.0
Shelbyville		14.1	.0079	4.7	5.2		25,954	.0078	1,841	5,522	4,909	4,990	20.2	6.0	22.2	14.0	39.1	41.1	11.5	18.5	7.0	20.4
Spencer		14.6	.0082	4.1	4.9		20,615	.0062	1,412	5,028	4,130	3,901	35.8	13.6	24.9	20.1	28.3	38.1	6.8	13.9	4.2	14.3
Starke		19.5	.0109	6.6	6.2	3.8	30,120	.0090	1,545	5,193	4,854	4,563	26.7	9.3	22.1	16.2	33.5	38.5	9.4	16.5	8.3	20.5
Steuben		19.5	.0109	6.0	7.5	6.9	32,593	.0096	1,671	5,432	4,316	4,501	28.2	9.2	23.2	16.2	33.7	39.5	6.8	15.0	8.1	19.5
Sullivan		20.7	.0116	6.8	7.4	5.0	31,972	.0096	1,545	4,702	4,295	3,987	34.0	12.6	25.6	20.2	29.4	38.6	5.7	13.8	4.3	15.1
Switzerland		6.8	.0038	2.0	2.4		9,711	.0029	1,428	4,856	4,009	3,560	38.6	16.0	28.1	22.2	28.3	41.7	5.0	12.5	2.4	7.6
Tippecanoe	238	91.6	.0513	25.8	39.4	85.5	180,630	.0542	1,972	7,001	4,577	5,495	20.2	5.4	16.2	9.3	39.9	38.2	13.6	19.8	10.1	27.3
△Lafayette		42.0	.0235	13.2	15.6		78,548	.0236	1,870	5,951	5,029	5,303	19.9	5.5	18.7	11.1	40.0	39.7	12.7	19.2	8.7	24.5
Lafayette-West Lafayette		*55.5*	*.0311*	*18.0*			*105,674*	*.0317*	*1,904*	*6,905*												
West Lafayette		13.5	.0076	2.8	8.8		27,126	.0081	2,009	9,688	3,060	4,472	31.0	10.2	24.3	17.1	28.5	33.8	9.3	16.7	6.9	22.5
Tipton		16.3	.0091	4.8	5.1	5.9	26,588	.0080	1,631	5,539	5,123	4,844	21.5	6.6	23.2	15.0	38.4	41.6	10.2	17.3	6.4	19.5
Union		6.2	.0035	1.8	2.0		10,673	.0032	1,721	5,929	5,255	5,079	19.2	5.6	21.4	13.3	40.6	41.8	11.6	18.4	7.2	20.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

Data in this Survey in 5 Sections—See page 17



EVANSVILLE MEANS BUSINESS!

A *Primary* INDIANA MARKET NOT COVERED BY OUTSIDE MEDIA

Any regional sales manager worth his salt will tell you that the Evansville market receives no benefit from advertising appropriations placed in surrounding metropolitan areas.

When you buy Evansville, you're selling a metropolitan area of 214,800 people plus an additional 14-county trading area in southern Indiana, northwestern Kentucky and southeastern Illinois. This all adds up to 500,000 consumers with an income of $736,280,000.

Budget the Evansville Newspapers with an "A" schedule to do the selling job, guaranteeing audited saturation coverage that moves people to buy . . . moves sales up, costs down. No other combination of local media will do a comparable job at a comparable cost.

COMPLETELY ISOLATED FROM OTHER METROPOLITAN AREAS

INDIANAPOLIS	172 miles
LOUISVILLE	126 miles
ST. LOUIS	174 miles
NASHVILLE	168 miles
CHICAGO	301 miles

the EVANSVILLE NEWSPAPERS



the MORNING COURIER — the EVENING PRESS — the SUNDAY COURIER and PRESS

107,545 Daily Combination — 90,128 Sunday

Represented by the SCRIPPS-HOWARD General Advertising Department

INDIANA — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Vanderburgh	51	180.4	.1010	56.1	62.3	154.9	335,399	.1008	1,859	5,979	5,378	5,442	17.4	4.7	19.6	11.3	41.0	39.6	12.9	19.0	9.1	25.4
1▲Evansville		136.3	.0763	42.7	49.5		264,119	.0792	1,938	6,185	5,325	5,542	16.1	4.3	19.2	10.9	42.0	39.7	13.3	19.3	9.4	25.8
Vermillion		18.4	.0102	5.9	5.9	6.2	25,918	.0077	1,409	4,393	4,323	4,012	33.7	12.4	24.9	19.5	30.2	30.5	7.0	14.0	4.2	14.6
Vigo	163	106.9	.0599	34.9	40.4	88.4	201,195	.0604	1,882	5,765	4,975	5,093	21.7	6.3	20.3	12.5	38.4	39.5	11.7	18.5	7.9	23.2
▲Terre Haute		73.2	.0410	24.8	30.1		148,143	.0444	2,024	5,974	4,922	5,216	20.1	5.7	19.7	11.9	39.6	39.9	12.3	18.8	8.3	23.7
Wabash		33.8	.0189	10.5	11.2	15.2	55,277	.0166	1,635	5,264	4,906	4,701	24.1	7.6	22.4	15.0	37.6	41.9	9.9	16.8	6.0	18.7
Wabash		11.8	.0066	3.8	4.1		20,504	.0062	1,738	5,396	5,001	4,930	20.3	6.1	22.0	14.0	40.6	43.2	10.6	17.3	6.5	19.4
Warren		8.1	.0045	2.5	2.7		14,471	.0043	1,787	5,788	5,176	4,905	21.0	6.3	25.6	16.4	36.3	38.8	9.8	16.0	7.3	22.5
Warrick		24.1	.0135	7.3	7.7	5.9	35,242	.0106	1,462	4,828	4,633	4,296	30.0	10.3	23.7	17.3	33.2	40.5	8.1	15.2	5.0	16.7
Washington		16.2	.0091	4.6	5.0	3.2	22,230	.0066	1,372	4,631	4,411	3,875	36.6	13.9	25.8	20.9	27.2	36.9	6.2	12.8	4.2	15.5
Wayne	277	76.6	.0428	23.1	26.2	48.5	138,896	.0417	1,813	6,013	5,282	5,360	17.0	4.7	19.9	11.7	41.9	41.1	12.8	19.1	8.4	23.4
△Richmond		43.5	.0243	13.4	15.9		82,951	.0249	1,907	6,190	5,201	5,531	15.0	4.0	19.3	11.0	43.3	41.0	13.4	19.5	9.0	24.5

1 "Data received too late for inclusion above indicate that Evansville population, due to annexation, is at 138,000, as of January 1."
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.
© SM, 1960.

Dynamic Growth for '60

$11,963,100 in New Homes—Industrial and Commercial Buildings



TEST TOWN
Terre Haute

$5,703,100 in new homes contracted and planned in 9 Terre Haute subdivisions.
$6,260,000 contracted by 15 industrial and commercial firms . . . new construction, expansion and remodeling programs.

Terre Haute Tribune-Star

Represented by E. A. Faulkner & Associates

Indiana's

6th Market

ANDERSON

STANDARD

Metropolitan Area

BIG. 123,900 People—6th largest of the state's 14 areas.

GROWING. Sales Management forecasts 14% gain in population for 1958-65, 31% gain in income, 32% in sales.

INCOME. Almost a Quarter-Billion Dollars—$235,549,000.

SALES. More than $140,000,000 in 1959.

SALES INSURANCE. Nation's No. 1 county in engine electrical equipment employment, 2nd in manufacture of lighting equipment. 21,200 industrial employment in city zone alone.

EASY-TO-HIT SALES TARGET. Metropolitan Anderson is a compact market covered thoroughly and economically by the Anderson Newspapers. 43% of families, 45% of income, 62% of retail sales concentrated in city zone.

The BULLETIN Morning • **The HERALD** Evening **Sunday**

Represented by THE ALLEN-KLAPP COMPANY
New York • Chicago • Detroit • San Francisco

INDIANA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Wells		20.5	.0115	6.4	6.7	6.8	35,443	.0106	1,729	5,538	5,213	4,849	22.4	6.8	22.7	14.7	37.6	40.7	10.7	17.7	6.6	20.1
Bluffton		6.8	.0038	2.2	2.5		12,506	.0038	1,839	5,685	4,904	5,007	20.9	6.2	21.9	13.8	39.0	40.8	10.9	17.5	7.3	21.7
White		20.8	.0117	6.7	6.9	4.1	35,575	.0107	1,710	5,310	5,131	4,785	24.8	7.6	22.6	14.9	35.4	38.8	10.3	17.3	6.9	21.4
Whitley		20.0	.0112	6.5	6.4	5.2	33,320	.0100	1,666	5,126	5,148	4,667	24.4	7.7	22.6	15.2	37.1	41.8	10.1	17.3	5.8	18.0
Columbia City		5.2	.0029	1.8	1.9		9,935	.0030	1,911	5,519	5,129	4,989	21.4	6.3	21.6	13.6	38.4	40.5	11.4	18.3	7.2	21.3
Total Above Cities		2,322.0	1.2997	720.0	869.6		4,772,009	1.4314	2,055	6,628	5,488	5,863	14.3	3.6	17.2	9.2	42.4	38.0	15.2	20.9	10.9	28.3
State Total		4,674.8	2.6163	1,424.2	1,624.2	2,821.2	8,726,501	2.6176	1,867	6,127	5,373	5,441	18.3	5.0	19.1	11.1	40.0	38.5	13.4	19.7	9.2	25.7

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Anderson	123.9	.0693	39.0	42.2	70.8	235,549	.0707	1,901	6,040	△Marion	76.2	.0426	23.3	26.1	47.0	126,441	.0380	1,659	5,427
△Elkhart	101.3	.0567	31.7	35.3	59.5	204,012	.0612	2,014	6,436	△Michigan City	92.0	.0515	27.4	28.5	56.9	161,473	.0485	1,755	5,893
Evansville	214.8	.1203	66.6	72.9	175.9	380,965	.1142	1,775	5,720	Muncie	110.0	.0616	34.3	39.5	71.3	210,004	.0630	1,909	6,123
Fort Wayne	229.2	.1283	71.1	81.3	169.6	479,598	.1439	2,092	6,745	△Richmond	76.6	.0429	23.1	26.2	46.8	138,896	.0417	1,813	6,013
1Gary-Hammond-East Chicago	556.6	.3116	180.3	188.6	479.8	1,130,840	.3392	2,032	7,055	South Bend	242.8	.1359	72.2	88.4	194.2	545,349	.1635	2,246	7,553
Indianapolis	689.1	.3857	217.8	257.0	586.6	1,516,230	.4548	2,200	6,962	Terre Haute	106.9	.0599	34.9	40.4	88.4	201,195	.0604	1,882	5,765
△Kokomo	65.0	.0364	20.2	22.4	46.6	123,403	.0370	1,899	6,109										
△Lafayette	91.6	.0513	25.8	39.4	55.5	180,630	.0542	1,972	7,001	Total Above Areas	2,776.0	1.5539	847.7	988.2	2,150.6	5,634,605	1.6903	2,030	6,647

1 This Metropolitan Area is also the Indiana portion Chicago, Illinois-Northwestern Indiana Standard consolidated area.

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For Retail Sales data, see Section 4 location on page 17. Before using these figures read foreword, page 19.

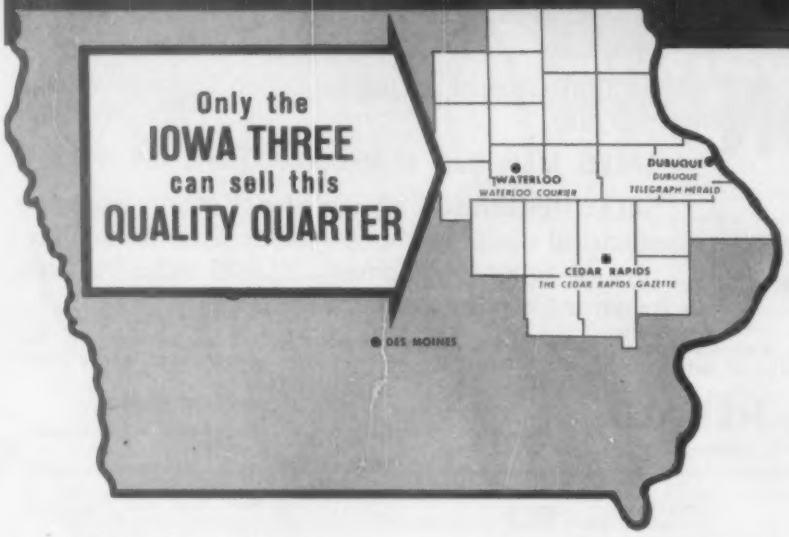
WTHI-TV [Terre Haute, Indiana]

offers lowest cost per thousand homes of all Indiana TV stations

CHANNEL 10 CBS ABC

Represented nationally by Bolling Co.

YOU CAN'T SELL THE QUALITY QUARTER FROM DES MOINES!



Only the Iowa Three newspapers provide salesworthy coverage of this vital, vigorous market. With 136,038 daily circulation in these 22 counties (plus 16,807 *bonus* circulation *outside* the Quarter), The Iowa Three provides 62% coverage. Compare this to the mere 18% daily coverage of Iowa's so-called "state-wide" paper, and you'll realize that Iowa is *not* one market—and cannot be sold by one newspaper.

To sell Iowa's Quality Quarter, better buy The Iowa Three newspaper group, with concentrated coverage where it counts.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

These 22 counties contain over 25% of Iowa's . . .

- population
- retail sales
- households
- Effective Buying Income

Quality Quarter Market Data

	22-county Totals	% of State
Population	2,804,000	26%
Households	859,800	26%
Retail Sales (000)	$1,027,119	27%
Effective Buying Income (000)	$4,857,826	26%

Sources: Sales Management
Standard Rate & Data (Retail Sales)

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.
Jann & Kelley, Inc.
Story, Brooks & Finley

IOWA— (Other West North Central States: Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capta	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7'000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Adair		12.2	.0068	3.9	3.9		18,868	.0056	1,530	4,787	4,673	4,128	29.0	10.3	30.5	23.0	29.0	39.7	6.5	12.5	5.0	17.5
Adams		8.5	.0047	2.5	2.6		11,957	.0036	1,407	4,783	4,514	3,905	33.1	12.4	28.7	22.9	27.8	37.0	6.1	12.4	4.3	15.3
Allamakee		15.8	.0089	4.5	4.9	3.2	20,380	.0061	1,290	4,529	4,111	3,703	34.1	13.4	32.5	27.3	24.3	34.2	5.3	11.3	3.8	13.8
Appanoose		17.9	.0100	6.0	6.0	7.9	22,794	.0068	1,273	3,799	3,756	3,329	42.6	18.7	29.8	26.9	21.9	34.1	3.9	9.2	2.8	11.1
Centerville		7.8	.0044	2.6	2.7		10,421	.0031	1,336	4,008	3,810	3,668	40.0	15.9	25.8	21.9	25.3	35.8	4.8	10.5	4.1	15.9
Audubon		11.1	.0062	3.3	3.4	2.8	16,447	.0050	1,482	4,984	4,733	4,247	25.3	9.7	31.5	23.1	31.2	38.0	7.0	13.2	5.0	17.0
Benton		24.0	.0134	7.7	7.8	8.0	39,345	.0118	1,639	5,110	4,997	4,571	28.7	8.5	27.4	18.7	30.6	34.8	8.1	14.0	7.2	24.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (A) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 19.

© SM, 1960.

"It Takes More Than One In Iowa" . . . Better Check With

IOWA DAILY NEWSPAPERS

508 Shops Bldg., Des Moines, Ia.

38 Dailies Ready To Help You Sell More In The '60s

IOWA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1960

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Black Hawk	172	125.3	.0702	38.0	44.8	103.9	243,719	.0731	1,945	6,414	5,439	5,676	14.5	3.7	17.8	9.8	44.1	40.4	13.3	18.6	10.3	27.5
Cedar Falls		19.8	.0111	5.4	8.6		38,918	.0117	1,966	7,207	4,480	5,565	21.9	5.7	11.9	6.6	41.8	39.2	13.4	19.1	11.0	29.4
▲Waterloo		82.1	.0459	25.4	29.7		168,876	.0507	2,057	6,649	5,673	5,899	10.9	2.7	17.7	9.3	46.5	40.9	14.1	19.0	10.8	28.1
Boone		29.1	.0163	8.7	9.5	12.5	48,970	.0147	1,683	5,629	5,148	4,957	21.1	6.2	25.0	15.7	36.2	37.9	9.6	15.4	8.1	24.8
Boone		12.5	.0070	4.2	4.6		23,260	.0070	1,861	5,538	5,044	5,119	20.0	5.7	21.7	13.2	39.6	40.2	10.3	16.0	8.4	24.9
Bremer		20.6	.0115	6.1	6.9	5.6	31,319	.0094	1,520	5,134	4,514	4,318	28.1	9.5	26.6	19.2	31.6	38.2	7.9	14.6	5.6	18.6
Buchanan		21.9	.0122	5.9	6.3	4.9	29,533	.0088	1,349	5,006	4,677	4,260	30.2	10.3	27.3	20.0	29.4	35.9	7.2	13.4	5.9	20.4
Buena Vista		22.2	.0125	7.1	7.9	8.4	42,131	.0127	1,898	5,934	5,295	5,164	21.0	5.9	23.0	13.9	36.0	36.2	10.7	16.5	9.3	27.5
Storm Lake		8.4	.0047	2.6	3.5		17,562	.0053	2,091	6,755	5,018	5,645	15.9	4.1	17.9	9.9	42.9	39.5	12.6	17.7	10.7	28.8
Butler		17.8	.0099	5.4	5.5		27,295	.0081	1,533	5,055	4,919	4,386	26.1	8.7	30.8	21.9	29.6	35.0	7.3	13.2	6.2	21.2
Calhoun		16.2	.0091	5.1	5.1		27,313	.0082	1,686	5,355	5,355	4,815	24.1	7.3	26.8	17.3	31.8	34.5	9.1	14.9	8.2	26.0
Carroll		23.5	.0131	6.8	7.3	7.3	40,973	.0123	1,744	6,025	5,604	5,356	19.2	5.2	25.8	15.0	34.1	33.2	10.0	14.8	10.9	31.8
Carroll		7.3	.0041	2.0	2.6		13,807	.0041	1,891	6,904	5,296	5,967	12.3	3.0	24.1	12.6	38.2	33.2	12.1	16.1	13.3	35.1
Cass		18.7	.0105	6.2	6.4	7.9	31,243	.0094	1,671	5,039	4,853	4,423	27.2	9.0	30.0	21.1	28.8	33.8	7.2	12.9	6.8	23.2
Atlantic		7.9	.0044	2.5	2.9		13,550	.0041	1,716	5,424	4,558	4,792	22.7	6.9	28.4	18.5	32.8	35.5	8.0	13.3	8.1	25.8
Cedar		19.6	.0110	5.8	6.5	3.0	34,590	.0104	1,765	5,964	5,266	5,136	21.3	6.0	26.0	15.2	33.6	34.2	10.3	15.9	9.6	28.7
Cerro Gordo	250	53.3	.0298	16.7	18.0	40.2	98,328	.0295	1,845	5,888	5,462	5,346	17.0	4.6	23.2	13.5	39.1	38.0	11.2	16.7	9.5	27.2
△Mason City		35.4	.0198	10.8	12.7		68,153	.0204	1,925	6,310	5,363	5,645	13.3	3.4	21.7	12.0	42.2	38.9	12.3	17.3	10.5	28.4
Cherokee		18.8	.0105	5.2	5.9	8.3	32,821	.0098	1,746	6,312	5,563	5,486	17.6	4.7	23.5	13.3	36.9	34.9	11.1	16.1	10.9	31.0
Cherokee		8.3	.0046	2.2	2.5		12,656	.0038	1,525	5,753	5,062	5,227	18.5	5.2	23.5	14.0	38.6	38.3	10.2	15.5	9.2	27.0
Chickasaw		14.3	.0080	4.2	4.5	3.2	21,869	.0066	1,529	5,207	4,783	4,336	27.6	9.3	27.3	19.6	31.8	38.0	7.6	14.0	5.7	19.1
Clarke		9.4	.0053	3.2	3.4	3.7	15,364	.0046	1,634	4,801	4,444	4,039	30.8	11.1	32.1	24.7	26.4	34.0	5.3	10.5	5.4	19.7
Clay		17.0	.0095	5.2	5.5	8.7	31,111	.0093	1,830	5,983	5,574	5,212	21.1	5.9	25.5	15.2	33.2	33.2	9.9	15.1	10.3	30.6
Spencer		8.7	.0049	2.9	3.3		17,643	.0053	2,028	6,084	5,286	5,461	19.3	5.2	24.3	13.9	34.5	33.8	10.5	15.2	11.4	32.9
Clayton		22.3	.0125	6.7	7.3		33,933	.0102	1,522	5,065	4,633	4,297	28.1	9.5	29.7	21.5	29.1	35.2	7.1	13.2	6.0	20.6
Clinton	208	56.6	.0317	17.5	18.3	37.8	100,022	.0300	1,767	5,716	5,445	5,218	20.3	5.7	22.2	13.2	37.7	37.6	10.5	16.0	9.3	27.5
△Clinton		35.5	.0199	10.9	12.0		63,539	.0191	1,790	5,829	5,279	5,309	18.5	5.1	20.9	12.2	40.3	39.6	11.0	16.4	9.3	26.7
Crawford		19.6	.0109	5.7	6.1	4.7	32,478	.0097	1,657	5,697	5,313	4,952	25.5	7.5	27.8	17.4	28.0	29.4	8.7	14.0	10.0	31.7
Dallas		23.2	.0130	7.8	7.7	6.4	40,788	.0123	1,758	5,367	5,275	4,808	23.8	7.2	27.4	17.7	32.0	34.6	8.5	14.1	8.3	26.4
Perry		6.4	.0036	2.3	2.2		12,074	.0036	1,887	5,250	5,317	5,021	22.9	6.7	24.8	15.3	33.8	35.0	9.4	14.9	9.1	28.1
Davis		10.1	.0057	3.2	3.3	2.8	14,243	.0042	1,410	4,451	4,280	3,731	37.1	14.5	28.9	24.1	23.8	33.1	6.0	12.7	4.2	15.6
Decatur		12.4	.0069	3.8	4.3		16,325	.0049	1,317	4,296	3,725	3,378	41.9	18.1	29.0	26.7	21.5	33.1	4.5	10.5	3.1	11.6
Delaware		17.8	.0100	5.2	5.6	4.1	28,627	.0086	1,608	5,506	5,033	4,717	26.2	8.1	27.7	18.3	29.2	32.1	8.5	14.4	8.4	27.1
Des Moines		48.5	.0271	15.6	17.0	36.7	89,064	.0267	1,836	5,709	5,239	5,174	18.4	5.2	23.5	14.1	38.9	39.1	10.5	16.1	8.7	25.5
Burlington		36.7	.0205	12.1	13.2		68,641	.0206	1,870	5,673	5,179	5,197	18.0	5.1	23.1	13.8	39.7	39.8	10.5	16.0	8.7	25.3
Dickinson		13.1	.0073	4.0	4.3		23,160	.0070	1,768	5,790	5,345	5,090	22.5	6.4	27.4	16.7	30.9	31.8	9.0	14.0	10.2	31.1
Dubuque	46	82.3	.0461	22.0	27.8	59.9	141,478	.0424	1,719	6,431	5,089	5,474	19.7	5.3	18.1	10.3	39.6	37.6	12.1	17.5	10.5	29.3
▲Dubuque		59.9	.0335	16.5	21.8		110,025	.0330	1,837	6,668	5,045	5,656	17.6	4.6	16.7	9.2	41.9	38.4	12.8	18.0	11.0	29.8
Emmet		15.1	.0085	4.5	5.2	7.8	28,020	.0084	1,856	6,227	5,344	5,416	17.2	4.6	23.4	13.4	38.2	36.7	10.9	16.0	10.3	29.3
Estherville		7.8	.0044	2.3	2.9		15,534	.0047	1,992	6,754	5,287	5,824	14.9	3.7	18.7	10.0	42.0	37.6	12.4	16.8	12.0	31.9
Fayette		28.8	.0161	8.5	9.7	8.7	45,357	.0136	1,575	5,336	4,655	4,520	26.6	8.6	26.6	18.3	31.7	36.5	8.4	14.7	6.7	21.9
Oelwein		8.7	.0049	2.8	3.1		15,070	.0045	1,732	5,382	4,749	4,840	22.3	6.7	23.2	14.9	37.5	40.3	9.8	16.1	7.2	22.0
Floyd		21.9	.0122	6.9	7.4	11.8	37,888	.0114	1,730	5,491	5,101	4,855	20.5	6.2	26.6	17.1	36.0	38.4	9.5	15.5	7.4	22.8
Charles City		11.8	.0066	3.7	4.4		23,408	.0067	1,899	6,056	5,093	5,318	16.3	4.5	22.8	13.3	40.7	39.8	11.2	16.7	9.0	25.7
Franklin		16.9	.0095	5.2	5.3	4.6	30,952	.0093	1,831	5,952	5,782	5,253	20.2	5.6	26.6	15.7	32.8	32.5	10.0	15.1	10.4	31.1
Fremont		10.4	.0058	3.1	3.4		15,169	.0045	1,459	4,893	4,417	4,078	30.5	10.9	30.7	23.5	27.1	34.5	6.5	12.6	5.2	18.5
Greene		15.4	.0086	4.8	4.8	4.4	25,331	.0076	1,645	5,277	5,184	4,667	25.3	7.9	28.5	19.0	30.1	33.7	8.3	14.0	7.8	25.4
Grundy		14.7	.0083	4.6	4.8		25,173	.0076	1,712	5,472	5,423	4,901	19.9	5.9	28.1	17.9	34.7	36.9	9.5	15.3	7.8	24.0
Guthrie		14.4	.0080	4.3	4.7		20,063	.0060	1,393	4,666	4,210	3,823	31.7	12.1	32.7	26.6	25.9	35.1	5.7	11.9	4.0	14.3
Hamilton		20.8	.0117	6.8	6.9	8.7	37,447	.0112	1,800	5,507	5,373	4,957	20.6	6.1	29.5	18.5	32.0	33.5	9.1	14.6	8.8	27.3
Webster City		8.7	.0049	2.5	3.1		15,847	.0048	1,821	6,339	5,100	5,528	13.9	3.7	26.7	15.0	37.3	35.1	11.3	16.2	10.8	30.0
Hancock		15.7	.0087	4.4	4.4		28,073	.0085	1,788	6,380	6,324	5,688	18.5	4.7	25.5	14.0	31.9	29.1	11.2	15.6	12.9	36.8
Hardin		21.0	.0118	7.1	7.5	7.8	39,484	.0118	1,879	5,558	5,204	4,995	22.1	6.6	26.8	17.0	33.5	35.6	9.3	15.1	8.3	25.7
Harrison		17.5	.0098	5.3	5.5	3.0	26,771	.0080	1,530	5,051	4,820	4,332	26.9	10.1	29.0	20.9	27.0	32.3	7.4	13.5	6.7	23.2
Henry		20.6	.0115	6.1	7.0	6.6	31,748	.0096	1,541	5,205	4,505	4,420	26.5	8.7	27.5	19.4	31.5	37.1	8.4	15.1	6.1	19.7
Howard		13.2	.0074	3.7	4.0	3.7	18,707	.0056	1,417	5,056	4,641	4,169	33.3	11.7	27.4	20.4	25.7	32.2	7.4	14.0	6.2	21.7

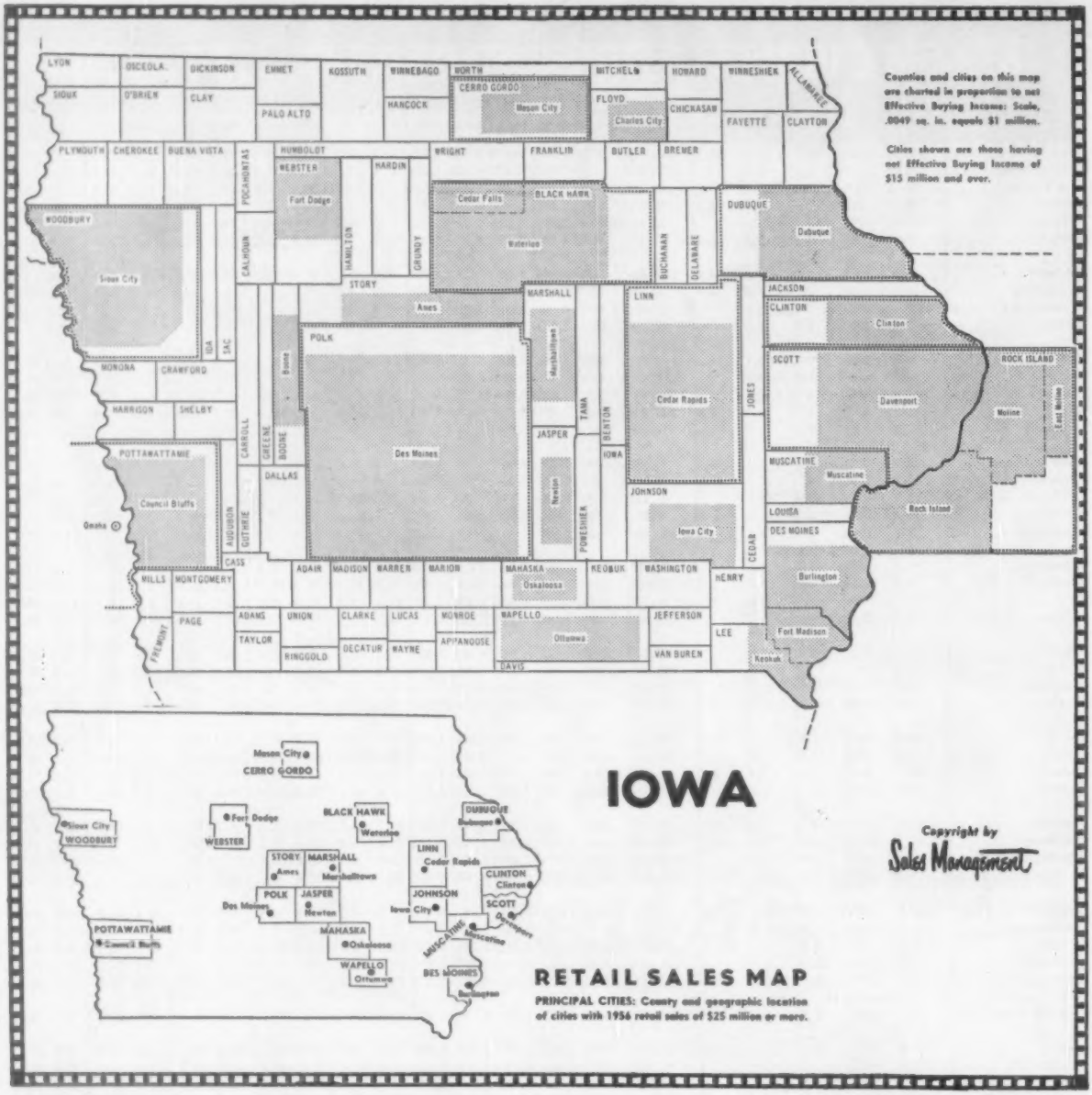
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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"It Takes More Than One In Iowa"... Better Check With

IOWA DAILY NEWSPAPERS 508 Shops Bldg., Des Moines, Ia.

38 Dailies Ready To Help You Sell More In The '60s



IOWA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT. Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Humboldt		14.0	.0078	4.3	4.3	3.8	25,013	.0075	1,787	5,817	5,726	5,297	22.3	6.1	24.0	14.1	32.6	32.0	10.2	15.4	10.9	32.4
Ida		10.0	.0056	3.1	3.3		19,072	.0057	1,907	6,152	5,668	5,369	22.0	6.0	24.3	14.1	31.1	30.0	11.2	16.6	11.4	33.3
Iowa		15.6	.0088	4.9	5.1		27,186	.0081	1,743	5,548	5,300	4,844	25.1	7.6	27.5	17.7	29.0	31.0	9.6	15.7	8.8	28.0
Jackson		19.6	.0109	5.8	6.1	4.7	28,860	.0087	1,472	4,976	4,676	4,289	30.5	10.4	27.1	19.7	28.7	34.7	7.5	13.9	6.2	21.3
Jasper		34.7	.0195	10.9	11.6	14.9	80,027	.0190	1,730	5,507	5,142	4,909	21.6	6.4	25.9	16.4	35.6	37.6	8.8	14.3	8.1	25.3
Newton		14.9	.0063	4.7	5.5		29,346	.0088	1,970	6,244	5,253	5,602	15.0	3.9	20.9	11.6	42.4	39.3	11.0	15.6	10.7	29.6
Jefferson		17.5	.0097	5.7	6.0	6.0	25,393	.0076	1,451	4,455	4,228	3,877	30.9	11.6	31.4	25.2	27.4	36.9	6.3	12.8	4.0	13.5
Fairfield		8.0	.0045	2.7	3.0		12,530	.0038	1,566	4,641	4,124	4,128	27.1	9.6	30.4	22.9	30.7	38.6	7.2	13.9	4.6	15.0
Johnson		54.7	.0307	14.6	24.5	34.3	98,836	.0297	1,807	6,770	4,026	4,850	29.3	8.8	21.3	13.6	30.1	32.3	9.8	16.1	9.5	29.2
Iowa City		34.3	.0193	8.8	18.6		69,968	.0210	2,040	7,953	3,763	5,109	29.5	8.4	16.3	9.9	31.9	33.5	11.3	17.5	11.0	31.7
Jones		19.4	.0108	5.8	6.0	7.1	29,830	.0089	1,538	5,143	4,931	4,540	25.6	8.2	29.0	19.9	30.3	34.7	8.1	14.2	7.0	23.0
Keokuk		16.4	.0092	5.3	5.3		23,692	.0071	1,445	4,470	4,388	3,839	34.1	13.0	30.4	24.6	25.3	34.2	5.8	12.1	4.4	16.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

PEOPLE work–play–*LIVE* by RADIO!





WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

RADIO'S a family affair in the vast 93-county area called "Iowa *PLUS!*" Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by *RADIO!*

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive, alert, alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., *Representatives*



MAY BROADCASTING CO.
Shenandoah, Iowa
960kc 5000w

67 Counties*—Richly Populated, Dual Market

The Market — Rich farm country, SATURATED with highly productive farm operations. 69% non-urban, folks who live on farms or in towns under 2,500.

The DUAL Market — Effective Buying Income PLUS a huge GROSS FARM INCOME. This means additional consumption of all sorts of consumer goods in farming.

The Effect — A whopping market made up of a whopping majority of farm-minded folks in need of farm service and expert advice.

The Fact — For over a third of a century these folks have learned to depend on and LISTEN to KMA.

Total population	979,600
Farm population	389,800
Households	315,600
Radio Homes	311,032
Effective Buying Income	$1,548,496,000
Retail Sales	$1,122,062,000
Gross Farm Income	$1,237,800,000

*NCS #2.—Estimates from 1960 Survey of Buying Power and SRDS.

RESULT- Only KMA fills the big Non-Urban gap between metropolitan markets Omaha, Des Moines, and Kansas City. You aren't reaching this market effectively without KMA.
—LET YOUR EDWARD PETRY & CO. MAN GIVE YOU THE DETAILS—

IOWA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Kossuth		26.6	.0149	7.6	8.2	6.5	47,504	.0143	1,786	6,251	5,732	5,418	18.7	5.0	25.5	14.7	34.4	33.0	10.3	15.0	11.1	32.3
Algona		6.5	.0036	1.9	2.3		12,811	.0038	1,971	6,743	5,399	6,021	11.6	2.8	20.5	10.6	42.4	36.6	12.6	16.6	12.9	33.4
Lee		44.7	.0250	13.6	14.4	33.9	72,455	.0217	1,621	5,328	5,032	4,823	21.4	6.5	25.2	16.3	36.8	39.5	9.5	15.7	7.1	22.0
Fort Madison		16.1	.0090	4.7	5.2		27,872	.0084	1,731	5,930	5,326	5,402	14.4	3.9	23.1	13.3	41.6	40.0	11.9	17.5	9.0	25.3
Keokuk		17.8	.0100	5.5	6.1		28,743	.0086	1,615	5,226	4,680	4,693	23.3	7.3	24.8	16.4	36.4	40.3	8.8	14.9	6.7	21.1
Linn	26	127.3	.0712	40.8	46.0	92.9	246,689	.0740	1,938	6,046	5,363	5,415	17.6	4.7	21.1	12.1	40.0	38.4	11.4	16.7	9.9	28.1
▲Cedar Rapids		86.2	.0482	27.6	33.6		177,114	.0531	2,055	6,417	5,433	5,719	14.6	3.7	19.3	10.5	42.6	38.6	12.5	17.4	11.0	29.8
Louisa		10.0	.0056	3.0	3.1		15,424	.0046	1,542	5,141	4,907	4,398	29.2	9.7	29.1	20.6	28.0	33.2	6.6	11.8	7.1	24.7
Lucas		10.7	.0060	3.4	3.7	4.8	15,233	.0046	1,424	4,480	4,113	3,741	35.6	13.9	29.7	24.7	25.1	35.0	5.5	11.6	4.1	14.8
Lyon		14.8	.0082	4.1	4.3	2.6	25,049	.0075	1,716	6,110	5,706	5,258	22.0	6.1	25.5	15.1	32.3	31.9	9.3	14.0	10.9	32.9
Madison		14.1	.0079	4.5	4.5	3.0	21,545	.0065	1,528	4,788	4,701	4,198	32.0	11.1	29.4	21.8	25.3	31.3	7.0	13.3	6.3	22.5
Mahaska		24.2	.0135	7.8	8.1	12.0	37,979	.0114	1,569	4,869	4,668	4,232	30.5	10.4	28.4	20.6	27.9	33.9	6.8	12.6	6.4	22.5
Oskaloosa		12.0	.0067	4.2	4.4		19,544	.0059	1,637	4,677	4,390	4,302	29.5	10.0	27.0	19.5	30.4	36.7	7.1	13.1	6.0	20.7
Marion		26.7	.0150	7.9	8.4	12.6	37,531	.0112	1,406	4,751	4,454	4,167	29.4	10.3	29.9	22.3	28.9	36.0	6.4	12.2	5.4	19.2
Marshall		38.3	.0214	11.9	13.3	22.7	69,189	.0208	1,807	5,814	5,199	5,142	18.8	5.3	24.9	15.0	37.1	37.9	10.4	16.1	8.8	26.0
Marshalltown		22.7	.0127	7.2	8.7		44,791	.0134	1,973	6,231	5,097	5,446	15.5	4.1	22.5	12.5	40.7	38.9	11.6	17.0	9.7	27.2
Mills		12.6	.0071	3.2	3.4	4.2	15,788	.0047	1,251	4,924	4,574	4,141	26.7	9.4	31.9	24.0	30.4	33.1	6.2	11.9	4.8	16.6
Mitchell		14.2	.0079	4.2	4.3	3.6	21,155	.0063	1,490	5,037	4,989	4,359	27.8	9.3	28.2	20.1	30.0	35.8	8.0	14.8	6.0	20.2
Monona		15.7	.0088	4.9	4.9	3.4	24,865	.0074	1,571	5,034	4,942	4,440	27.1	8.9	29.8	20.9	28.9	33.8	7.4	13.2	6.8	23.2
Monroe		10.6	.0059	3.0	3.4	4.4	13,826	.0042	1,304	4,609	4,036	3,668	35.0	13.9	30.1	25.5	25.9	36.8	5.5	11.9	3.5	11.9
Montgomery		16.9	.0095	5.7	5.8	7.5	28,067	.0084	1,661	4,924	4,763	4,406	26.0	8.6	30.2	21.3	30.1	35.6	7.4	13.3	6.3	21.2
Red Oak		7.5	.0042	2.4	2.6		12,786	.0038	1,705	5,328	4,853	4,745	21.5	6.6	28.9	19.0	34.2	37.4	8.0	13.4	7.4	23.6
Muscatine		33.7	.0188	10.5	11.1	21.5	53,798	.0161	1,596	5,124	4,832	4,603	24.2	7.7	27.4	18.5	33.5	37.8	8.1	14.0	6.8	22.0
Muscatine		21.5	.0120	6.7	7.3		33,436	.0100	1,555	4,990	4,559	4,548	23.5	7.5	27.3	18.7	34.9	39.9	8.2	14.3	6.1	19.6
O'Brien		18.4	.0103	5.9	6.1	4.0	33,140	.0100	1,801	5,617	5,433	5,039	22.1	6.4	25.6	15.8	33.5	34.5	9.6	15.2	9.2	28.1
Osceola		9.6	.0054	2.7	2.9	2.4	17,519	.0052	1,825	6,489	6,022	5,569	17.5	4.6	25.4	14.2	34.2	31.9	11.2	16.0	11.7	33.3
Page		22.6	.0127	7.0	7.5	12.7	34,984	.0105	1,548	4,998	4,844	4,361	26.2	8.8	30.0	21.4	30.6	36.4	7.2	13.1	6.0	20.3
Clarinda		5.3	.0030	1.8	2.0		8,834	.0026	1,667	4,908	4,417	4,368	26.3	8.8	31.0	22.1	29.7	35.3	6.7	12.1	6.3	21.7
Shenandoah		7.4	.0041	2.3	2.8		12,771	.0038	1,726	5,553	4,561	4,749	21.4	6.6	27.8	18.2	34.8	38.1	8.8	14.7	7.2	22.4
Palo Alto		15.2	.0085	4.4	4.6	3.6	23,487	.0071	1,545	5,338	5,067	4,695	26.1	8.3	28.3	19.2	30.2	34.1	7.9	13.7	7.5	24.7
Plymouth		23.3	.0130	6.9	7.1	6.7	38,629	.0116	1,658	5,601	5,405	5,001	24.4	7.1	26.1	16.2	30.2	31.5	9.6	15.3	9.7	29.9
Le Mars		6.7	.0037	2.1	2.5		12,166	.0036	1,816	5,793	4,731	5,030	25.0	7.4	23.8	14.8	30.7	31.7	9.9	15.6	10.0	30.5
Pocahontas		14.3	.0080	4.1	4.2		25,067	.0075	1,753	6,114	5,911	5,380	20.5	5.6	25.5	14.7	32.9	31.9	9.7	14.3	11.4	33.5
Polk	44	287.6	.1498	86.7	97.7	244.1	544,298	.1632	2,034	6,278	5,867	5,682	15.8	4.1	21.3	11.7	39.1	35.7	12.4	17.3	11.4	31.2
▲Des Moines		212.5	.1139	69.0	81.3		449,972	.1350	2,118	6,521	5,534	5,815	14.5	3.6	20.7	11.1	39.9	35.7	12.9	17.6	12.0	32.0
Pottawattamie	114	7.50	.0419	23.1	24.6	54.2	127,346	.0382	1,698	5,513	5,198	4,994	20.7	6.1	23.5	14.6	37.8	39.3	10.1	18.1	7.9	23.9
Council Bluffs		52.5	.0294	16.2	17.7		91,564	.0275	1,744	5,652	5,173	5,182	18.4	5.2	23.0	13.2	40.3	40.4	10.9	16.7	8.4	24.5
Poweshiek		21.0	.0118	6.1	7.0	7.5	33,491	.0101	1,595	5,490	4,980	4,432	32.4	10.7	23.9	16.8	27.8	32.5	8.5	18.3	7.4	24.7
Ringgold		8.8	.0049	2.6	2.8		12,897	.0039	1,466	4,908	4,449	3,820	36.5	14.0	30.0	24.4	22.6	30.8	6.0	12.4	4.9	18.4
Sac		17.8	.0100	5.5	5.8	3.3	31,245	.0093	1,755	5,661	5,665	5,072	21.1	6.1	25.9	15.9	34.2	34.9	9.7	15.2	9.1	27.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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"It Takes More Than One In Iowa"... Better Check With

IOWA DAILY NEWSPAPERS

508 Shops Bldg., Des Moines, Ia.

38 Dailies Ready To Help You Sell More In The '60s

Of the top ten markets in the U.S., nine are cities but one is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

REACH THE $535,884,000* QUAD-CITY MARKET THE BEST WAY!



TV? NO! Priced beyond the market.

RADIO? NO! 5 stations divide the audience.

MAGAZINES? NO! Name one that everyone reads.

DAVENPORT NEWSPAPERS? YES! WHY?

Davenport Newspapers, and only Davenport Newspapers, provide 100% circulation in Scott County, Iowa, plus substantial Illinois circulation.

Name your day, Sunday through Saturday . . . your time, morning or evening edition . . . and still get the best coverage of the Quad-Cities within your budget for the market. Those who know best, buy the best . . . The Davenport Newspapers!

* 1959 Sales Mgmt. Survey of Buying Power.

DAVENPORT NEWSPAPERS

MORNING
EVENING
SUNDAY

Represented by Jann & Kelley, Inc.
Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

IOWA

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Scott	40	120.5	.0674	37.0	41.8	99.2	234,236	.0703	1,944	6,331	5,594	5,713	14.9	3.8	19.6	10.7	41.8	38.0	12.6	17.5	11.1	30.0
Davenport-Bettendorf		*104.8*	*.0583*	*31.9*			*209,608*	*.0629*	*2,018*	*6,571*												
▲Davenport		91.7	.0513	28.4	33.3		183,791	.0551	2,004	6,472	5,507	5,792	14.2	3.6	19.1	10.3	42.3	37.9	13.0	17.8	11.4	30.4
Shelby		15.8	.0089	4.7	4.6	4.0	23,394	.0070	1,481	4,977	5,014	4,438	29.8	9.8	27.0	18.9	28.4	33.3	7.7	13.7	7.1	24.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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ARB Survey Shows KTIV Leading in Siouxland

Sioux City Channel 4 Forges Ahead

ARB Area figures show KTIV leading not only in News Programs but in average Total Audience Sunday through Saturday. The figures 6:00 p. m. to midnight give KTIV 32,100 homes and Station B 26,400 homes. From 9:00 a. m. to midnight Sunday through Saturday, it's KTIV 19,900 homes and Station B 17,900 homes.

NEWS
WEATHER
SPORTS

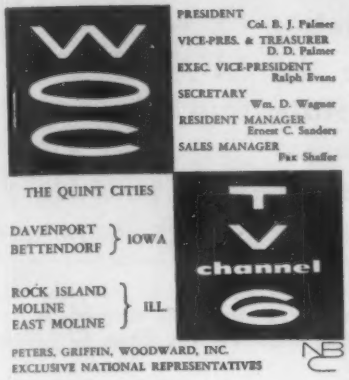
MON. FRI.	KTIV Avg. Total Homes	Station B Avg. Total Homes
6:00 P.M.	37,680	17,340
6:15 P.M.	43,320	14,520
10:00 P.M.	36,360	24,840
10:15 P.M.	27,760	24,660
10:30 P.M.	20,300	16,960
10:45 P.M.	20,360	15,760

Watched by 3-out-of-5 SIOUXLAND FAMILIES

KTIV Channel 4 SIOUX CITY, IOWA

National Representatives
GEORGE P. HOLLINGBERY COMPANY
New York-Chicago-San Francisco-Los Angeles
Seattle-Detroit-Atlanta

Regional Representatives
HARRY S. HYETT CO. Minneapolis
THE SODERLUND CO. Omaha
EUGENE F. GRAY CO. Kansas City



47th TV MARKET IN THE NATION

Source: Television Magazine

And Still Growing

WOC-TV's 42 County Area shows an increase in

Population*	up 22,100	to	1,654,200	
TV Homes	up 43,848	to	472,820	
Farm Population	up 17,300	to	339,600	
Effective Buying Income*	up $198,240,000	to		$3,077,627,000
Gross Farm Income	up $ 91,902,000	to		$1,305,408,000

*"Survey of Buying Power — 1960"

IOWA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Sioux		25.3	.0141	7.0	7.0	2.7	38,260	.0115	1,512	5,466	5,413	4,844	23.7	7.1	27.2	17.5	31.7	34.0	8.9	14.6	8.5	26.8
Story		52.6	.0295	15.0	21.9	33.6	93,068	.0279	1,769	6,205	4,241	4,865	27.2	8.2	21.3	13.6	32.6	34.8	10.1	16.4	8.8	27.0
Ames		29.8	.0167	8.0	15.7		62,607	.0188	2,101	7,826	3,986	5,373	25.5	6.9	15.5	9.0	35.1	33.9	12.4	18.3	11.5	31.9
Tama		22.1	.0123	6.9	6.9	3.1	36,144	.0108	1,635	5,238	5,234	4,687	26.3	8.2	26.7	17.7	30.7	34.1	8.4	14.2	7.9	25.8
Taylor		11.5	.0065	3.8	3.9		17,694	.0053	1,539	4,656	4,458	3,903	32.6	12.2	32.2	25.7	24.7	32.8	5.8	11.8	4.7	17.5
Union		15.7	.0088	5.2	5.2	0.0	24,022	.0073	1,530	4,620	4,590	4,142	31.1	11.0	27.8	20.9	28.4	35.7	7.4	14.1	5.3	18.3
Creston		8.6	.0048	2.8	3.1		13,391	.0040	1,557	4,783	4,234	4,241	30.2	10.4	24.5	18.0	31.8	38.8	8.2	15.4	5.3	17.4
Van Buren		10.8	.0059	3.6	3.7		14,975	.0044	1,413	4,160	3,997	3,501	38.6	16.1	30.5	27.1	22.9	34.0	4.8	11.0	3.2	11.8
Wapello		51.4	.0288	18.5	17.5	38.6	86,286	.0259	1,679	5,229	4,931	4,750	21.1	6.5	25.6	16.8	37.4	40.8	9.4	15.7	6.5	20.2
Ottumwa		38.6	.0216	12.5	13.7		67,414	.0202	1,746	5,393	4,893	4,915	19.5	5.8	24.3	15.4	39.1	41.3	10.1	16.3	7.0	21.2
Warren		19.4	.0108	6.1	6.5	5.8	29,232	.0088	1,507	4,792	4,494	4,175	31.1	10.9	27.3	20.4	28.8	35.7	7.3	13.8	5.5	19.2
Washington		21.5	.0120	6.9	6.9	6.4	35,942	.0108	1,672	5,209	5,198	4,894	25.6	8.0	26.0	18.6	30.1	33.2	8.3	14.0	8.0	26.2
Washington		6.4	.0036	2.2	2.4		11,879	.0036	1,856	5,400	4,872	4,842	24.3	7.3	26.1	16.7	32.2	34.8	8.9	14.5	8.5	26.7
Wayne		11.7	.0066	3.9	4.1		15,418	.0046	1,318	3,953	3,711	3,225	40.8	18.5	33.1	31.9	20.2	32.7	3.7	9.0	2.2	7.9
Webster		46.6	.0261	14.2	15.2	28.2	79,596	.0239	1,708	5,605	5,226	5,048	21.2	6.1	23.4	14.4	37.0	38.2	9.9	15.6	8.5	25.7
Fort Dodge		28.2	.0158	8.8	9.7		50,594	.0152	1,794	5,749	5,177	5,267	19.2	5.3	21.3	12.6	39.5	38.9	10.7	16.2	9.3	27.0
Winnebago		13.3	.0074	3.8	4.2	2.9	21,748	.0065	1,635	5,723	5,105	4,754	24.4	7.5	27.8	18.2	31.4	34.3	8.3	13.9	8.1	26.1
Winneshiek		21.2	.0119	6.1	7.1	6.3	31,298	.0094	1,476	5,131	4,369	4,133	35.4	12.5	26.5	19.9	25.2	31.8	6.4	12.3	6.5	23.5
Decorah		6.3	.0035	1.6	2.6		9,730	.0029	1,544	6,081	3,661	4,264	36.6	12.5	22.4	16.3	26.5	32.4	7.0	13.0	7.5	25.8
Woodbury	180	107.0	.0599	33.7	37.3	95.3	199,891	.0599	1,868	5,931	5,361	5,329	19.0	5.2	22.9	13.4	37.4	36.4	10.7	15.9	10.0	29.1
▲Sioux City		95.3	.0533	29.8	34.1		178,959	.0537	1,878	6,005	5,235	5,404	18.0	4.9	22.6	13.0	38.1	36.6	11.0	16.2	10.3	29.3
Worth		11.7	.0065	3.4	3.4		18,853	.0057	1,611	5,545	5,438	4,904	23.7	7.1	26.2	16.6	31.7	33.6	9.8	15.8	8.6	26.9
Wright		20.3	.0114	6.3	6.6	7.6	35,474	.0108	1,747	5,631	5,351	4,999	21.2	6.2	26.6	16.5	33.8	35.1	9.7	15.4	8.7	26.8
Total Above Cities		1,210.5	.6773	375.6	453.0		2,330,726	.6991	1,925	6,205	5,145	5,447	17.5	4.7	21.1	12.0	39.7	37.8	11.6	17.0	10.1	28.5
State Total		2,804.1	1.5693	859.8	947.7	1,449.0	4,857,826	1.4571	1,732	5,650	5,128	4,961	22.6	6.6	24.7	15.5	34.5	36.2	9.7	15.5	8.5	26.2

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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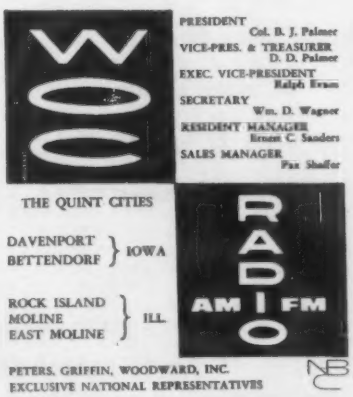
SOUND OF THE SIXTIES

Tops in QUINT-CITY Radio Programming

WOC Radio's 14 County Area shows an increase in

Population*	up 17,800	to	632,100	
Radio Homes	up 720	to	195,650	
Farm Population	up 3,900	to	106,600	
Effective Buying Income*	up $96,364,000	to		$1,210,475,000
Gross Farm Income	up $40,054,000	to		$ 467,009,000

*"Survey of Buying Power — 1960"





ARE YOU doing justice to your sales potential in the SIOUXLAND 4-State market area?



Population* **808,100**

Eff. Buying Income* **$1,403,101,000**

Retail Sales* **$990,585,000**

Sales Management Survey of Buying Power '60

For rewarding sales gains, check this rich, buy-minded territory so effectively covered by one sales-producing medium—The Sioux City daily newspapers.

The Sioux City Journal
JOURNAL-TRIBUNE
MORNING • EVENING • SUNDAY

Represented Nationally by JANN & KELLEY

IOWA METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Cedar Rapids	127.3	.0712	40.8	46.0	92.9	246,689	.0740	1,938	6,046
△Clinton	56.6	.0317	17.5	18.3	37.6	100,022	.0300	1,767	5,716
Davenport-Rock Island-Moline	279.7	.1564	85.9	95.4	226.2	582,063	.1746	2,081	6,778
Des Moines	267.6	.1496	86.7	97.7	244.1	544,296	.1632	2,034	6,278
Dubuque	82.3	.0461	22.0	27.8	59.9	141,478	.0424	1,719	6,431

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Mason City	53.3	.0296	16.7	18.0	40.2	98,328	.0296	1,845	5,888
Sioux City	107.0	.0599	33.7	37.3	95.3	199,881	.0599	1,868	5,931
Waterloo	125.3	.0702	38.0	44.8	103.9	243,719	.0731	1,945	6,414
Total Above Areas	1,099.1	.6151	341.3	385.3	900.3	2,156,446	.6467	1,962	6,318

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Sales Management's Up-to-Date

1960 COUNTY OUTLINE RETAIL SALES MAP OF THE 50 UNITED STATES

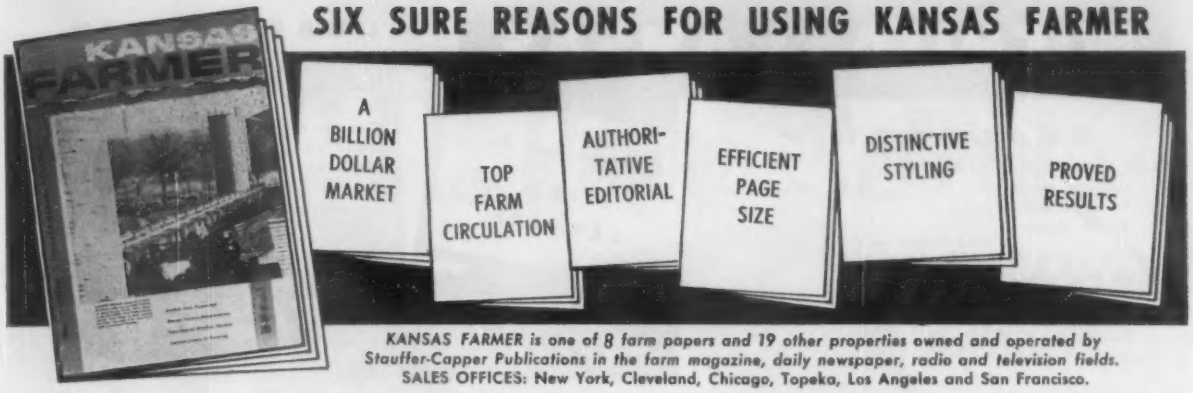
Includes Alaska and Hawaii (also Canadian Markets)

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 8 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by 7 different County color shadings . . .
   - –for counties with $500 million or more.
   - –for counties with $250 million to $500 million.
   - –for counties with $100 million to $250 million.
   - –for counties with $50 million to $100 million.
   - –for counties with $25 million to $50 million.
   - –for counties with $10 million to $25 million.
   - –for counties under $10 million.
4. 1750 cities with retail sales of $20 million or more.
5. City populations indicated–(as of January 1, 1960).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed family average.

PRICE: $4.50 a single copy; $3.50 each for two or more copies; $3.00 for five or more

SALES MANAGEMENT, 630 Third Avenue, New York 17, N. Y.



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KANSAS—

(Other West North Central States: Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Allen		16.8	.0094	5.4	5.3	7.0	23,948	.0072	1,425	4,435	4,461	3,997	32.6	12.3	31.2	25.0	24.9	33.4	6.8	14.0	4.5	15.3
Iola		7.0	.0039	2.4	2.4		10,968	.0033	1,567	4,570	4,504	4,250	30.3	10.7	30.8	23.2	25.9	33.7	7.5	14.4	5.5	19.0
Anderson		9.3	.0052	2.9	2.8	2.6	13,573	.0041	1,459	4,686	4,708	4,131	29.8	10.8	30.7	23.8	28.4	36.9	6.7	13.3	4.4	15.2
Atchison		20.5	.0115	6.2	7.4	13.0	33,918	.0102	1,655	5,471	4,572	4,541	27.9	9.3	26.8	18.9	30.6	36.0	8.4	15.1	6.3	20.7
Atchison		13.0	.0073	4.1	4.6		23,056	.0066	1,697	5,380	4,795	4,800	24.0	7.5	26.7	17.6	33.1	37.1	9.2	15.6	7.0	22.0
Barber		8.4	.0047	2.7	2.8		15,423	.0048	1,836	5,712	5,508	5,142	21.6	6.4	29.5	18.4	30.0	31.2	9.2	14.6	9.5	29.4
Barton		32.9	.0184	10.2	10.5	23.8	67,628	.0203	2,056	6,630	6,387	6,129	14.5	3.6	21.0	11.0	38.3	33.3	13.3	17.8	12.9	34.3
Great Bend		17.4	.0097	5.4	6.0		37,250	.0112	2,141	6,898	6,208	6,314	12.0	2.9	20.6	10.5	39.7	33.6	14.1	18.3	13.6	34.7
Bourbon		16.6	.0093	5.8	5.7	10.0	25,152	.0075	1,515	4,337	4,343	3,881	35.1	13.6	30.7	25.4	23.7	32.7	6.3	13.2	4.2	15.1
Fort Scott		10.9	.0056	3.7	3.7		16,251	.0049	1,625	4,392	4,306	4,101	32.7	12.0	29.4	23.0	25.7	33.5	7.3	14.5	4.9	17.0
Brown		12.7	.0071	4.3	4.2	3.0	20,744	.0063	1,633	4,824	4,833	4,236	29.5	10.5	31.7	24.0	26.8	33.6	6.7	12.9	5.3	18.8
Butler		40.8	.0228	13.4	13.4	19.1	69,851	.0209	1,712	5,213	5,213	4,858	23.9	7.4	25.2	16.6	34.3	37.9	9.6	16.1	7.0	22.0
El Dorado		12.5	.0070	4.0	4.3		22,800	.0068	1,824	5,700	5,217	5,250	19.1	5.5	23.3	14.2	38.4	39.1	11.0	17.2	8.2	24.0
Chase		4.5	.0025	1.4	1.6		7,571	.0023	1,682	5,408	4,600	4,368	29.0	10.0	31.6	23.2	27.0	33.1	6.0	11.3	6.4	22.4
Chautauqua		6.4	.0036	2.2	2.2		9,007	.0027	1,407	4,094	3,986	3,594	41.0	17.2	31.1	27.7	19.4	28.9	4.5	10.2	4.0	16.0
Cherokee		22.8	.0128	7.4	7.6	11.2	33,226	.0099	1,457	4,490	4,353	3,989	33.6	12.7	28.1	22.6	27.2	36.5	6.9	14.1	4.2	14.1
Cheyenne		4.5	.0025	1.4	1.3		7,453	.0023	1,656	5,324	5,440	4,746	30.6	9.7	27.8	18.8	25.6	28.8	6.9	12.0	9.1	30.7
Clark		3.5	.0019	1.1	1.2		7,688	.0023	2,188	6,962	6,382	6,010	14.9	3.7	29.8	15.9	30.6	27.3	10.6	14.4	14.1	38.7
Clay		11.3	.0064	3.7	3.7	4.7	18,313	.0055	1,621	4,949	4,907	4,362	30.0	10.4	31.3	23.0	25.1	30.9	7.2	13.4	6.4	22.3
Clay Center		4.7	.0026	1.7	1.7		7,972	.0024	1,696	4,689	4,590	4,335	29.8	10.3	30.6	23.7	26.4	32.6	7.3	13.7	5.9	20.7
Cloud		14.2	.0079	4.6	4.7	7.1	21,826	.0065	1,537	4,745	4,580	4,212	31.4	11.2	29.2	22.3	27.0	34.2	7.2	14.0	5.2	18.3
Concordia		7.1	.0040	2.1	2.5		11,456	.0034	1,614	5,455	4,582	4,822	24.2	7.5	27.4	18.2	31.7	35.2	9.4	16.0	7.3	23.1
Coffey		9.1	.0051	2.7	2.9		14,092	.0042	1,539	5,186	4,686	4,261	32.0	11.3	29.7	22.4	25.1	31.4	7.2	13.8	6.0	21.1
Comanche		3.2	.0018	1.0	1.1		6,123	.0019	1,913	6,123	5,395	5,282	22.0	6.3	30.4	18.4	27.4	27.9	9.3	14.4	10.9	33.0
Cowley		39.3	.0220	12.8	13.7	25.7	63,296	.0189	1,611	4,945	4,615	4,431	29.2	9.9	26.7	19.3	30.2	36.6	8.2	15.1	5.7	19.1
Arkansas City		14.7	.0082	5.0	5.2		24,813	.0074	1,688	4,963	4,739	4,566	26.7	8.8	25.8	18.2	32.8	38.3	8.9	16.0	5.8	18.7
Winfield		11.0	.0062	3.8	4.8		20,714	.0062	1,883	5,451	4,315	4,600	28.5	9.3	25.3	17.7	30.7	35.7	8.8	15.6	6.7	21.7
Crawford		37.2	.0208	12.9	13.6	19.5	57,725	.0174	1,552	4,475	4,407	4,067	32.7	12.1	28.9	22.8	27.0	35.6	6.9	13.8	4.5	15.7
Pittsburg		19.5	.0109	6.6	7.4		32,182	.0097	1,650	4,876	4,349	4,339	29.9	10.4	27.4	20.2	29.4	36.3	7.9	14.9	5.4	18.2
Decatur		5.9	.0033	2.0	2.0		11,450	.0034	1,941	5,725	5,545	5,089	29.1	8.6	24.2	15.2	26.6	28.1	9.7	15.6	10.4	32.5
Dickinson		22.6	.0127	7.4	7.4	10.6	37,205	.0111	1,646	5,028	4,983	4,561	26.3	8.7	28.8	20.2	29.9	35.1	8.8	15.8	6.2	20.2
Abilene		6.8	.0038	2.3	2.5		11,575	.0035	1,702	5,033	4,630	4,627	27.6	9.0	29.8	20.7	26.9	31.0	8.3	14.7	7.4	24.6
Doniphan		9.9	.0055	3.0	3.2	1.0	14,440	.0044	1,459	4,813	4,457	4,042	31.7	11.8	31.3	24.8	25.3	33.6	7.0	14.2	4.7	15.6
Douglas		36.8	.0206	10.6	17.0	29.3	63,952	.0192	1,738	6,033	3,748	4,315	36.7	12.8	22.3	16.5	25.6	31.8	8.4	16.0	7.0	22.9
Lawrence		24.5	.0137	6.6	12.5		45,206	.0136	1,845	6,850	3,615	4,610	35.9	11.7	18.8	13.1	27.1	31.5	9.7	17.2	8.5	26.5
Edwards		5.7	.0032	1.8	1.8		9,956	.0029	1,747	5,532	5,436	4,947	23.2	7.1	27.0	17.5	32.4	35.1	9.5	15.7	7.9	24.6
Elk		5.8	.0031	1.9	2.0		8,323	.0025	1,486	4,624	4,088	3,616	41.5	17.3	29.0	26.7	20.0	29.5	5.5	12.5	4.0	15.0
Ellis		21.0	.0118	5.4	6.3	13.8	33,093	.0100	1,576	6,128	5,202	5,304	21.0	6.0	23.2	14.1	35.5	35.8	11.0	16.9	9.3	27.2
Hays		11.1	.0062	2.9	3.7		18,925	.0057	1,705	6,526	5,068	5,508	18.9	5.2	21.9	12.8	37.2	36.1	11.9	17.7	10.1	28.2
Ellsworth		8.8	.0049	2.6	2.6		13,839	.0041	1,573	5,323	5,203	4,772	24.6	7.8	27.1	18.2	32.6	36.6	8.7	15.9	7.0	22.4
Finney		13.7	.0077	4.0	4.1	10.8	26,120	.0079	1,907	6,530	6,228	5,972	18.6	4.7	24.4	13.1	32.9	29.5	10.2	14.0	13.9	38.7
Garden City		10.8	.0060	3.4	3.5		21,379	.0064	1,980	6,288	6,108	5,958	18.8	4.7	24.1	13.0	33.1	29.8	10.2	14.0	13.8	38.5
Ford		16.9	.0105	6.0	6.2	12.7	37,144	.0111	1,965	6,191	5,956	5,583	22.8	6.1	22.5	12.9	32.0	30.7	10.8	15.8	11.9	34.5
Dodge City		12.7	.0071	4.1	4.5		25,728	.0077	2,026	6,275	5,637	5,790	20.6	5.4	21.6	13.0	33.6	30.9	11.6	16.4	12.6	35.3
Franklin		20.1	.0113	6.5	6.9	10.8	30,696	.0092	1,527	4,722	4,388	4,083	31.4	11.6	30.9	24.2	26.3	34.5	6.7	13.5	4.7	16.2
Ottawa		10.8	.0060	3.5	4.1		17,244	.0052	1,597	4,927	4,206	4,269	30.4	10.7	29.6	22.2	27.3	34.3	7.2	13.8	5.5	19.6
Geary		24.9	.0139	8.1	10.0	19.7	45,641	.0137	1,833	5,635	4,531	4,851	22.5	7.0	28.6	18.9	32.0	35.4	9.5	16.0	7.4	22.7
Junction City		19.7	.0110	6.5	6.9		33,463	.0100	1,699	5,148	4,838	4,797	22.9	7.2	29.7	19.8	31.2	34.8	9.1	15.5	7.1	23.7
Gove		3.7	.0021	.9	1.6		5,930	.0018	1,603	6,589	5,610	5,351	22.3	6.3	24.9	15.0	32.3	32.1	10.6	15.3	10.5	31.3
Graham		5.5	.0031	1.3	1.4		7,371	.0022	1,340	5,670	5,285	4,676	29.7	9.6	27.4	18.8	27.0	30.9	7.8	13.7	8.1	27.0
Grant		4.9	.0027	1.4	1.4		9,823	.0029	1,964	6,874	6,734	6,283	11.9	2.9	16.3	8.3	45.6	38.8	13.8	18.9	12.4	32.0
Gray		4.2	.0024	1.1	1.2		8,806	.0026	2,097	8,007	7,261	6,957	18.5	4.0	21.3	9.8	28.1	21.7	11.6	13.6	20.5	50.9
Greeley		2.0	.0011	.6	.7		3,579	.0011	1,790	5,965	5,113	5,230	26.9	7.7	27.7	17.0	25.1	25.8	8.6	13.4	11.7	36.1
Greenwood		11.3	.0063	3.5	3.5	3.4	18,444	.0055	1,632	5,270	5,206	4,717	27.5	8.8	27.1	18.4	28.9	32.8	9.0	15.6	7.5	24.4

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

WICHITA, KANSAS

READERSHIP

CITY CARRIER DELIVERED:

Morning Eagle	87% coverage*
Evening Eagle	87% coverage*
Sunday Eagle	99% coverage*

* 6-month average circulation, 9/30/59
Computed against 81,183 families

TOTAL PAID CIRCULATION

Morning Eagle	105,018
Evening Eagle	77,520
Sunday Eagle	123,453

Represented by O'MARA & ORMSBEE

LEADERSHIP

Eagle Percentage of Daily Field

Total Linage	74%
General Linage	*58%
General Food Lines	*71%
Retail Advertising	70%
Department Store Advertising	67%
Grocery Store Advertising	71%
Classified Advertising	*70%

* Evening Combination Lines Omitted
Source: Media Records, Year 1959

THE WICHITA EAGLE

Morning . . . Evening . . . Sunday

KANSAS

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Hamilton		3.3	.0018	.9	1.0		6,590	.0020	1,997	7,322	6,438	6,414	18.2	4.3	27.4	13.7	27.3	22.8	9.4	12.0	17.7	47.2
Harper		10.2	.0058	3.1	3.0	2.9	18,492	.0046	1,519	4,997	5,012	4,475	28.1	9.4	29.2	20.9	28.5	34.2	8.9	14.6	6.2	20.9
Harvey		24.7	.0138	7.6	8.7	14.8	44,840	.0135	1,815	5,900	5,147	5,149	21.8	6.4	24.0	14.9	34.9	36.3	10.8	17.2	8.5	25.2
Newton		14.8	.0083	4.9	5.0		26,838	.0081	1,813	5,477	5,329	5,162	21.0	6.1	24.9	15.4	34.9	36.3	10.8	17.1	8.4	25.1
Haskell		2.7	.0015	.7	.7		5,926	.0018	2,195	8,466	8,466	7,727	10.4	2.0	18.4	7.7	33.4	23.1	15.1	16.0	22.7	51.2
Hodgeman		3.5	.0020	1.0	1.0		6,416	.0019	1,833	6,416	5,865	5,584	23.9	6.4	20.3	11.7	31.6	30.3	12.4	18.1	11.8	33.5
Jackson		10.3	.0057	3.3	3.3	2.6	14,648	.0044	1,422	4,439	4,439	3,777	33.5	13.4	33.6	28.5	23.8	33.7	5.6	12.1	3.5	12.3
Jefferson		10.5	.0059	3.3	3.5		15,380	.0046	1,465	4,661	4,356	3,830	35.0	13.8	30.6	25.6	24.6	34.4	6.0	12.7	3.8	13.5
Jewell		6.9	.0039	2.2	2.2		10,692	.0032	1,550	4,860	4,767	4,026	34.0	12.7	32.2	25.6	22.4	29.9	6.2	12.6	5.2	19.2
Johnson	78	140.2	.0784	43.6	43.5	99.4	332,158	.0996	2,369	7,618	7,621	7,254	14.9	3.1	17.3	7.7	33.0	24.2	14.4	16.3	20.4	48.7
Kearny		2.6	.0015	.8	.8		5,857	.0018	2,253	7,321	7,258	6,532	14.6	3.4	23.0	11.3	32.7	29.8	13.3	16.6	16.4	41.9
Kingman		10.6	.0060	3.3	3.4	3.4	14,749	.0044	1,366	4,469	4,297	3,801	35.1	13.9	33.0	27.8	22.2	31.3	5.6	12.1	4.1	14.9
Kiowa		4.8	.0027	1.4	1.7		10,194	.0031	2,124	7,281	5,872	6,061	14.6	3.6	24.0	12.7	35.1	31.1	13.0	17.5	13.3	35.1
Labette		28.0	.0157	9.0	9.1	15.2	41,378	.0124	1,478	4,598	4,529	4,122	31.7	11.6	28.7	22.3	27.9	36.2	7.1	14.2	4.6	15.7
Parsons		12.8	.0072	4.1	4.2		19,593	.0059	1,531	4,779	4,625	4,508	27.4	9.1	26.6	18.9	31.7	37.7	8.6	15.7	5.7	18.6
Lane		2.9	.0016	.8	1.0		6,468	.0019	2,230	8,085	6,286	6,490	15.5	3.8	25.7	12.7	30.3	25.0	11.3	14.2	17.2	44.5
Leavenworth		42.2	.0236	11.6	14.6	23.0	70,367	.0211	1,667	6,066	4,792	5,082	25.9	7.7	23.8	15.0	29.9	31.5	11.1	17.8	9.3	28.0
Leavenworth		23.0	.0129	7.7	7.9		39,331	.0118	1,710	5,108	4,936	4,779	25.4	8.0	26.7	17.9	31.0	34.7	9.7	16.6	7.2	22.8
Lincoln		6.4	.0036	2.0	2.2		10,725	.0033	1,676	5,363	4,723	4,473	28.5	9.6	27.5	19.7	30.2	36.2	7.7	14.0	6.1	20.5
Linn		8.9	.0050	2.9	2.9		12,424	.0037	1,396	4,284	4,187	3,623	39.8	16.5	29.5	26.1	21.5	32.0	5.6	12.6	3.6	12.8
Logan		4.0	.0022	1.1	1.2		6,549	.0019	1,637	5,954	5,320	5,134	22.8	6.7	25.4	15.8	31.9	33.4	11.0	17.5	8.9	26.6
Lyon		25.0	.0140	7.9	9.2	15.4	43,086	.0130	1,723	5,454	4,665	4,599	28.1	9.2	26.3	18.3	30.4	35.5	8.5	15.1	6.7	21.9
Emporia		15.4	.0086	4.8	6.2		29,017	.0087	1,884	6,045	4,649	5,077	24.2	7.2	23.8	15.0	33.1	35.0	10.1	16.3	8.8	26.5
McPherson		23.6	.0132	7.5	8.0	9.5	41,401	.0124	1,754	5,520	5,153	4,828	24.7	7.7	26.6	17.7	32.1	35.5	9.2	15.7	7.4	23.4
McPherson		9.5	.0053	3.2	3.3		18,286	.0055	1,925	5,714	5,434	5,396	21.1	5.9	22.3	13.2	35.6	35.3	11.3	17.2	9.7	28.4
Marion		14.6	.0082	4.6	4.7		21,386	.0064	1,465	4,649	4,509	3,951	32.2	12.2	32.0	26.0	25.5	34.6	6.2	12.9	4.1	14.3
Marshall		16.8	.0094	5.2	5.3	3.8	27,137	.0081	1,615	5,219	5,089	4,536	27.9	9.3	28.8	20.4	28.6	33.5	8.2	14.9	6.5	21.9
Meade		4.9	.0027	1.5	1.4		11,383	.0035	2,323	7,589	7,696	6,982	14.2	3.1	23.3	10.7	30.6	23.4	12.4	14.6	19.5	48.2
Miami		20.7	.0116	6.3	6.4	8.9	29,387	.0088	1,420	4,665	4,525	4,130	29.3	10.7	30.1	23.4	29.2	37.7	7.2	14.4	4.2	13.8
Mitchell		9.0	.0050	2.7	2.8	3.6	13,384	.0040	1,487	4,957	4,728	4,256	27.7	9.8	31.9	24.0	28.2	35.4	7.3	14.0	4.9	16.8
Montgomery		48.8	.0272	16.8	17.3	36.4	81,048	.0243	1,671	4,824	4,685	4,421	27.8	9.5	27.6	20.0	30.8	37.3	8.3	15.4	5.5	17.8
Coffeyville		18.8	.0105	6.5	7.0		33,239	.0100	1,768	5,114	4,715	4,668	24.1	7.8	26.3	18.4	33.6	38.5	9.5	16.6	6.0	18.7
Independence		11.6	.0065	4.0	4.4		20,508	.0062	1,768	5,127	4,635	4,663	25.9	8.3	27.0	18.5	31.6	36.4	9.0	15.5	6.5	21.0
Morris		7.9	.0044	2.4	2.7	2.5	13,010	.0039	1,647	5,421	4,757	4,413	27.3	9.3	28.7	20.9	30.2	36.7	8.3	15.3	5.5	17.8
Morton		3.0	.0017	.9	1.0		7,780	.0023	2,593	8,644	7,548	7,400	17.5	3.8	19.6	8.5	27.1	19.6	12.8	14.1	23.0	54.2
Nemaha		13.5	.0075	4.0	4.3		29,388	.0081	1,509	5,092	4,702	4,261	33.8	11.9	28.0	21.0	24.6	30.9	7.4	14.3	6.2	21.9
Neosho		20.1	.0113	6.5	6.6	10.5	29,843	.0080	1,485	4,591	4,476	4,076	31.4	11.6	29.9	23.6	27.5	36.1	6.8	13.6	4.4	15.1
Chanute		10.5	.0059	3.7	3.7		17,083	.0051	1,627	4,617	4,617	4,358	27.8	9.6	28.9	21.3	30.6	37.5	7.6	14.3	5.1	17.3
Ness		5.4	.0030	1.6	1.6		9,704	.0029	1,797	6,065	5,921	5,132	27.4	8.0	26.6	16.6	26.6	27.8	8.7	13.8	10.7	33.8
Norton		8.8	.0049	2.7	3.0	3.1	12,183	.0037	1,384	4,512	4,015	3,731	35.3	14.2	32.3	27.8	23.1	33.2	5.7	12.5	3.6	12.3
Osage		13.8	.0078	4.6	4.7		21,019	.0063	1,523	4,569	4,404	3,918	33.2	12.8	32.3	26.4	24.2	33.1	6.0	12.5	4.3	15.2
Osborne		7.1	.0039	2.1	2.4		11,298	.0033	1,579	5,337	4,614	4,210	33.3	11.9	30.4	23.2	23.1	29.3	7.0	13.6	6.2	22.0
Ottawa		6.3	.0036	2.1	2.1		8,721	.0026	1,384	4,153	4,153	3,491	43.7	18.9	30.1	27.6	18.1	27.7	4.3	10.0	3.8	15.8
Pawnee		11.8	.0066	2.9	3.8	4.9	18,574	.0046	1,574	6,405	6,034	5,777	19.2	5.0	26.2	14.6	30.6	28.3	11.1	15.7	12.9	36.4
Phillips		9.3	.0052	3.2	3.2	2.7	16,015	.0048	1,722	5,005	4,920	4,303	30.3	10.6	29.9	22.3	27.0	33.6	7.1	13.4	5.7	20.1
Pottawatomie		12.2	.0068	3.8	4.0		18,834	.0057	1,544	4,956	4,631	4,271	30.3	10.7	31.0	23.3	25.9	32.4	7.1	13.6	5.7	20.0

For Retail Sales data, see Section 4 location on page 17.

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KTVH is Power Selling IN CENTRAL KANSAS...



*VIEWED BY MORE KANSANS THAN ANY OTHER TV

* NIELSEN STATION INDEX FEBRUARY 1960

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS

to Sell Kansas..buy KTVH KANSAS

■ WICHITA AND HUTCHINSON ■

KANSAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Pratt		12.7	.0071	4.0	3.9	8.2	24,175	.0072	1,904	6,044	6,053	5,615	20.3	5.5	23.5	13.4	33.4	31.7	11.4	16.7	11.4	32.7
Pratt		8.2	.0046	2.6	2.7		15,824	.0047	1,930	6,086	5,790	5,733	18.7	4.9	22.8	12.8	34.7	32.4	12.2	17.4	11.6	32.5
Rawlins		4.8	.0026	1.4	1.3		7,802	.0024	1,606	5,573	5,766	5,002	27.3	8.2	27.9	17.9	26.0	27.9	8.9	14.5	9.9	31.5
Reno	232	60.7	.0340	19.8	21.8	35.7	111,038	.0333	1,829	5,606	5,093	5,021	21.7	6.5	26.6	17.0	33.7	35.9	10.1	16.5	7.9	24.1
△Hutchinson		36.7	.0205	12.0	13.4		69,972	.0210	1,907	5,831	5,219	5,281	19.6	5.6	25.1	15.3	35.5	36.0	10.9	16.9	8.9	26.3
Republic		10.7	.0059	3.7	3.8	2.7	17,389	.0052	1,625	4,700	4,481	4,037	35.8	13.4	29.7	23.6	22.6	29.8	6.5	13.2	5.4	20.0
Rice		14.7	.0083	4.7	4.7	4.3	27,384	.0082	1,863	5,826	5,747	5,325	21.5	6.1	23.6	14.2	34.7	34.9	10.6	16.3	9.6	28.5
Riley		35.5	.0198	6.4	17.6	21.6	57,924	.0174	1,632	9,051	3,273	4,575	33.5	11.0	21.9	15.4	26.8	31.4	9.6	17.1	8.2	25.1
Manhattan		21.6	.0121	5.9	10.1		36,772	.0110	1,702	6,233	3,632	4,591	33.4	11.0	22.3	15.6	26.7	31.1	9.5	16.9	8.1	25.4
Rooks		9.8	.0055	3.0	3.0		16,148	.0048	1,648	5,383	5,262	4,864	24.7	7.6	26.2	17.3	31.7	35.0	9.9	16.7	7.5	23.4
Rush		6.6	.0037	1.9	2.0		12,217	.0037	1,851	6,430	6,015	5,416	23.2	6.5	23.8	14.1	31.5	31.1	10.6	16.0	10.9	32.3
Russell		11.5	.0065	3.5	3.6	6.7	22,630	.0068	1,968	6,466	6,198	5,904	15.5	4.0	21.1	11.5	39.1	35.4	12.6	17.4	11.7	31.7
Russell		6.7	.0037	2.2	2.3		14,306	.0043	2,135	6,503	6,220	6,131	13.4	3.3	20.4	10.7	40.7	35.5	13.0	17.4	12.5	33.1
Saline		45.5	.0254	12.9	19.5	38.0	85,770	.0257	1,885	6,649	4,383	5,193	20.6	6.0	25.2	15.5	35.2	36.3	10.4	16.5	8.6	25.7
Saline		38.0	.0213	12.4	13.5		70,265	.0211	1,849	5,667	5,189	5,215	20.4	5.9	25.1	15.4	35.3	36.3	10.5	16.5	8.7	25.9
Scott		4.6	.0026	1.2	1.3	3.0	8,559	.0026	1,861	7,133	6,202	6,090	13.2	4.5	20.2	10.6	35.3	31.1	12.4	16.7	13.9	37.1
Sedgwick	175	332.8	.1862	109.4	116.4	289.4	652,954	.1958	1,962	5,969	5,610	5,559	17.4	4.7	23.3	13.4	37.4	36.1	11.9	17.5	10.0	28.3
▲Wichita		243.5	.1363	81.2	87.7		497,553	.1492	2,043	6,127	5,671	5,662	16.4	4.4	22.8	12.9	38.1	36.0	12.3	17.8	10.4	28.9
Seward		13.6	.0077	3.7	4.4	12.8	26,041	.0078	1,915	7,038	5,918	6,518	14.6	3.4	20.6	10.2	35.9	29.4	13.0	18.3	15.9	40.7
Liberal		12.8	.0072	3.4	4.1		25,553	.0077	1,996	7,516	6,091	6,612	13.7	3.1	20.2	9.8	36.5	29.5	13.3	16.5	16.3	41.1

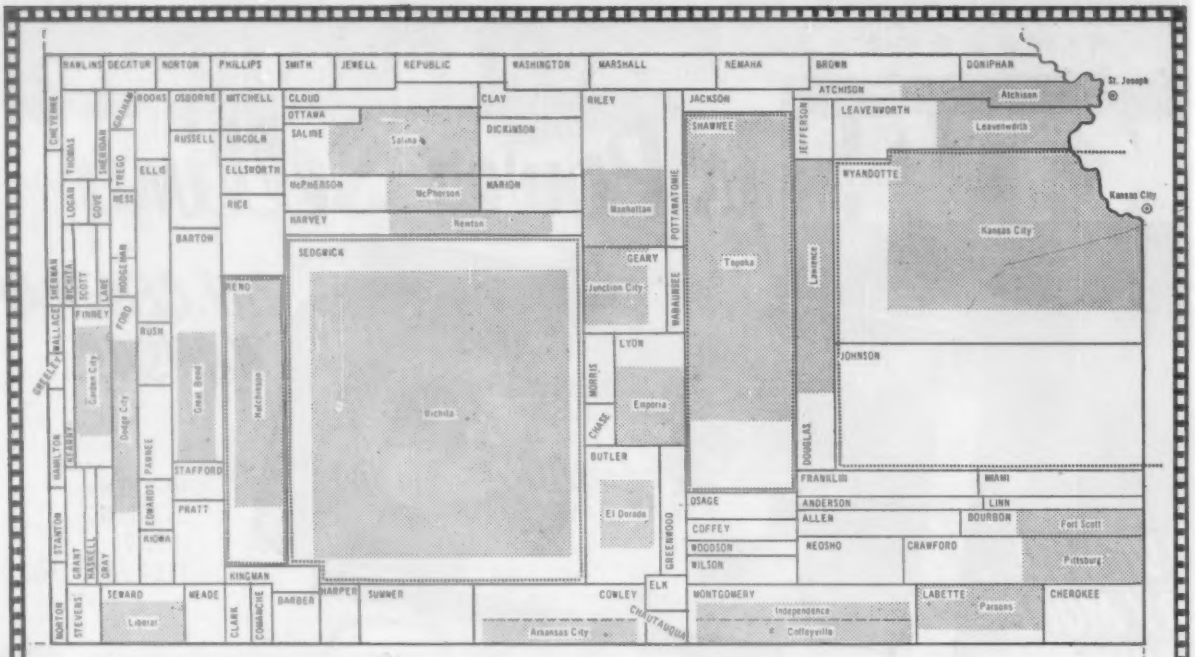
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

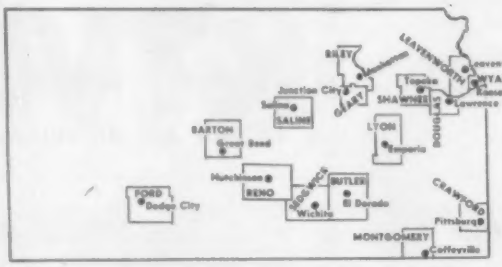
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The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE





KANSAS

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RETAIL SALES MAP

PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.

Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0069 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $13 million and over.

KANSAS		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1960						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.							
													Income Breakdown of Households							
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Shawnee	165	136.5	.0763	44.5	52.0	132.5	269,726	.0909	1,976	6,061	5,181	5,419	18.2	5.1	24.4	14.4	36.3	35.8	11.7	17.7	9.4	27.0
▲Topeka		117.9	.0660	39.7	44.3		238,684	.0716	2,024	6,012	5,386	5,487	17.7	4.8	24.1	14.1	36.6	35.8	11.9	17.8	9.7	27.5
Sheridan		4.2	.0024	1.1	1.1		7,302	.0022	1,739	6,638	6,230	5,727	21.8	5.7	25.0	14.0	29.0	27.2	11.0	15.6	13.2	37.5
Sherman		6.1	.0034	1.9	1.9	3.9	11,781	.0036	1,931	6,201	5,998	5,611	19.4	5.2	24.2	13.9	33.9	32.3	11.2	16.4	11.3	32.2
Smith		9.1	.0045	2.6	2.6		11,581	.0034	1,430	4,454	4,398	3,761	35.7	14.3	30.1	25.7	24.6	34.8	6.1	13.4	3.5	11.8
Stafford		7.6	.0043	2.2	2.1		11,886	.0036	1,565	5,407	5,444	4,799	26.8	8.4	25.9	17.3	30.1	33.5	9.6	16.4	7.6	24.4
Stanton		2.1	.0012	.6	.7		5,395	.0016	2,569	8,992	7,340	7,563	14.0	2.8	27.1	11.5	23.8	16.9	10.5	11.3	24.6	57.5
Stevens		4.3	.0024	1.2	1.2	2.8	9,374	.0028	2,180	7,812	7,381	7,200	8.4	1.7	20.5	9.1	37.8	28.2	14.3	16.3	19.0	44.7
Sumner		28.5	.0159	9.4	9.5	9.4	48,242	.0145	1,693	5,132	5,059	4,655	27.0	8.7	27.2	18.7	30.2	34.7	8.8	15.5	6.8	22.4
Wellington		9.4	.0053	3.2	3.5		18,620	.0056	1,981	5,819	5,263	5,274	20.2	5.8	21.8	13.2	38.3	39.0	11.3	17.5	8.4	24.5
Thomas		6.8	.0038	2.1	2.3	3.4	14,534	.0044	2,137	6,921	6,235	6,066	17.0	4.2	22.8	12.1	34.9	30.8	11.5	15.6	13.8	37.3
Trego		5.9	.0033	1.8	1.8		9,731	.0029	1,649	5,082	5,937	5,237	25.0	7.2	28.1	18.0	28.2	29.6	10.1	15.7	10.6	32.1
Wabaunsee		7.0	.0040	2.3	2.4		10,226	.0031	1,461	4,447	4,139	3,986	35.7	14.5	31.2	27.1	24.5	35.6	5.5	12.1	3.1	10.7
Wallace		2.1	.0011	.8	.8		4,130	.0012	1,967	6,883	6,463	5,773	19.9	5.2	29.9	14.9	29.1	27.0	10.9	15.5	13.2	37.4
Washington		11.7	.0066	3.6	3.7		17,926	.0054	1,532	4,979	4,803	4,179	31.6	11.4	30.7	23.6	25.7	32.8	6.7	13.2	5.3	19.0
Wichita		2.5	.0014	.7	.9		4,675	.0014	1,870	6,679	6,947	6,116	30.5	7.8	22.0	11.5	20.3	17.9	9.1	12.1	18.1	51.0
Wilson		14.3	.0080	4.8	4.7	6.9	19,529	.0059	1,366	4,130	4,156	3,719	35.3	14.3	30.7	26.5	25.0	36.0	5.9	13.0	3.1	10.2
Woodson		5.9	.0033	2.0	2.0		8,987	.0027	1,521	4,499	4,423	3,960	33.6	13.2	32.4	26.9	23.6	32.9	6.2	13.0	4.0	14.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Brangus Association—Mo. & Kans.
Central Missouri Polled Hereford Assn.
Flint Hills Hereford Association
Heart of Missouri Polled Hereford Assn.
Holstein-Friesian Assn. (Mo.)
Kansas Balanced Farming Winners—1958
Kansas Berkshire Hog Breeders Assn.
Kansas Guernsey Breeders Assn.
Kansas Hereford Association
Kansas Jersey Cattle Club
Kansas Livestock Association
Kansas Polled Hereford Association
Kansas Polled Shorthorn Society
Kansas Swine Imp. Testing Station
Kansas Shorthorn Breeders Association
Missouri Angus Association
Missouri Balanced Farming Winners—1958
Missouri Berkshire Hog Breeders Assn.
Missouri Hampshire Swine Breeders Assn.
Missouri Hereford Association
Missouri Polled Hereford Breeders Assn.
Mo. Poultry Imp. Project Winners—1959
Northeast Missouri Hereford Association

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of the total membership of these leading livestock breeder associations in Missouri and Kansas are Weekly Star Farmer subscribers —verified by "nose count" matching of actual subscriber stencils

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KANSAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Wyandotte	78	194.0	.1086	60.5	62.9	169.5	349,252	.1048	1,800	5,773	5,551	5,393	17.6	4.9	22.9	13.6	38.5	38.3	12.3	18.7	8.7	24.5
▲Kansas City		131.4	.0735	40.5	43.6		238,566	.0716	1,816	5,891	5,463	5,443	17.0	4.7	22.8	13.4	38.8	38.2	12.5	18.8	8.9	24.9
Total Above Cities		955.9	.5349	310.1	347.2		1,809,991	.5431	1,893	5,837	5,213	5,295	20.3	5.8	24.1	14.6	35.4	35.8	11.1	17.2	9.1	26.6
State Total		2,155.6	1.2064	675.3	736.5	1,272.9	3,873,034	1.1618	1,797	5,735	5,259	5,109	23.4	6.9	25.3	15.9	32.3	33.8	10.1	16.2	8.9	27.2

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Hutchinson	60.7	.0340	19.8	21.8	36.7	111,038	.0333	1,829	5,608
Topeka	138.8	.0763	44.5	52.0	132.8	269,729	.0809	1,976	6,061
Wichita	332.8	.1882	109.4	116.4	289.4	652,954	.1958	1,962	59,69
Total Above Areas	530.0	.2965	173.7	190.2	458.8	1,033,718	.3100	1,950	5,951

KENTUCKY— (Other East South Central States: Alabama, Mississippi, Tennessee.)

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adair		16.7	.0093	4.3	4.7		15,376	.0048	921	3,576	3,245	2,643	58.0	32.0	26.1	30.8	11.8	23.2	2.6	7.8	1.5	6.2
Allen		12.8	.0071	3.7	3.8		13,041	.0039	1,035	3,525	3,401	2,764	52.7	27.8	28.9	32.5	14.4	27.4	2.8	8.0	1.2	4.3
Anderson		8.1	.0045	2.3	2.4		10,012	.0030	1,236	4,353	4,040	3,604	35.4	14.3	31.2	28.9	24.5	35.3	5.9	13.0	3.0	10.5
Ballard		9.2	.0051	2.8	2.8		9,842	.0030	1,070	3,515	3,505	2,916	48.0	24.0	30.5	32.5	17.4	31.3	3.1	8.3	1.0	3.9
Barren		30.6	.0172	8.9	9.4	10.0	35,411	.0108	1,157	3,979	3,764	3,309	45.3	20.9	27.9	26.2	18.9	29.8	4.7	11.2	3.2	12.8
Glasgow		10.0	.0056	3.4	3.6		14,104	.0042	1,410	4,148	3,912	3,840	38.6	14.7	26.5	21.5	23.4	31.6	6.6	13.7	4.9	18.5
Bath		10.2	.0057	2.7	2.7		9,956	.0030	976	3,687	3,566	3,007	48.0	23.3	29.4	30.4	17.0	29.5	3.7	9.7	1.9	7.1
Bell		32.6	.0182	7.8	8.0	17.2	29,851	.0089	916	3,827	3,715	3,383	39.6	17.1	31.3	28.8	21.8	33.4	4.7	11.1	2.6	9.6
Middlesborough		13.2	.0074	3.5	3.7		13,725	.0041	1,040	3,921	3,667	3,565	37.9	15.5	30.6	26.7	23.8	33.4	5.4	12.0	3.3	12.4
Boone		22.5	.0126	6.4	6.7		28,823	.0087	1,281	4,504	4,297	4,007	30.0	10.9	28.1	21.8	30.0	39.0	8.0	15.9	3.9	12.4
Bourbon		16.6	.0093	4.8	5.2	8.0	23,214	.0069	1,398	4,836	4,428	4,146	33.4	11.8	27.2	20.4	25.8	32.3	7.7	14.8	5.9	20.7
Paris		8.0	.0045	2.5	3.2		13,611	.0041	1,701	5,444	4,253	4,562	28.3	9.1	25.7	17.5	29.1	33.2	9.5	16.5	7.4	23.7
Boyd	70	55.7	.0312	15.3	16.4	43.9	81,629	.0245	1,465	5,335	4,977	4,888	21.5	6.4	23.0	14.6	36.8	39.2	11.8	19.1	6.9	20.7
▲Ashland		34.5	.0193	10.0	11.0		55,918	.0168	1,621	5,592	5,083	5,101	19.8	5.7	23.0	13.4	37.7	38.4	12.6	19.6	7.9	22.9
Boyle		19.6	.0109	8.0	8.7	13.0	28,501	.0086	1,454	4,750	4,963	4,059	34.5	12.4	25.9	19.8	26.3	33.7	8.1	15.8	5.2	18.3
Danville		13.0	.0073	4.8	4.6		19,756	.0059	1,520	4,390	4,230	4,124	34.1	12.1	25.5	19.2	26.7	33.7	8.3	15.9	5.4	19.1
Bracken		7.4	.0042	2.2	2.3		9,133	.0027	1,234	4,151	3,916	3,325	38.9	17.1	31.3	29.3	23.2	36.2	4.8	11.4	1.8	6.0
Breathitt		10.3	.0108	3.9	4.3		13,398	.0040	690	3,412	3,086	2,544	60.3	34.6	25.7	31.4	10.6	21.8	2.3	7.1	1.1	5.1
Breckinridge		14.5	.0081	4.1	4.2		15,697	.0047	1,083	3,829	3,654	3,071	47.8	22.7	27.5	27.9	18.3	31.1	4.4	11.3	2.0	7.0
Bullitt		16.4	.0092	4.6	4.8		19,288	.0058	1,174	4,187	3,997	3,708	34.6	13.6	28.3	23.8	27.1	37.9	6.9	14.8	3.1	9.9
Butler		10.9	.0061	2.8	3.2		9,828	.0029	883	3,702	2,933	2,522	60.9	35.3	24.9	30.7	11.1	22.7	2.2	7.0	.9	4.3
Caldwell		11.9	.0066	3.6	3.9	4.9	15,295	.0046	1,285	4,249	3,856	3,401	41.9	17.5	28.2	25.2	20.9	31.0	5.4	12.3	3.6	14.0
Calloway		20.2	.0113	6.1	7.2	10.5	25,039	.0075	1,240	4,105	3,449	3,181	44.4	20.4	28.9	28.3	20.4	33.2	4.2	10.6	2.1	7.5
Murray		10.5	.0059	3.3	4.7		15,486	.0046	1,475	4,693	3,323	3,492	40.1	16.8	27.5	24.5	24.0	35.5	5.5	12.6	2.9	10.6
Campbell	33	87.7	.0491	27.1	27.3	71.5	140,461	.0421	1,601	5,181	5,138	4,078	21.5	6.4	23.5	15.0	36.4	38.8	11.7	19.0	6.9	20.8
Fort Thomas		13.3	.0074	3.9	4.3		24,573	.0074	1,848	6,301	5,715	5,813	19.5	4.9	17.7	9.5	35.7	31.9	14.6	20.0	12.5	33.7
Newport		33.1	.0185	10.4	11.1		53,553	.0161	1,618	5,149	4,796	4,742	20.1	6.2	25.1	16.5	37.8	41.4	11.2	18.8	5.8	17.1
Carlisle		6.2	.0035	1.7	1.8		6,428	.0019	1,037	3,781	3,513	2,971	47.1	23.2	29.3	30.7	19.1	33.4	3.6	9.6	.9	3.1
Carroll		7.6	.0042	2.3	2.4	3.0	10,343	.0031	1,361	4,497	4,194	3,607	35.0	13.4	30.9	25.3	23.7	32.4	6.0	12.4	4.4	16.5
Carter		22.3	.0125	5.3	5.4		20,979	.0066	906	3,786	3,695	3,189	43.2	19.8	31.3	30.5	19.1	31.2	4.2	10.4	2.2	8.1
Casey		17.4	.0098	4.1	4.3		14,992	.0048	862	3,657	3,469	2,787	53.2	28.2	28.4	32.0	14.8	27.8	2.6	7.6	1.0	4.4
Christian		60.5	.0338	10.0	26.8	32.7	76,530	.0230	1,265	7,653	2,856	3,905	30.3	13.9	23.4	23.2	24.0	32.8	6.7	14.0	4.8	16.1
Hopkinsville		25.0	.0140	5.5	9.1		29,236	.0088	1,169	5,316	3,200	3,982	34.7	13.7	27.9	21.8	25.1	32.7	7.3	14.4	5.1	18.4
Clark		18.4	.0103	5.3	5.8	10.0	24,986	.0075	1,351	4,692	4,283	4,028	34.5	12.5	27.2	21.0	25.7	33.3	7.3	14.3	5.3	18.9
Winchester		10.0	.0056	3.1	3.6		14,604	.0044	1,460	4,711	4,048	4,102	34.1	13.1	26.5	20.1	26.1	33.1	7.7	14.9	5.6	19.8
Clay		24.3	.0136	4.9	5.1		17,695	.0053	728	3,611	3,451	2,911	49.8	25.0	29.4	31.4	16.2	29.0	3.0	8.0	1.6	6.6
Clinton		10.0	.0056	2.3	2.5		8,465	.0025	847	3,660	3,309	2,757	53.0	28.1	28.4	32.1	14.6	27.3	2.9	8.5	1.1	4.0
Crittenden		10.0	.0056	2.8	2.8		10,056	.0030	1,006	3,581	3,575	3,031	48.3	23.3	28.3	29.0	17.6	30.1	3.9	10.3	1.9	7.3
Cumberland		9.7	.0054	2.5	2.6		8,614	.0026	888	3,446	3,224	2,603	59.0	33.1	25.5	30.5	11.7	23.3	2.4	7.4	1.4	5.7

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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See Page 17 for the Guide to the Data Sections of this Survey

OWENSBORO
METROPOLITAN AREA

Kentucky's 3rd Market
and FASTEST GROWING in the State

Population of Metropolitan Owensboro (Daviess Co.) will show the highest gain in the state in the 1959-65 period—16.7%. Income will be up 40.4% (2nd highest), sales 38.0% (2nd highest).*

Get in step with Metropolitan Owensboro's dynamic progress—through the Messenger and Inquirer (Owensboro's single Daily and Sunday Newspaper), and WOMI, Owensboro's oldest established radio station.

* SM Nov. 10, 1959

INCOME UP IN COUNTY and CITY

DAVIESS CO. $95,360,000 . . . UP 7%

OWENSBORO $82,021,000 . . . UP 13%

The Messenger and Inquirer doubled the size of its Comic Section in 1959—now offers advertisers 8-page standard size Comic Section.

OWENSBORO PUBLISHING CO.
OWENSBORO, KENTUCKY

Messenger INQUIRER

WOMI — CBS
Leading in 43 of 58 Daily Time Segments
—Conlan, Feb. 1958

KENTUCKY

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Daviess		66.5	.0373	19.5	20.7	54.5	95,360	.0286	1,434	4,890	4,607	4,413	27.9	9.2	26.5	18.7	30.4	35.8	9.2	16.5	6.0	19.8
△Owensboro		54.5	.0305	16.1	18.7		82,021	.0246	1,505	5,094	4,385	4,535	26.4	8.5	26.1	17.9	31.4	36.0	9.7	16.9	6.4	20.7
Edmonson		7.9	.0044	2.0	2.0		6,893	.0021	873	3,447	3,440	2,749	53.0	28.1	28.9	32.8	14.2	26.9	2.7	7.7	1.2	4.5
Elliott		7.0	.0039	1.4	1.6		5,568	.0016	795	3,977	3,465	2,832	51.6	26.6	28.1	30.9	15.9	29.2	3.3	9.2	1.1	4.1
Estill		13.2	.0074	3.4	3.4	3.0	13,073	.0040	990	3,845	3,787	3,253	44.3	19.9	28.1	26.9	20.5	32.6	4.7	11.6	2.4	9.0
Fayette	85	125.4	.0702	36.0	44.7	91.3	203,476	.0610	1,623	5,652	4,548	4,535	26.8	8.1	23.9	15.4	30.0	32.2	10.7	17.5	8.6	26.8
▲Lexington		65.3	.0365	19.2	26.6		110,344	.0331	1,690	5,747	4,138	4,618	28.6	9.1	24.1	16.2	29.5	33.2	10.1	17.4	7.7	24.1
Fleming		10.5	.0058	2.9	3.0		11,053	.0033	1,053	3,811	3,626	2,953	48.9	24.2	28.9	30.4	17.0	30.0	3.6	9.7	1.6	5.7
Floyd		45.4	.0254	9.9	10.3	3.2	40,854	.0123	900	4,127	3,932	3,598	35.0	14.2	32.0	27.6	24.5	35.4	5.6	12.4	2.9	10.4
Franklin		32.0	.0180	9.8	10.9	27.3	51,651	.0155	1,614	5,271	4,706	4,694	24.9	7.8	24.9	16.5	32.6	36.0	10.6	18.0	7.0	21.7
Frankfort		27.3	.0153	8.6	10.2		45,959	.0138	1,683	5,344	4,483	4,718	24.6	7.6	24.8	16.4	32.8	36.0	10.7	18.1	7.1	21.9
Fulton		10.7	.0059	3.0	3.3	2.6	13,076	.0039	1,222	4,359	3,946	3,607	39.5	16.0	27.0	23.3	23.3	33.5	6.6	14.6	3.6	12.6
Gallatin		4.3	.0024	1.3	1.2		5,258	.0016	1,222	4,043	4,113	3,582	39.5	16.1	31.4	27.2	19.5	28.1	5.4	11.9	4.2	16.7
Garrard		10.0	.0056	2.6	2.6		12,662	.0036	1,205	4,635	4,484	3,753	36.0	14.0	28.5	23.6	25.2	35.0	6.5	13.7	3.8	13.7
Grant		9.3	.0052	2.7	2.7		10,772	.0032	1,158	3,990	3,889	3,228	42.1	19.1	29.7	28.6	22.0	35.3	4.7	11.6	1.5	5.4
Graves		30.2	.0169	9.7	9.7	13.6	39,484	.0118	1,307	4,071	4,042	3,505	38.1	15.9	29.8	26.5	23.7	35.1	5.6	12.6	2.8	9.9
Mayfield		13.6	.0076	4.3	5.2		19,809	.0059	1,457	4,607	3,809	3,926	31.7	11.8	28.9	22.9	28.3	37.3	7.2	14.6	3.9	13.4
Grayson		18.4	.0103	5.1	5.1		17,200	.0052	935	3,373	3,322	2,760	54.6	28.9	27.0	30.4	13.9	28.3	3.0	8.6	1.5	5.8
Green		11.6	.0065	3.4	3.3		11,853	.0036	1,022	3,486	3,523	2,819	52.0	26.9	28.0	30.9	15.7	29.0	3.0	8.4	1.3	4.8
Greenup		28.1	.0158	7.0	7.5	4.4	32,328	.0097	1,150	4,618	4,295	4,042	28.0	10.1	28.0	21.6	32.0	41.2	8.4	16.4	3.6	10.7
Hancock		4.7	.0026	1.4	1.4		4,998	.0015	1,063	3,569	3,494	2,820	50.5	26.2	30.5	33.6	14.8	27.3	2.9	8.2	1.3	4.7

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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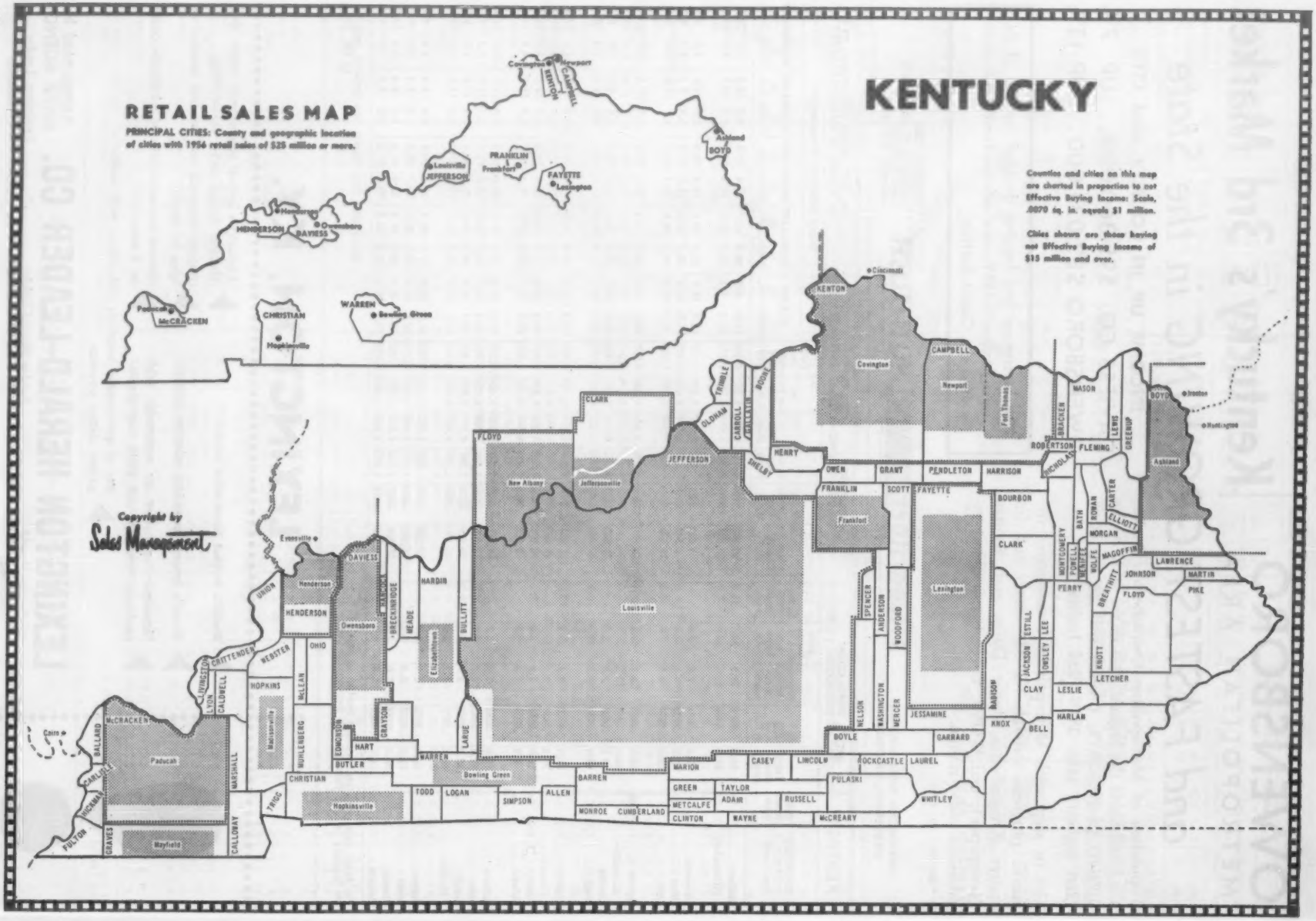
LEXINGTON, KY.

- World's largest horse-sales center.
- World's largest loose-leaf tobacco market.
- Manufacturing center for nationally sold products. New IBM and Dixie Cup plants.
- Kentucky's largest educational center. New Medical School under construction.
- Richest livestock and general farming region in South.
- Second largest retail and wholesale center in Kentucky.
- Site of government hospitals and offices with multi-million dollar payrolls.

LEXINGTON HERALD-LEADER CO.

Lexington Herald (Morning) · Sunday Herald-Leader · Lexington Leader (Evening)

Represented by KATZ AGENCY


KENTUCKY
RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
Countios and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0079 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Copyright by
Sales Management
Cincinnati
Newport
Covington
Louisville
Lexington
Frankfort
Paducah
Owensboro
Henderson
Hopkinsville
Bowling Green
Ashland
Huntington
Evansville
Cairo
Mayfield
Elizabethtown
Jeffersonville
New Albany
Fort Thomas
KENTON
CAMPBELL
BOONE
GALLATIN
TRIMBLE
CARROLL
OLDHAM
HENRY
SHELBY
JEFFERSON
CLARK
FLOYD
OWEN
GRANT
PENDLETON
HARRISON
BRACKEN
MASON
ROBERTSON
FLEMING
LEWIS
GREENUP
BOYD
NICHOLAS
FRANKLIN
SCOTT
FAYETTE
BOURBON
BATH
ROWAN
CARTER
ELLIOTT
MORGAN
MONTGOMERY
POWELL
BREATHITT
WOLFE
MAGOFFIN
LAWRENCE
JOHNSON
MARTIN
PERRY
FLOYD
PIKE
KNOTT
LETCHER
CLAY
LESLIE
HARLAN
BELL
KNOX
JACKSON
OWSLEY
LEE
ESTILL
MADISON
JESSAMINE
NELSON
WASHINGTON
MERCER
SPENCER
ANDERSON
WOODFORD
BOYLE
GARRARD
MARION
CASEY
LINCOLN
ROCKCASTLE
LAUREL
PULASKI
WHITLEY
GREEN
TAYLOR
METCALFE
ADAIR
RUSSELL
BARREN
MONROE
CUMBERLAND
CLINTON
WAYNE
McCREARY
ALLEN
SIMPSON
TODD
LOGAN
TRIGG
CALLOWAY
MARSHALL
CALDWELL
LYON
CRITTENDEN
LIVINGSTON
UNION
WEBSTER
HOPKINS
MUHLENBERG
OHIO
DAVIESS
HANCOCK
BRECKINRIDGE
MEADE
HARDIN
BULLITT
LARUE
HART
EDMONSON
GRAYSON
BUTLER
WARREN
CHRISTIAN
McCRACKEN
BALLARD
CARLISLE
HICKMAN
FULTON
GRAVES
McLEAN
TRIMBLE
OLDHAM
GALLATIN
CARROLL
BOONE
KENTON
CAMPBELL
BRACKEN
MASON
ROBERTSON
FLEMING
LEWIS
GREENUP
BOYD
NICHOLAS
BOURBON
CLARK
MADISON
ESTILL
LEE
OWSLEY
JACKSON
BREATHITT
KNOTT
LESLIE
CLAY
HARLAN
BELL
KNOX
LAUREL
WHITLEY
PULASKI
ROCKCASTLE
LINCOLN
CASEY
MARION
TAYLOR
GREEN
ADAIR
RUSSELL
CLINTON
WAYNE
McCREARY
MONROE
CUMBERLAND
BARREN
ALLEN
SIMPSON
TODD
LOGAN
TRIGG
CALLOWAY
MARSHALL
CALDWELL
LYON
CRITTENDEN
LIVINGSTON
UNION
WEBSTER
HOPKINS
MUHLENBERG
OHIO
DAVIESS
HANCOCK
BRECKINRIDGE
MEADE
HARDIN
BULLITT
LARUE
HART
EDMONSON
GRAYSON
BUTLER
WARREN
CHRISTIAN
McCRACKEN
BALLARD
CARLISLE
HICKMAN
FULTON
GRAVES



WAVE-TV Brings You
28.8% MORE INDIGESTION!
(or any other ailment your product can help!)

At least 28.8% *more families* watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off in an average week. And practically every one of all these extra families has its proportion of acid indigestion (or the wish to eat and drink the things that get the blame, later, for bringing on the indigestion!).

WAVE-TV gives you *much* lower cost per 1,000. We can prove it. So can NBC Spot Sales. Interested in the facts?

WAVE TV

CHANNEL 3 ● MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

KENTUCKY

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Hardin		78.9	.0442	14.5	37.7	9.9	120,747	.0382	1,530	8,327	3,197	4,414	31.4	10.4	17.4	12.3	33.2	38.1	11.5	20.7	6.5	17.5
Elisabethtown		9.9	.0055	3.1	3.4		14,844	.0045	1,499	4,788	4,321	4,314	31.0	10.5	25.9	18.7	28.3	34.0	8.7	16.1	6.1	20.7
Harlan		50.5	.0282	11.9	12.6	19.6	54,027	.0162	1,070	4,540	4,272	4,118	25.4	9.0	32.3	24.4	30.5	38.5	7.7	14.9	4.1	13.2
Harlan		4.8	.0027	1.2	1.8		8,324	.0025	1,734	6,937	4,624	5,565	16.9	4.4	24.5	13.7	35.5	33.2	11.7	16.6	11.4	32.1
Harrison		13.9	.0078	4.3	4.4	4.9	18,722	.0056	1,347	4,354	4,229	3,717	38.2	15.0	29.1	24.4	22.1	30.9	6.3	13.4	4.3	16.3
Hart		14.0	.0078	3.9	4.0		14,530	.0044	1,038	3,726	3,605	2,899	50.4	25.4	28.5	30.6	16.4	29.2	3.2	8.8	1.5	6.0
Henderson	51	34.4	.0193	10.5	10.6	21.0	45,588	.0136	1,325	4,342	4,301	4,000	32.2	11.8	28.2	22.0	27.6	35.6	7.6	15.2	4.4	15.4
Henderson		21.0	.0118	6.8	7.0		29,849	.0090	1,421	4,390	4,264	4,106	30.7	10.9	28.1	21.3	28.3	35.8	8.1	15.6	4.8	16.4
Henry		10.4	.0058	3.2	3.2		12,633	.0038	1,215	3,948	3,918	3,330	41.6	18.2	29.1	27.2	21.6	33.8	5.3	12.7	2.4	8.1
Hickman		7.0	.0039	2.1	2.0		7,545	.0023	1,078	3,593	3,664	2,998	47.8	23.3	28.9	30.1	17.8	30.7	3.9	10.4	1.6	5.5
Hopkins		40.2	.0225	12.0	12.3	16.9	51,865	.0155	1,290	4,322	4,188	3,934	35.5	13.2	26.5	20.9	25.8	34.1	7.6	15.3	4.6	16.5
Madisonville		13.8	.0077	4.6	4.8		21,051	.0063	1,525	4,576	4,386	4,261	32.9	11.3	25.5	18.7	26.7	32.3	8.8	16.5	6.1	21.2
Jackson		13.8	.0078	3.0	3.4		10,541	.0032	811	3,514	3,071	2,495	59.8	35.0	26.8	33.5	10.9	22.7	1.8	5.6	.7	3.2
Jefferson		583.0	.3263	175.4	195.5	479.4	1,034,319	.3103	1,774	5,897	5,290	5,371	18.7	5.1	22.3	12.9	35.9	34.8	13.2	19.5	9.9	27.7
▲Louisville		412.5	.2309	124.6	145.5		754,406	.2263	1,829	6,055	5,182	5,407	17.7	4.8	22.2	12.8	36.9	35.4	13.4	19.7	9.8	27.3
Jessamine		12.7	.0071	3.7	4.0	3.9	17,234	.0051	1,357	4,658	3,732	3,625	40.1	16.1	27.4	23.5	22.5	32.3	6.0	13.1	4.0	15.0
Johnson		21.6	.0121	5.1	5.1	4.0	18,363	.0055	850	3,601	3,550	3,156	45.8	21.2	28.4	28.0	19.3	31.7	4.3	10.8	2.2	8.3
Kenton	33	132.0	.0738	41.3	43.2	102.4	226,698	.0680	1,717	5,489	5,243	5,110	18.4	5.3	23.2	14.2	37.9	38.3	12.8	19.9	7.7	22.3
Covington		70.0	.0392	22.0	23.6		118,974	.0357	1,700	5,408	5,027	4,963	18.4	5.4	24.1	15.0	38.1	39.8	12.5	19.9	6.9	19.9
Knott		17.2	.0097	3.4	3.8		12,092	.0037	703	3,556	3,441	2,793	50.7	26.5	30.5	33.9	15.2	28.3	2.6	7.4	1.0	3.9
1Corbin																						
Knox		27.7	.0155	6.8	6.7	4.1	23,584	.0079	851	3,573	3,499	3,021	48.8	23.6	27.5	28.3	18.0	30.9	3.8	10.1	1.9	7.1
Larue		10.7	.0060	2.9	3.2		12,134	.0037	1,134	4,184	3,696	3,278	43.0	19.2	28.7	27.3	21.2	33.5	4.7	11.3	2.4	8.7
Laurel		27.8	.0155	8.8	8.8	3.9	24,951	.0075	898	3,669	3,659	3,062	48.6	23.2	27.9	28.4	17.3	29.3	4.0	10.3	2.2	8.8
Lawrence		12.6	.0071	3.2	3.2		11,209	.0033	890	3,503	3,472	2,894	52.8	26.7	25.3	27.2	16.4	29.3	3.8	10.5	1.7	6.3
Lee		8.4	.0047	2.0	2.2		7,030	.0021	837	3,515	3,180	2,731	53.3	28.5	28.7	32.8	14.4	27.2	2.5	7.3	1.1	4.2
Leslie		18.3	.0102	3.6	3.9		13,725	.0041	750	3,813	3,493	3,230	45.5	20.6	29.8	28.7	17.6	28.3	4.1	10.0	3.0	12.4
Letcher		27.5	.0154	8.1	8.4	4.9	24,659	.0074	897	4,042	3,837	3,469	37.7	15.9	32.6	29.3	21.4	32.1	5.3	12.1	3.0	10.6
Lewis		13.7	.0077	3.2	3.7		13,149	.0040	960	4,109	3,482	3,089	45.5	21.5	29.2	29.4	19.7	33.1	4.2	10.7	1.4	5.3
Lincoln		16.6	.0093	4.3	4.6		16,665	.0050	1,004	3,876	3,601	3,056	47.5	22.7	28.4	28.9	17.8	30.3	4.3	11.1	2.0	7.0
Livingston		6.8	.0038	2.0	1.9		6,485	.0019	954	3,243	3,312	2,775	54.4	28.8	29.2	31.7	13.0	24.2	2.5	7.2	1.9	8.3
Logan		21.0	.0117	5.7	5.7	4.3	20,954	.0063	998	3,676	3,623	3,082	46.2	21.9	30.1	30.4	17.9	30.1	3.8	9.8	2.0	7.8
Lyon		6.2	.0035	1.5	1.5		5,550	.0017	895	3,700	3,700	3,022	47.6	23.0	29.4	30.3	17.7	30.3	3.5	9.3	1.8	7.1

1 Corbin is in Knox and Whitley counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

KENTUCKY

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
McCracken		57.2	.0320	18.2	19.3	46.5	85,510	.0256	1,495	4,698	4,426	4,244	30.3	10.4	27.3	20.0	28.3	34.8	8.5	15.9	5.6	18.9
△Paducah		46.5	.0260	15.0	16.7		72,083	.0216	1,550	4,806	4,315	4,295	29.7	10.1	27.1	19.6	28.8	34.8	8.7	16.1	5.7	19.4
McCreary		12.7	.0071	2.7	2.8		9,665	.0029	761	3,580	3,412	2,965	48.6	23.8	28.7	29.9	17.3	30.1	3.7	9.9	1.7	6.3
McLean		10.2	.0057	2.7	2.7		10,023	.0030	983	3,712	3,590	3,144	48.3	21.5	29.0	28.7	17.9	29.5	4.4	11.1	2.4	9.2
Madison		34.5	.0193	9.6	12.1	15.7	44,831	.0135	1,299	4,670	3,676	3,625	40.7	18.4	27.5	23.7	21.6	30.8	6.0	13.1	4.2	16.0
Richmond		12.8	.0072	3.7	5.5		19,741	.0059	1,542	5,335	3,589	4,001	38.3	14.0	25.1	19.6	23.1	30.0	7.4	14.6	6.1	21.8
Magoffin		12.0	.0067	2.6	2.6		8,887	.0026	741	3,418	3,316	2,620	55.8	31.1	27.7	32.9	13.7	27.2	2.3	6.9	.5	1.9
Marion		15.6	.0087	3.6	4.2	4.3	17,049	.0052	1,100	4,736	3,969	3,617	40.6	16.4	26.8	23.1	22.4	32.2	6.2	13.7	4.0	14.6
Marshall		16.2	.0091	4.9	4.9		18,901	.0058	1,197	3,857	3,792	3,316	41.9	18.5	29.5	27.7	21.3	33.3	4.9	11.7	2.4	8.8
Martin		10.1	.0056	2.0	1.9		6,967	.0021	690	3,484	3,487	2,872	47.6	24.2	31.3	34.0	17.7	32.0	2.8	7.6	.6	2.2
Mason		17.5	.0098	5.0	5.5	8.8	23,285	.0070	1,331	4,657	4,160	3,894	34.3	12.9	27.2	21.8	27.0	35.9	7.3	14.9	4.2	14.5
Maysville		8.8	.0049	2.9	3.0		13,061	.0039	1,484	4,504	4,221	4,102	32.1	11.4	27.1	20.5	28.0	35.5	7.9	15.4	4.9	17.2
Meade		11.8	.0066	2.2	3.3		12,575	.0038	1,066	5,716	3,713	4,021	29.6	10.8	28.1	21.7	29.9	38.5	8.2	16.2	4.2	12.8
Menifee		3.5	.0020	.7	.8		3,060	.0009	874	4,371	3,787	2,767	54.5	28.7	27.2	30.6	13.7	25.8	3.0	8.5	1.6	6.4
Mercer		14.0	.0078	4.0	4.0	5.2	16,639	.0050	1,189	4,160	4,087	3,521	38.9	16.1	29.0	25.6	23.5	34.9	5.6	12.5	3.0	10.9
Metcalfe		9.6	.0054	2.5	2.8		9,234	.0028	962	3,694	3,256	2,582	58.0	32.8	26.8	32.3	12.0	24.3	2.2	6.7	1.0	3.9
Monroe		13.1	.0073	3.4	3.6		11,552	.0034	882	3,398	3,180	2,602	57.6	32.3	26.7	32.0	12.5	24.9	2.2	6.7	1.0	4.1
Montgomery		13.3	.0075	2.9	4.0	5.4	16,125	.0049	1,212	5,560	3,960	4,114	34.5	12.2	26.4	20.0	25.4	32.1	7.7	14.9	6.0	20.8
Morgan		11.5	.0064	2.7	2.8		10,042	.0030	873	3,719	3,520	2,757	54.3	28.8	27.4	30.9	13.8	26.1	3.0	8.6	1.5	5.6
Muhlenberg		28.1	.0157	7.6	7.8	6.0	26,490	.0079	943	3,486	3,386	3,079	46.5	22.0	28.4	28.7	19.2	32.4	4.2	10.9	1.7	6.0
Nelson		20.2	.0113	4.9	5.8	4.3	23,097	.0069	1,143	4,714	3,962	3,746	38.0	14.8	27.7	23.0	23.3	32.4	6.7	14.1	4.3	15.7
Nicholas		6.8	.0038	2.2	2.1		8,726	.0027	1,283	3,966	4,022	3,265	44.4	19.8	28.4	27.1	19.6	31.1	5.0	12.2	2.6	9.8
Ohio		17.1	.0096	4.8	5.1		17,720	.0053	1,036	3,692	3,439	2,915	50.6	25.3	27.6	29.5	16.6	29.6	3.6	9.8	1.6	5.8
Oldham		13.6	.0076	3.2	3.5		14,971	.0045	1,101	4,678	4,183	4,070	31.0	11.1	28.4	21.7	27.9	35.7	8.0	15.5	4.7	16.0
Owen		8.2	.0046	2.5	2.4		10,548	.0031	1,286	4,219	4,255	3,447	39.2	16.6	29.3	26.4	23.4	35.4	5.5	12.7	2.6	8.9
Owsley		7.8	.0044	1.7	1.9		5,914	.0018	758	3,479	3,033	2,492	59.6	34.9	26.6	33.2	11.5	23.9	1.8	5.8	.5	2.2
Pendleton		10.7	.0060	3.3	3.4		14,006	.0042	1,309	4,244	4,009	3,541	35.9	14.8	30.3	26.6	25.4	37.3	5.9	13.3	2.5	8.0
Perry		35.8	.0200	7.8	7.9	7.1	31,205	.0094	872	4,001	3,944	3,591	34.6	14.1	32.6	28.2	24.3	35.2	5.6	12.3	2.9	10.2
Hazard		7.1	.0040	1.7	2.1		9,426	.0028	1,328	5,545	4,346	4,762	23.1	7.1	25.8	16.8	33.5	36.5	10.4	17.4	7.2	22.2
Pike		68.7	.0384	15.5	16.0	5.8	63,912	.0191	930	4,123	3,990	3,623	34.6	13.9	31.8	27.3	24.8	35.7	5.8	12.7	3.0	10.4
Pikeville		5.8	.0032	1.5	2.0		9,393	.0028	1,619	6,262	4,535	4,924	26.4	7.8	23.6	14.9	30.0	31.8	10.9	17.5	9.1	28.0
Powell		6.5	.0037	1.6	1.6		5,469	.0017	841	3,646	3,356	2,838	53.9	27.7	27.3	30.0	13.6	24.9	3.2	9.0	2.0	8.4
Pulaski		34.7	.0194	9.2	9.3	8.1	34,006	.0102	980	3,696	3,634	3,060	47.7	22.8	28.3	28.7	17.9	30.4	4.1	10.7	2.0	7.4
Somerset		8.1	.0045	2.4	2.7		10,390	.0031	1,283	4,329	3,848	3,800	36.9	14.2	27.4	22.4	24.4	33.3	7.1	14.9	4.2	15.2
Robertson		2.2	.0012	.8	.8		2,867	.0008	1,303	4,778	4,344	3,361	41.1	17.8	30.4	28.2	20.9	32.3	4.7	11.1	2.9	10.6
Rockcastle		12.5	.0070	2.9	3.0		10,621	.0032	850	3,662	3,428	2,888	51.2	25.9	28.4	30.6	15.6	28.1	3.1	8.4	1.7	7.0
Rowan		10.8	.0060	2.6	3.0	2.6	10,414	.0031	962	4,005	3,421	3,179	44.5	20.4	28.8	28.2	20.1	32.9	4.5	11.3	2.1	7.2
Russell		12.8	.0070	3.1	3.1		10,711	.0033	857	3,455	3,368	2,722	53.7	28.8	28.3	32.4	14.7	27.8	2.5	7.4	.8	3.6
Scott		13.4	.0078	3.8	4.7	5.0	18,494	.0055	1,380	4,967	3,882	3,709	39.2	15.4	27.0	22.6	23.1	32.5	6.4	13.7	4.3	15.8
Shelby		17.6	.0099	5.0	5.1	4.8	23,293	.0070	1,323	4,659	4,541	3,990	33.7	12.3	28.3	22.1	26.0	33.9	7.1	14.0	4.9	17.7
Shelbyville		4.6	.0026	1.5	1.6		6,525	.0020	1,418	4,350	4,078	4,039	35.6	12.9	27.4	21.1	24.2	31.0	7.1	14.0	5.7	21.0
Simpson		10.1	.0057	3.0	3.2	3.9	11,844	.0035	1,173	3,948	3,701	3,195	46.5	21.3	28.7	28.0	17.4	28.3	4.5	11.1	2.9	11.3
Spencer		5.9	.0033	1.8	1.8		7,284	.0022	1,231	4,843	3,967	3,625	42.1	16.9	27.9	23.9	19.3	27.8	6.0	13.2	4.7	18.2
Taylor		17.2	.0096	4.8	5.0	4.2	18,438	.0056	1,072	3,841	3,649	3,225	45.7	20.7	28.1	27.1	18.9	30.5	4.6	11.3	2.7	10.4
Todd		11.8	.0084	3.3	3.3		11,831	.0035	1,029	3,585	3,588	3,010	48.5	23.5	29.0	30.0	16.6	28.8	3.9	10.2	2.0	7.5
Trigg		8.6	.0048	2.2	2.4		8,668	.0026	1,008	3,940	3,455	2,978	53.3	26.1	25.2	26.3	14.9	26.0	4.0	10.7	2.6	10.9
Trimble		5.2	.0029	1.5	1.5		6,397	.0019	1,230	4,265	4,101	3,464	42.0	17.7	28.4	25.5	21.2	31.9	5.0	11.4	3.4	13.5
Union		13.2	.0074	3.6	3.9	2.9	16,789	.0051	1,272	4,664	4,220	3,955	37.2	13.7	28.1	20.6	24.2	31.7	7.2	14.5	5.3	19.5
Warren		43.0	.0241	12.8	14.3	32.0	53,951	.0161	1,255	4,215	3,764	3,536	42.9	17.7	26.4	23.2	21.1	30.9	5.7	12.9	3.9	15.3
Bowling Green		32.0	.0179	10.2	13.0		45,013	.0135	1,407	4,413	3,442	3,611	42.0	17.0	25.8	22.2	21.9	31.4	6.1	13.5	4.2	15.9
Washington		11.5	.0064	3.0	3.0		11,825	.0036	1,028	3,942	3,936	3,198	43.4	19.8	30.0	29.2	20.2	32.8	4.4	10.9	2.0	7.3
Wayne		16.5	.0093	3.9	3.9	3.1	13,399	.0040	812	3,436	3,352	2,788	53.2	27.9	28.6	31.9	13.7	25.5	2.9	8.3	1.6	6.4
Webster		13.9	.0078	4.4	4.3	3.6	16,092	.0048	1,158	3,657	3,679	3,200	47.3	21.6	27.1	26.4	18.6	29.9	4.4	10.9	2.7	11.2
Whitley		28.3	.0149	6.7	7.0	12.3	25,426	.0077	949	3,795	3,582	3,225	44.6	20.2	27.8	26.8	20.7	33.4	4.7	11.6	2.2	8.0
1Corbin		10.6	.0059	3.0	3.4		12,786	.0038	1,206	4,262	3,726	3,688	36.7	14.5	26.8	22.6	26.7	37.7	6.6	14.2	3.2	11.0
Wolfe		6.8	.0039	1.8	1.8		5,573	.0016	820	3,483	3,329	2,716	54.6	29.3	27.7	31.7	13.8	26.7	2.9	8.3	1.0	4.0
Woodford		16.9	.0061	3.2	3.2	2.8	14,682	.0044	1,347	4,588	4,461	4,148	31.3	11.0	28.9	21.7	26.5	33.1	7.9	15.1	5.4	19.1
Total Above Cities		999.6	.5594	302.5	355.7		1,658,565	.4975	1,659	5,483	4,663	4,841	34.0	7.2	24.1	15.5	33.1	35.5	11.1	18.3	7.7	23.5
State Total		3,061.2	1.7132	931.1	931.8	1,297.7	3,990,407	1.1999	1,304	4,801	4,282	4,095	33.6	12.0	26.2	19.9	26.8	34.1	8.1	15.7	5.3	18.3

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Huntington-Ashland	270.4	.1613	75.1	83.0	172.8	409,548	.1229	1,515	5,453
Lexington	125.4	.0702	36.0	44.7	91.3	203,476	.0610	1,623	5,652
Louisville	702.4	.3931	211.4	233.0	565.6	1,225,445	.3676	1,745	5,797

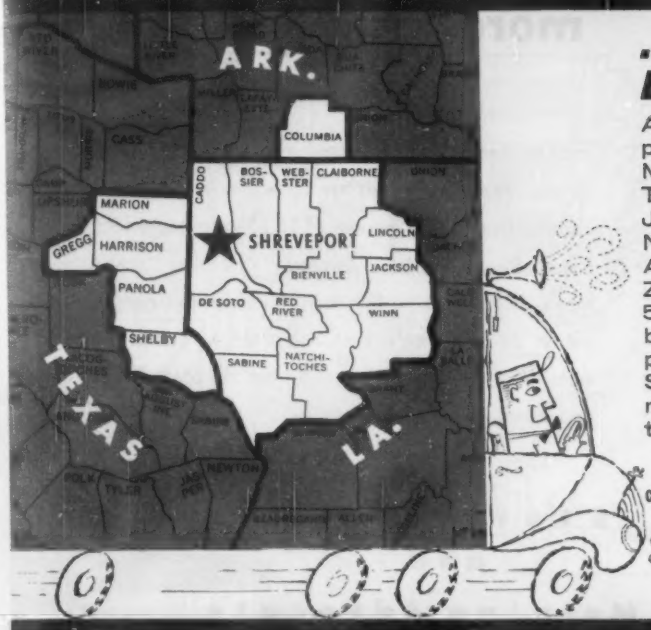
METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Owensboro	88.5	.0373	19.5	20.7	54.5	95,360	.0286	1,434	4,880
△Paducah	57.2	.0320	18.2	19.3	46.5	85,510	.0256	1,495	4,698
Total Above Areas	1,221.9	.6839	360.2	400.7	920.4	2,019,337	.6057	1,653	5,606

1 Corbin is in Knox and Whitley counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

Keep Sales Rolling!



. . . in Shreveport's BONUS MARKET

Advertisers who want to keep sales and profits rolling in the booming Shreveport Market use the only dominant medium, The Shreveport Times-Shreveport Journal. This rich 18-county section of North Louisiana, East Texas and South Arkansas (A.B.C. City and Retail Trade Zone) has a population of 692,000 (ranks 54th in the nation*) with an effective buying income of $979,955,000. The presses of The Shreveport Times-Shreveport Journal should be rolling *your* message to reap the extra advantages of this BONUS MARKET.

(SOURCES: *Sales Management Survey, May 10, 1960, *Rank: 1950 Govt. Census)

Circulation: M & E . . . 139,942 Morning . . . 38,831
Sunday . 110,214 Evening . . . 51,111
(A.B.C. Publisher's Statement for 3 months ending September 30, 1959)

Check with the Branham Man
Newspaper Production Company, Agent for—

The Shreveport Times - Shreveport Journal

LOUISIANA—

(Other West South Central States: Arkansas, Oklahoma, Texas.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Acadia		50.1	.0280	13.2	13.4	24.5	59,575	.0179	1,189	4,513	4,435	4,039	34.9	12.8	27.4	21.4	25.8	33.3	6.7	13.4	5.2	19.1
Crowley		15.6	.0087	4.4	4.7		20,851	.0063	1,337	4,739	4,408	4,308	31.0	10.6	27.1	19.8	28.2	34.4	7.7	14.3	6.0	20.9
Allen		21.5	.0120	5.9	6.0	6.5	26,302	.0079	1,223	4,458	4,335	4,013	33.5	12.3	27.3	21.4	27.2	35.7	7.4	14.7	4.6	15.9
Ascension		25.8	.0145	6.6	6.7	4.9	27,927	.0084	1,082	4,231	4,152	3,831	37.1	14.3	25.2	20.6	26.1	35.8	7.6	15.9	4.0	13.4
Assumption		18.9	.0094	4.1	4.0		14,641	.0044	868	3,571	3,576	3,354	44.0	19.4	28.1	26.3	20.4	31.9	4.6	10.9	2.9	11.5
Avoyelles		38.2	.0214	10.4	10.9	8.4	42,012	.0126	1,100	4,040	3,849	3,359	42.8	18.8	27.4	25.7	22.0	34.3	5.3	12.6	2.5	8.6
Beauregard		23.1	.0129	6.3	6.6	7.7	27,487	.0082	1,190	4,363	4,135	3,860	33.9	12.9	27.3	22.3	27.9	37.9	7.3	15.1	3.6	11.8
Bienville		16.2	.0091	4.2	4.3		17,142	.0052	1,058	4,081	3,920	3,465	40.6	17.3	27.4	24.8	23.9	36.2	5.5	12.8	2.6	8.9
Bossier	149	52.6	.0294	12.2	22.4	29.8	80,670	.0242	1,534	6,612	5,586	4,669	28.5	9.0	21.3	14.3	32.3	38.4	10.9	18.7	7.0	21.6
Bossier City		28.5	.0160	8.4	8.7		42,487	.0127	1,491	5,058	4,845	4,748	26.8	8.3	21.7	14.3	33.2	36.8	11.3	19.1	7.0	21.5
Caddo	149	208.0	.1164	60.5	69.2	170.0	360,349	.1080	1,732	5,956	5,202	5,325	24.3	6.7	20.4	12.0	32.5	32.2	12.3	18.5	10.5	30.6
▲Shreveport		163.8	.0917	49.2	58.4		304,310	.0913	1,858	6,185	5,210	5,434	23.2	6.3	19.9	11.5	33.3	32.1	12.7	18.8	10.9	31.3
Calcasieu	240	139.4	.0781	39.4	45.5	94.3	242,017	.0726	1,736	6,143	5,310	5,533	19.2	5.1	19.7	11.2	37.2	35.3	13.7	19.9	10.2	28.5
△Lake Charles		70.7	.0396	15.3	24.2		129,755	.0389	1,835	8,481	5,362	6,828	9.4	2.0	12.6	5.8	42.9	33.0	19.0	22.3	16.1	36.9
Caldwell		9.1	.0050	2.5	2.6		10,757	.0033	1,182	4,303	4,035	3,611	39.1	16.0	28.7	25.0	22.8	33.2	5.8	12.8	3.6	13.0
Cameron		6.4	.0036	1.6	1.6		8,551	.0025	1,336	5,344	5,036	4,629	27.7	8.8	23.8	16.1	31.4	35.7	10.4	17.9	6.7	21.5
Catahoula		11.0	.0062	2.8	3.0		11,788	.0036	1,072	4,210	3,822	3,380	44.3	19.3	26.7	24.9	20.8	32.2	5.2	12.3	3.0	11.3
Claiborne		21.3	.0119	5.7	5.9	6.7	27,538	.0082	1,293	4,831	4,638	4,224	35.5	12.4	23.3	17.3	26.7	33.1	8.5	16.2	6.0	21.0
Concordia		16.7	.0094	4.4	4.6	4.4	17,994	.0054	1,077	4,090	3,840	3,562	43.6	18.0	25.4	22.4	21.2	31.3	5.9	13.4	3.9	14.9
De Soto		21.9	.0122	5.6	6.1	4.0	24,637	.0074	1,125	4,399	4,020	3,583	42.7	17.6	25.3	22.2	22.2	32.4	6.0	13.5	3.8	14.3

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures read foreword, page 19.

Retail Sales data for the states, their counties and cities, are in Section 4. See page 17 for the Guide to the various sections.



BATON ROUGE has more SALES Power

It's Louisiana's second largest market—and growing all the time. The figures are up again in 1960, with an effective buying income of $6,832 per household. Baton Rougeans have money, and they spend money. They look to this terrific newspaper combination as the area's best sales force. You'll get sales here. Get your sales push from the State-Times and Morning Advocate.



State-Times and Morning Advocate

Baton Rouge, La Represented by The John Budd Co.

LOUISIANA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

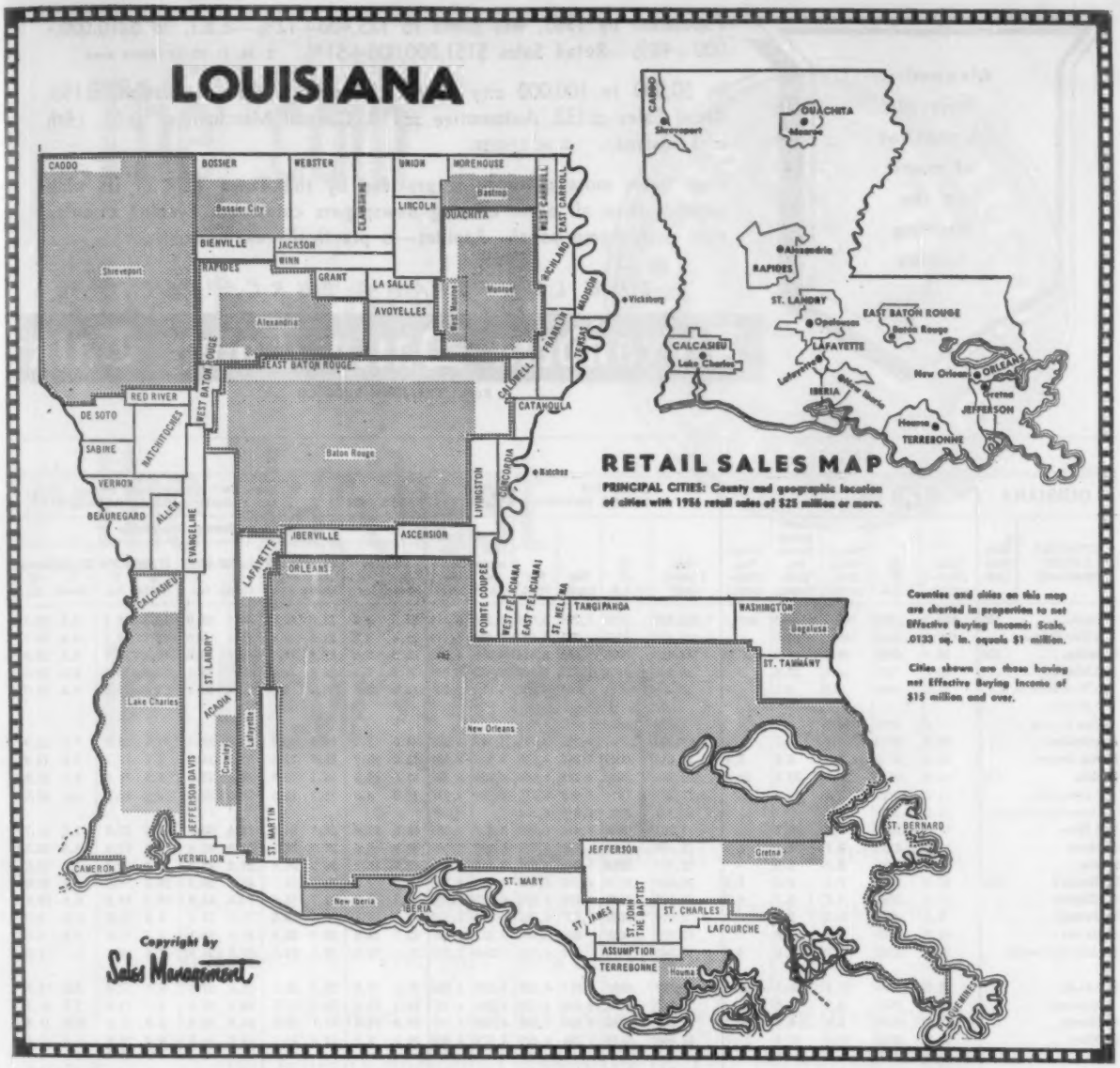
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
East Baton Rouge	16	232.8	.1303	64.7	78.2	187.3	439,193	.1317	1,887	6,788	5,612	5,989	18.7	4.6	16.3	8.5	36.3	31.9	15.7	21.0	13.0	34.0
▲Baton Rouge		155.1	.0868	45.0	53.8		307,453	.0922	1,982	6,832	5,706	6,059	18.2	4.4	16.2	8.4	36.4	31.6	15.9	21.0	13.3	34.6
East Carroll		13.8	.0077	3.5	4.2	3.5	15,178	.0046	1,100	4,336	3,562	3,217	49.3	22.6	25.4	24.8	17.5	28.5	4.6	11.5	3.2	12.6
East Feliciana		17.7	.0099	3.0	3.2	6.5	12,851	.0039	726	4,284	3,905	3,407	46.8	20.2	26.1	24.1	18.4	28.5	4.8	11.2	3.9	16.0
Evangeline		33.1	.0185	8.7	8.7	7.1	36,866	.0107	1,078	4,100	4,092	3,880	41.4	17.0	26.6	23.3	22.8	33.4	5.6	12.5	3.6	13.8
Franklin		29.1	.0163	7.2	7.3	3.7	31,664	.0095	1,088	4,398	4,191	3,611	40.9	16.7	27.3	23.7	22.2	32.2	6.8	13.0	3.8	14.4
Grant		11.3	.0064	2.8	2.9		11,780	.0035	1,042	4,207	3,932	3,347	43.1	19.0	27.1	25.5	22.2	34.7	5.2	12.5	2.4	8.3
Iberia		52.3	.0292	13.7	14.3	29.6	88,364	.0199	1,269	4,844	4,626	4,468	30.2	10.0	24.9	17.5	28.9	33.9	9.5	17.0	6.5	21.6
New Iberia		26.8	.0150	7.6	7.7		38,383	.0115	1,432	5,050	4,929	4,769	27.5	8.5	24.0	15.8	30.2	33.1	10.6	17.9	7.7	24.7
Iberville		26.8	.0149	7.0	7.0	5.7	29,232	.0088	1,163	4,178	4,141	3,884	37.9	14.4	26.1	21.2	24.5	33.0	6.8	14.1	4.7	17.3
Jackson		14.0	.0078	3.5	3.8	3.6	16,930	.0080	1,209	4,837	4,434	4,178	29.2	10.3	26.1	19.6	31.6	39.8	8.7	16.7	4.4	13.6
Jonesboro		5.6	.0020	1.1	1.0		5,262	.0016	1,462	4,784	4,918	4,657	25.7	8.1	24.1	16.3	33.2	37.5	10.7	18.5	6.3	19.6
Jefferson	108	201.7	.1129	56.7	57.0	142.4	329,929	.0990	1,636	5,819	5,788	5,555	18.6	4.9	21.7	12.3	35.9	33.9	13.3	19.2	10.5	29.7
Gretna		21.7	.0121	6.2	6.2		33,366	.0100	1,538	5,382	5,302	5,087	22.6	6.5	23.3	14.4	34.0	35.2	11.6	18.3	8.5	25.7
Jefferson Davis		29.1	.0163	7.8	8.4	14.9	39,469	.0118	1,356	5,059	4,664	4,506	32.0	10.5	24.6	17.2	27.4	31.9	8.5	15.1	7.5	25.3
Jennings		12.4	.0069	3.6	3.7		17,680	.0053	1,426	4,911	4,778	4,583	29.3	9.4	24.8	17.0	29.8	34.1	9.0	15.8	7.1	23.7
Lafayette	239	78.7	.0440	20.7	23.1	80.2	106,837	.0320	1,354	5,147	4,600	4,536	31.2	10.1	24.0	16.6	28.3	32.8	9.2	16.3	7.3	24.2
△Lafayette		50.2	.0281	13.6	16.4		75,362	.0226	1,501	5,541	4,568	4,822	28.5	8.7	22.7	14.8	30.0	32.8	10.4	17.2	8.4	26.5
Lafourche		48.4	.0271	11.8	11.9	16.6	54,860	.0165	1,133	4,649	4,592	4,339	29.1	9.9	26.5	19.2	30.3	36.6	8.7	16.1	5.4	18.2
Thibodaux		13.9	.0078	4.0	4.0		19,340	.0058	1,391	4,835	4,816	4,626	26.8	8.6	25.9	17.6	31.2	35.3	9.4	16.3	6.7	22.2
La Salle		13.9	.0077	3.8	4.1		17,492	.0052	1,268	4,603	4,225	3,861	33.3	12.3	25.9	20.5	29.0	38.2	7.7	15.6	4.1	13.4

SM Standard (▲) and Potential (△) Metropolitan County Areas.
For Retail Sales data, see Section 4 location on page 17.

Before using these figures read foreword, page 19.
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The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE



LOUISIANA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Lincoln		27.9	.0156	7.1	9.4	12.5	37,865	.0114	1,357	5,332	4,026	4,196	37.9	13.3	22.2	16.6	25.3	31.7	8.0	15.3	6.6	23.1
Ruston		12.5	.0070	3.0	5.0		20,902	.0062	1,664	6,934	4,094	5,090	30.7	8.9	17.0	10.5	30.5	31.5	11.3	17.8	10.5	31.3
Livingston		23.5	.0132	6.1	6.3		29,903	.0089	1,272	4,902	4,723	4,211	33.2	11.6	23.7	17.7	29.2	38.3	8.6	16.5	5.3	17.9
Madison		16.0	.0089	4.2	5.0	7.4	17,402	.0052	1,088	4,143	3,478	3,236	47.2	21.5	25.6	24.9	19.8	32.0	4.8	11.9	2.6	9.7
Morehouse		34.4	.0193	9.9	9.5	17.0	43,939	.0132	1,277	4,937	4,429	4,179	33.7	11.9	24.0	18.1	28.5	35.8	8.5	16.3	5.3	17.9
Bastrop		17.0	.0095	4.8	5.5		24,764	.0074	1,457	5,159	4,503	4,583	28.3	9.1	22.9	15.7	33.2	38.9	10.2	17.8	6.4	20.5
Natchitoches		43.1	.0241	10.9	11.9	13.0	44,186	.0133	1,025	4,054	3,699	3,451	45.7	19.6	25.3	23.1	19.7	29.8	5.5	12.6	3.8	14.7
Natchitoches		13.0	.0073	3.6	5.0		19,078	.0057	1,468	5,299	3,800	4,368	36.0	12.2	21.4	15.4	26.1	31.3	9.4	17.3	7.1	23.8

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

Alexandria-Pineville A market of merit in the Soaring Sixties

Population by 1965, will climb to 125,400+12%—E.B.I. to $210,000,000+48%—Retail Sales $151,000,000+51%. S. M. 11/10/59 Metro Area

In 50,000 to 100,000 city group Alexandria ranks—Population #153. Retail Sales #132. Automotive #110. General Merchandise #61, (4th in Louisiana). S. M. 5/10/59.

Four times more coverage is provided by the Town Talk of its nine parishes than all other evening newspapers combined. Evening circulation in its home parish—Rapides—is practically exclusive.

THE LOUISIANA PURCHASE!

Alexandria Daily Town Talk

Reps.: THE JOHN BUDD CO.

LOUISIANA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Orleans	108	608.1	.3403	180.1	207.5	606.1	1,085,426	.3256	1,785	6,027	5,230	5,415	21.4	5.8	21.6	12.6	34.1	33.0	12.3	18.2	10.6	30.4
▲New Orleans		608.1	.3403	180.1	207.5		1,085,426	.3256	1,785	6,027	5,230	5,415	21.4	5.8	21.6	12.6	34.1	33.0	12.3	18.2	10.6	30.4
Ouachita	256	69.1	.0499	25.7	28.9	67.2	141,697	.0425	1,580	5,514	4,903	4,944	25.3	7.5	22.8	14.5	32.8	35.0	10.8	17.4	8.3	25.6
△Monroe		50.0	.0280	15.1	17.6		85,603	.0257	1,712	5,669	4,853	5,041	25.7	7.5	22.7	14.2	31.9	33.1	10.5	16.8	9.2	28.4
△West Monroe		17.2	.0096	5.0	6.3		30,336	.0091	1,764	6,067	4,893	5,251	18.9	5.3	20.2	12.1	39.3	39.3	13.4	20.5	8.2	22.8
△Monroe-West Monroe		*67.2*	*.0376*	*20.1*			*115,939*	*.0348*	*1,725*	*5,768*												
Plaquemines		20.6	.0115	4.9	5.7		27,398	.0082	1,330	5,592	4,794	4,964	24.8	7.4	20.4	12.9	34.4	36.4	12.6	20.3	7.8	23.0
Pointe Coupee		20.4	.0114	5.2	5.5	2.7	21,815	.0065	1,069	4,195	3,914	3,551	43.8	18.2	25.5	22.5	21.2	31.3	5.6	12.7	3.9	15.3
Rapides	185	113.9	.0636	30.7	33.3	52.3	180,686	.0452	1,323	4,908	4,520	4,386	31.6	10.6	25.1	18.0	28.4	33.9	8.5	15.6	6.4	21.9
△Alexandria		44.5	.0249	13.4	14.9		71,277	.0214	1,602	5,319	4,784	4,617	28.0	6.6	23.8	15.5	30.0	32.8	9.8	16.3	8.4	26.8
Alexandria-Pineville		*58.0*	*.0308*	*16.5*			*90,291*	*.0271*	*1,640*	*5,468*												
Red River		11.0	.0061	2.8	2.9		11,293	.0034	1,018	4,001	3,917	3,303	46.6	29.8	26.1	24.6	19.4	30.7	4.9	12.0	3.0	11.7
Richland		24.0	.0135	6.1	6.1	3.9	26,199	.0078	1,092	4,295	4,230	3,640	40.9	16.6	26.3	22.7	22.9	32.9	6.1	13.5	3.8	14.3
Sabine		20.5	.0114	5.3	5.5		21,487	.0065	1,048	4,064	3,876	3,468	42.8	18.2	26.9	24.4	21.5	32.5	5.5	12.7	3.3	12.2
St. Bernard	108	30.0	.0168	7.3	8.3	7.1	39,527	.0118	1,318	5,416	4,708	4,798	25.1	7.7	23.1	15.1	33.7	36.9	10.9	18.3	7.2	22.0
St. Charles		15.2	.0085	3.7	3.7	4.0	18,169	.0055	1,195	4,911	4,852	4,566	30.3	9.8	22.7	15.6	29.6	34.0	10.6	18.6	6.8	22.0
St. Helena		9.1	.0051	2.3	2.3		9,818	.0029	1,087	4,182	4,016	3,337	43.9	19.4	27.0	25.5	21.5	33.8	5.6	12.0	2.6	9.3
St. James		15.2	.0085	3.4	3.4		12,176	.0036	801	3,581	3,511	3,290	43.7	19.6	26.0	26.7	21.3	34.1	4.7	11.4	2.3	8.2
St. John the Baptist		14.7	.0083	3.5	3.6	4.4	14,540	.0044	989	4,154	3,984	3,822	32.7	12.6	28.1	23.1	28.8	39.6	7.3	15.2	3.1	9.5
St. Landry		88.2	.0493	21.1	22.1	22.8	89,199	.0267	1,011	4,227	4,022	3,656	40.9	16.5	28.4	22.7	22.6	32.4	6.1	13.4	4.0	15.0
Opelousas		15.5	.0087	4.3	4.6		20,296	.0061	1,309	4,720	4,355	4,387	34.3	11.5	23.8	17.1	26.1	31.2	8.7	15.9	7.1	24.3
St. Martin		26.8	.0150	6.2	6.7	4.7	27,636	.0083	1,031	4,457	4,109	3,747	38.8	15.3	27.1	22.8	24.0	33.5	5.9	12.6	4.2	15.8
St. Mary		41.1	.0230	10.8	11.5	21.7	52,346	.0159	1,296	4,963	4,574	4,468	29.9	9.8	24.4	17.1	29.8	34.9	9.4	16.8	6.5	21.4
St. Tammany		31.8	.0178	8.9	9.1	10.4	37,604	.0113	1,183	4,225	4,091	3,820	36.5	14.1	27.1	22.3	25.6	35.3	6.8	14.2	4.0	14.1
Tangipahoa		62.4	.0350	16.9	18.9	18.1	72,476	.0217	1,161	4,289	3,821	3,610	40.5	16.6	26.5	23.0	23.5	34.2	5.9	13.1	3.6	13.1
Hammond		11.3	.0063	3.0	4.3		16,726	.0050	1,493	5,575	3,875	4,397	34.9	11.7	30.9	15.0	27.9	33.3	9.3	17.0	7.0	23.0
Tensas		11.3	.0063	3.0	3.1		11,743	.0035	1,039	3,914	3,729	3,274	48.0	22.1	25.6	24.6	17.1	27.3	4.8	11.8	3.5	14.2
Terrebonne		54.4	.0304	13.9	13.6	34.0	66,120	.0199	1,215	4,757	4,862	4,482	29.6	9.8	24.7	17.4	30.0	35.3	9.6	17.3	6.1	20.2
Houma		29.2	.0163	8.3	8.4		40,746	.0122	1,395	4,909	4,837	4,676	28.0	8.9	24.0	16.1	30.7	34.6	10.3	17.7	7.0	22.8

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.



Monroe News Star & World

Only way to reach this near

1/2 BILLION $ MARKET

47.76% HOME COVERAGE OF LOUISIANA'S 11 N. E. COUNTIES

● ASK THE BRANHAM MAN

The coin that goes the farthest in New Orleans



The coin: A picayune, an old Spanish half a bit worth six and one-fourth cents (a bit being 12 and one-half cents — "two bits" is a quarter).

It's here to tell you that advertising money in New Orleans does best when it's in The Picayune—The Times-Picayune Publishing Company newspapers.

Makes you big in this big-time market with no ifs, ands, or buts.

The Times-Picayune Publishing Company

PUBLISHERS OF THE TIMES-PICAYUNE, MORNING AND SUNDAY, NEW ORLEANS STATES-ITEM, EVENING, AND DIXIE SUNDAY MAGAZINE

Represented nationally by JANN & KELLEY, Inc.

NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO KANSAS CITY ATLANTA

BATON ROUGE VIEWERS HAVE Confidence AND Money

To sell Louisiana, you need at least two markets —the right two. Louisiana's second market in size is **first** in buying power. In Baton Rouge, the station that viewers believe in is first in selling power. Put your selling message where it will be seen, believed, and acted on. Buy 2 in Baton Rouge.



* Source: SM Survey, 1960. Effective buying income per household.

ABC-NBC

WBRZ Channel 2 BATON ROUGE LOUISIANA

TOWER: 1001 FT POWER 100,000 WATTS REPRESENTED BY HOLLINGBERY

LOUISIANA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000& over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Union		18.0	.0101	4.6	4.8		20,425	.0061	1,135	4,440	4,198	3,732	35.8	14.2	28.2	23.7	26.2	36.8	6.4	13.8	3.4	11.5
Vermilion		39.3	.0214	10.6	10.7	14.7	45,029	.0135	1,176	4,248	4,183	3,792	40.1	15.6	28.3	21.8	22.6	31.4	6.3	13.2	4.7	18.0
Vernon		23.7	.0133	6.7	6.8	6.0	25,594	.0077	1,080	3,820	3,737	3,327	44.1	19.6	27.1	25.6	21.2	33.5	5.0	12.6	2.6	9.3
Washington		42.6	.0238	11.4	11.9	20.8	54,475	.0163	1,279	4,779	4,562	4,223	32.6	11.4	25.6	19.1	27.5	34.1	8.7	16.5	5.6	18.9
Bogalusa		20.8	.0116	6.1	6.4		29,649	.0089	1,425	4,860	4,610	4,513	29.0	9.5	24.6	17.2	30.0	34.8	10.0	17.7	6.4	20.8
Webster		38.2	.0214	10.4	10.6	17.8	48,561	.0146	1,271	4,669	4,550	4,270	29.2	10.1	26.0	19.1	31.2	38.3	8.7	16.3	4.9	16.2
Minden		14.4	.0081	3.9	4.4		20,068	.0060	1,394	5,146	4,561	4,590	26.4	8.5	24.5	16.8	33.0	37.8	9.9	17.2	6.2	19.7
West Baton Rouge		11.8	.0066	3.1	3.0	3.2	13,661	.0041	1,158	4,407	4,450	4,083	36.5	13.2	23.8	18.3	29.1	33.5	8.3	16.4	5.3	18.6
West Carroll		14.8	.0083	3.5	3.9		15,110	.0045	1,021	4,317	3,864	3,261	45.7	20.7	26.9	29.0	20.0	32.0	4.8	11.8	2.6	9.5
West Feliciana		10.0	.0056	1.8	2.1		7,514	.0023	751	4,174	3,559	3,468	44.0	18.7	25.6	23.2	21.3	32.2	5.7	13.2	3.4	12.7
Winn		16.2	.0091	4.4	4.9	5.7	18,638	.0056	1,150	4,236	3,787	3,570	38.6	16.0	28.3	24.9	24.3	35.7	5.5	12.5	3.1	10.9
Total Above Cities		1,415.7	.7923	409.0	478.6		2,459,019	.7375	1,737	6,012	5,138	5,350	23.7	6.3	20.9	12.3	33.7	33.0	12.4	18.6	10.3	29.8
State Total		3,146.8	1.7611	855.8	949.9	1,810.8	4,566,360	1.3698	1,451	5,336	4,807	4,736	28.7	8.9	23.1	15.3	30.2	33.5	10.2	17.3	7.8	25.0

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Alexandria	113.9	.0636	30.7	33.3	52.3	159,686	.0452	1,323	4,906	New Orleans	839.8	.4700	244.1	272.9	757.6	1,454,882	.4364	1,732	5,960
Baton Rouge	232.8	.1303	64.7	78.2	167.3	439,193	.1317	1,887	6,788	Shreveport	260.6	.1458	72.7	91.7	199.8	441,019	.1322	1,692	6,066
△Lafayette	75.7	.0440	20.7	23.1	50.2	108,537	.0320	1,354	5,147										
△Lake Charles	139.4	.0781	39.4	45.5	94.3	242,017	.0726	1,736	6,143	Total Above Areas	1,784.3	.9619	496.0	573.6	1,409.7	2,976,031	.8926	1,668	5,976
△Monroe-West Monroe	89.1	.0499	25.7	28.9	67.2	141,697	.0425	1,590	5,514										

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

Maine's second Market

2nd Economic Area
determined by state Census of Manufactures

2nd in Population
(82,700) and number of households (23,900)

2nd in Income
Total: $151,259,000—Per household: $6,084)

2nd in Retail Sales
($105,883,000, or better than 65% of the other U. S. cities in the 25,000 to 49,999 group)

First in Growth!!! 3625 new jobs in two years . . . 2400 in new Raytheon plant last year . . . adding new income . . . new sales all the time. Lewiston-Auburn is still on the move . . . don't pass up Maine's fastest growing market!

Lewiston-Auburn reached only through the Lewiston Sun-Journal

The Lewiston Daily Sun • Lewiston Evening Journal

Represented by The Julius Mathews Special Agency, Inc.

MAINE—

(Other New England States: Connecticut, Massachusetts, New Hampshire, Rhode Island, Vermont.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hsids.	% Inc.	$2,500-3,999 % Hsids.	% Inc.	$4,000-6,999 % Hsids.	% Inc.	$7,000-9,999 % Hsids.	% Inc.	$10,000&over % Hsids.	% Inc.
Androscoggin	84	82.7	.0462	23.9	28.1	75.6	151,259	.0453	1,829	6,329	5,373	5,618	14.5	3.8	20.4	11.4	42.2	39.5	12.4	17.7	10.5	27.6
▲Auburn		25.9	.0145	7.8	9.0		48,270	.0145	1,864	6,190	5,347	5,524	15.5	4.1	21.0	11.9	41.4	39.4	13.0	17.4	10.1	27.2
▲*Lewiston-Auburn*		*78.6*	*.0406*	*21.1*			*134,848*	*.0405*	*1,857*	*6,391*	5,366	5,796	12.9	3.3	19.5	10.6	43.2	39.1	13.1	18.1	11.3	28.9
▲Lewiston		46.7	.0261	13.3	16.1		86,563	.0260	1,854	6,508												
Aroostook		99.1	.0555	23.9	27.8	34.8	145,116	.0438	1,464	6,072	5,213	5,277	20.4	5.7	23.6	14.1	36.0	35.8	9.8	14.8	10.4	29.8
Presque Isle		14.1	.0079	3.2	4.6		23,854	.0072	1,692	7,454	5,183	6,062	10.3	2.5	20.3	10.5	44.2	38.3	12.2	16.2	13.0	32.5
Cumberland	123	175.6	.0983	51.8	61.7	143.6	322,512	.0967	1,837	6,226	5,226	5,503	15.9	4.2	19.9	11.4	42.1	40.1	12.2	17.8	9.9	26.5
Brunswick		17.6	.0098	4.9	7.4		34,568	.0104	1,964	7,055	4,661	5,747	14.2	3.6	18.0	9.9	43.4	39.7	13.1	18.2	11.3	28.6
▲Portland		81.4	.0456	25.0	31.8		163,244	.0490	2,005	6,530	5,124	5,632	14.5	3.8	19.2	10.7	43.1	40.3	12.7	18.0	10.5	27.3
South Portland		29.6	.0166	8.0	8.6		48,354	.0145	1,634	6,044	5,621	5,606	13.8	3.6	19.7	11.1	43.8	41.1	12.7	18.1	10.0	26.1
Westbrook		13.3	.0074	3.5	4.2		24,030	.0072	1,807	6,866	5,678	6,062	8.9	2.2	16.9	8.7	47.9	41.6	14.7	19.4	11.6	28.1
Franklin		17.9	.0100	4.9	6.2	2.8	30,022	.0090	1,677	6,127	4,788	4,940	20.3	6.1	23.1	14.7	38.9	41.3	10.0	16.3	7.7	21.6
Hancock		32.5	.0182	10.5	11.6	6.7	53,473	.0160	1,645	5,093	4,610	4,827	25.4	8.3	24.0	16.7	36.0	41.7	8.5	15.0	6.1	18.3
Kennebec		84.5	.0473	23.6	26.0	53.9	145,001	.0435	1,716	6,144	5,172	5,380	17.1	4.7	21.0	12.3	40.3	39.3	12.0	17.9	9.6	25.8
Augusta		23.2	.0130	6.4	7.4		40,470	.0121	1,744	6,323	5,422	5,687	14.9	3.9	19.8	10.9	41.5	38.3	12.8	18.0	11.0	28.9
Waterville		19.5	.0109	5.6	7.4		37,593	.0113	1,928	6,713	5,054	5,664	15.8	4.1	18.9	10.5	41.1	38.1	13.1	18.6	11.1	28.7
Knox		28.0	.0156	8.8	10.1	11.9	45,341	.0136	1,619	5,152	4,486	4,498	24.5	8.0	26.1	18.2	35.3	41.3	8.1	14.4	6.0	18.1
Rockland		9.2	.0051	2.8	3.4		16,097	.0048	1,750	5,749	4,650	4,949	19.4	5.8	24.2	15.4	39.1	41.4	9.8	15.8	7.5	21.6
Lincoln		18.1	.0102	5.5	6.2		26,961	.0081	1,490	4,902	4,301	4,206	28.2	9.9	26.0	19.4	33.4	41.7	7.5	14.3	4.9	14.7
Oxford		40.9	.0229	11.5	13.4	13.6	67,003	.0201	1,638	5,826	4,964	5,074	18.8	5.5	21.9	13.6	40.3	41.6	11.0	17.3	8.0	22.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Only ONE Maine Daily Can Deliver SO Much—and Economically



LARGEST SELLING JOB BY
A SINGLE MAINE DAILY

38% of State's Population
353,700

35% of Income—
$543,139,000

Bangor Daily News Provides 75% Coverage of Northeastern Maine's 7 Counties

(In contrast to the 8 Dailies Covering the Remaining 9 Counties)

And It's a Blue Chip Market. New industries—more than $200 Million spent for industrial expansion in the last 5 years. Heavy influx of young families. 3 Air Force bases whose wages for military and civilian personnel add up to $27.3 Million.

Northeastern Maine is a market on the move—and fast! The News blankets this market with seven editions—with a local news section for each county.

The Bangor Daily News

MAINE'S LARGEST DAILY—72,925 ABC

National Representatives—JOHNSON, KENT, GAVIN & SINDING, INC.

MAINE

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Penobscot	190	115.6	.0647	31.0	39.4	64.0	188,976	.0561	1,617	6,031	4,741	5,081	19.5	5.7	21.3	13.2	40.1	41.4	10.9	17.2	8.2	22.5
△Bangor		38.1	.0213	10.6	13.3		65,441	.0196	1,718	6,174	4,898	5,308	18.5	5.2	20.7	12.3	40.1	39.5	11.2	17.0	9.5	26.0
Piscataquis		15.8	.0088	4.8	5.3	2.1	25,089	.0075	1,586	5,221	4,668	4,619	21.7	6.9	25.0	17.0	38.2	43.5	9.1	15.3	6.0	16.8
Sagadahoc		20.7	.0118	5.5	8.7	11.0	31,547	.0095	1,524	5,736	3,624	4,549	22.6	7.3	24.7	17.0	37.9	43.9	9.1	16.0	5.7	15.8
Bath		11.0	.0062	3.4	3.8		15,060	.0054	1,642	5,312	4,753	4,783	20.4	6.3	23.8	15.7	39.6	43.4	9.7	16.3	6.5	18.3
Somerset		37.8	.0211	11.1	12.8	15.0	56,029	.0177	1,562	5,318	4,611	4,587	22.3	7.2	24.1	16.5	38.0	43.4	9.6	16.9	6.0	16.0
Waldo		20.8	.0118	6.2	6.9	5.6	29,064	.0087	1,419	4,691	4,213	3,984	32.3	12.8	27.6	21.3	29.7	30.1	6.5	13.0	4.5	14.6
Washington		32.4	.0182	9.8	10.7	7.1	44,402	.0133	1,370	4,531	4,139	4,014	30.5	11.2	26.9	21.1	31.6	41.2	6.7	13.4	4.3	13.1
York		95.8	.0536	28.1	32.8	56.9	168,613	.0506	1,760	6,000	5,136	5,321	15.6	4.3	20.5	12.1	43.3	42.7	12.0	18.1	8.6	22.8
Biddeford		18.3	.0102	5.3	6.0		32,852	.0099	1,795	6,198	5,415	5,644	12.0	3.1	19.7	11.0	45.4	42.2	13.1	18.6	9.8	25.1
Saco		11.6	.0065	3.3	3.7		19,589	.0059	1,689	5,936	5,249	5,377	17.1	4.7	20.7	12.1	41.1	40.2	11.7	17.4	9.4	25.6
Sanford		11.7	.0065	2.5	4.0		20,794	.0062	1,777	8,318	5,199	6,559	8.5	1.9	13.0	6.2	45.4	36.3	18.1	22.2	15.0	33.4
Total Above Cities		371.2	.2076	105.6	130.7		679,788	.2040	1,831	6,437	5,201	5,617	14.6	3.8	19.7	11.0	42.6	39.9	12.6	18.0	10.5	27.3
State Total		917.9	.5137	260.9	309.7	504.5	1,531,398	.4593	1,668	5,870	4,945	5,115	19.3	5.6	22.1	13.6	39.4	40.4	10.7	16.8	8.5	23.6

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Bangor	115.6	.0647	31.0	39.4	64.0	188,976	.0561	1,617	6,031
Lewiston-Auburn	÷52.7	.0482	23.9	29.1	75.6	151,299	.0453	1,629	6,329

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Portland	175.6	.0983	51.8	61.7	143.6	322,512	.0967	1,837	6,226
Total Above Areas	373.9	.2092	106.7	129.2	283.2	660,747	.1981	1,767	6,193

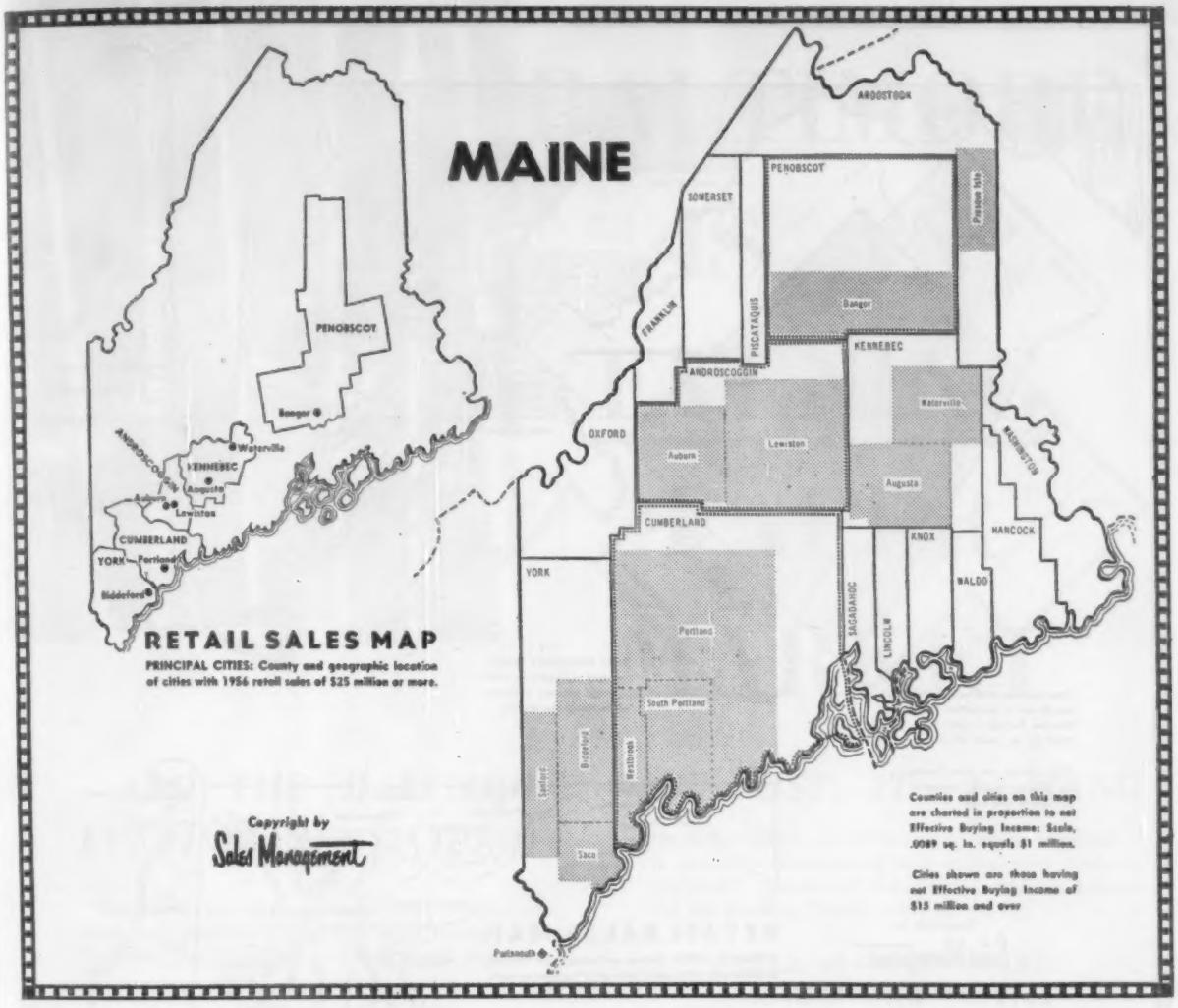
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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BIDDEFORD-SACO
the major market of
YORK COUNTY

The people that shop in York County, shop in Biddeford-Saco. York County income ($168,613,000) is concentrated among the Biddeford-Saco families that average $5,968 per household. Reach over 90% of them through their own "Journal".

The BIDDEFORD-SACO JOURNAL Represented by The Julius Mathews Special Agency, Inc. **Biddeford, Maine**



MAINE METROPOLITAN STATISTICAL AREAS

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Lewiston-Auburn	74.8	.0419	21.7	25.8	74.4	138,470	.0415	1,851	6,381
Portland	130.1	.0728	38.4	46.3	126.0	262,154	.0786	2,015	6,827
	204.9	.1147	60.1	72.1	200.4	400,624	.1201	1,955	6,666

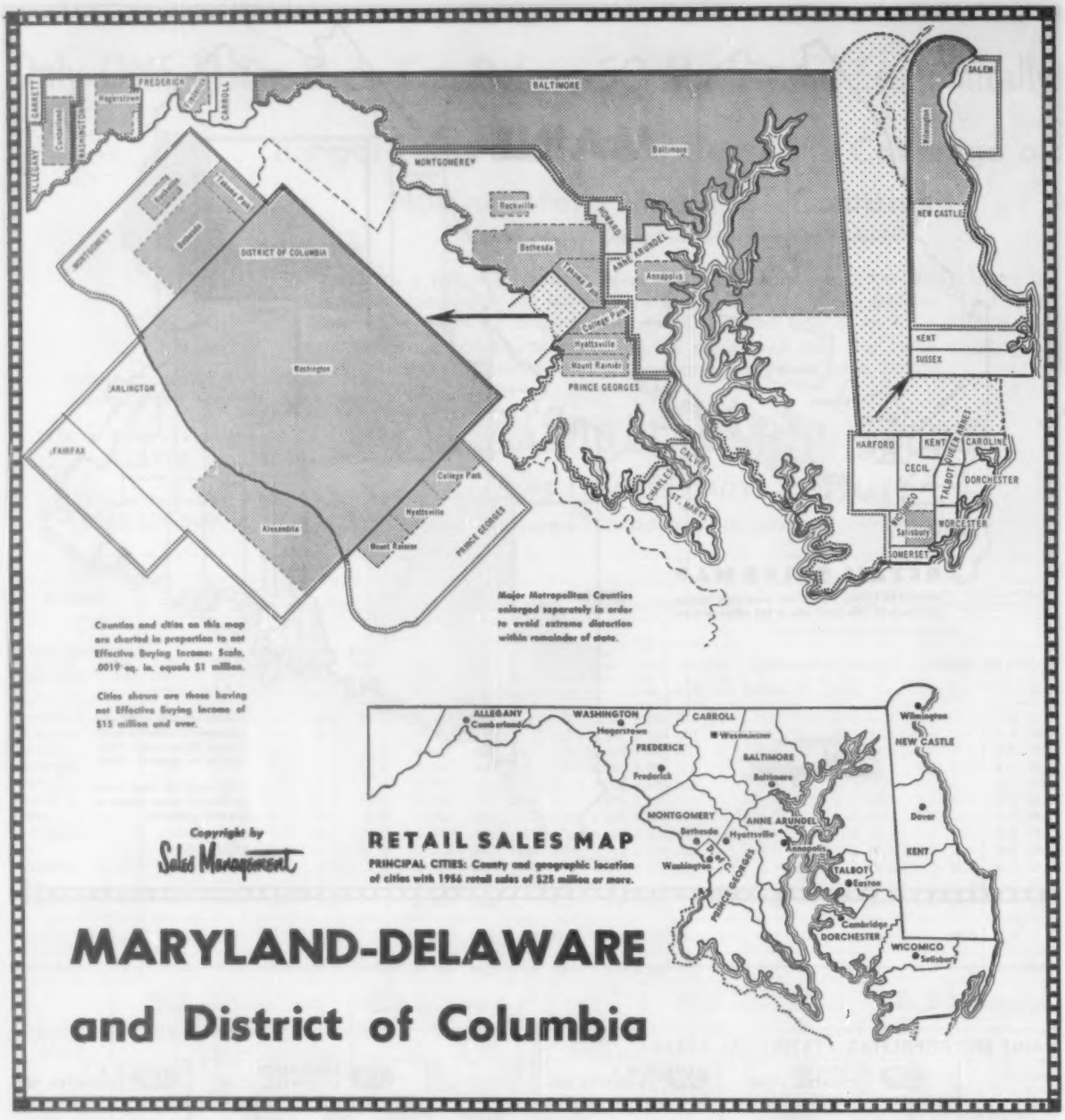
MARYLAND— (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Allegany	210	91.8	.0513	26.3	26.8	51.6	141,702	.0425	1,544	5,388	5,275	5,068	16.8	4.9	19.3	12.0	43.5	45.0	13.4	21.3	7.0	16.8
△Cumberland		39.0	.0218	11.9	12.3		68,438	.0205	1,755	5,751	5,521	5,398	14.6	4.0	17.5	10.2	44.5	43.3	14.8	21.9	8.6	20.6
Anne Arundel	15	204.7	.1146	61.6	65.3	52.8	349,472	.1048	1,707	6,773	5,352	5,922	11.4	2.8	14.8	7.8	44.6	39.8	17.3	23.5	11.9	26.3
Annapolis		29.8	.0167	8.7	10.4		52,063	.0156	1,747	9,134	4,970	6,905	7.7	1.7	8.3	3.8	43.2	33.7	22.2	25.8	18.6	36.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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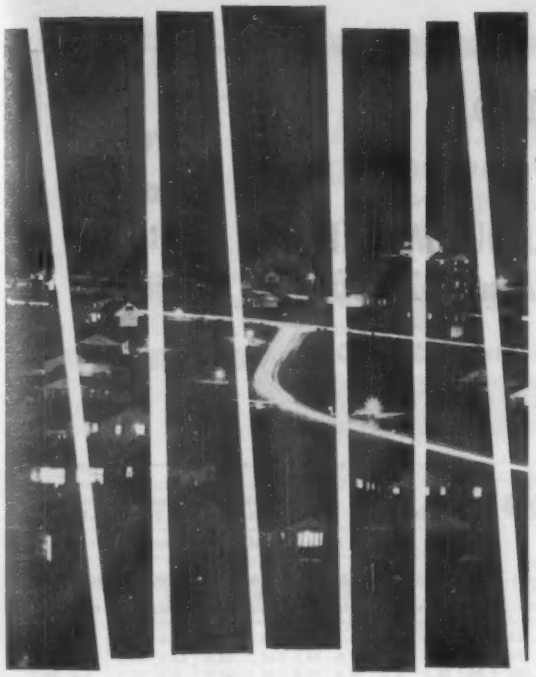


MARYLAND		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
1Baltimore	15	1,455.4	.8145	416.0	461.1	1,268.4	2,829,505	.8489	1,944	6,802	6,136	6,256	9.9	2.3	13.7	6.9	44.3	37.2	18.1	23.2	14.0	30.4
▲Baltimore		995.7	.5516	287.3	322.8		1,948,377	.5844	1,977	6,782	6,035	6,203	10.0	2.4	14.0	7.1	44.5	37.6	17.8	23.0	13.7	29.9
Calvert		15.2	.0085	3.6	3.7		18,834	.0056	1,239	5,232	5,057	4,567	23.4	7.6	23.4	16.1	37.2	42.7	10.2	17.9	5.8	15.7
Caroline		18.0	.0101	5.3	5.4		26,381	.0079	1,466	4,978	4,851	4,486	23.6	7.8	23.4	16.5	37.6	44.2	10.3	18.5	5.1	13.0
Carroll	15	64.2	.0303	13.8	15.0	7.2	77,899	.0234	1,437	5,645	5,168	5,010	17.8	5.2	20.1	12.6	42.3	44.3	12.8	20.5	7.0	17.4
Westminster		7.2	.0040	2.1	2.9		13,517	.0041	1,877	6,437	4,626	5,376	13.1	3.6	18.0	10.5	48.0	44.9	14.5	21.7	8.4	19.3
Cecil		48.5	.0272	12.4	13.0	6.7	72,228	.0217	1,489	5,825	5,536	5,373	15.5	4.3	18.5	10.8	42.5	41.6	14.4	21.4	9.1	21.9
Elkton		6.7	.0037	2.1	2.0		13,562	.0039	1,675	5,982	6,092	5,892	11.8	3.0	14.9	8.0	44.6	39.6	17.2	23.4	11.5	26.0
Charles		36.1	.0202	9.3	9.0		43,231	.0144	1,336	5,811	5,344	5,249	15.8	4.5	18.6	11.1	43.0	43.0	14.5	22.1	8.1	19.3
Dorchester		28.9	.0162	8.2	8.8	12.5	41,044	.0123	1,420	5,006	4,648	4,472	24.1	7.9	23.9	16.8	36.8	43.3	9.8	17.6	5.4	14.4
Cambridge		12.5	.0070	5.5	4.3		20,533	.0062	1,643	5,403	4,775	4,838	20.0	6.1	21.7	14.1	40.3	43.6	11.4	19.0	6.6	17.2

1 Baltimore county combined with independent city of Baltimore. For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.



BALTIMORE IS AN EVENING PAPER MARKET

—AND THE BALTIMORE NEWS-POST, ITS LEADING EVENING NEWSPAPER!

Baltimore merchants know this! That's why they put practically all their advertising dollars "on the line"—in the evening newspapers!

BALTIMORE IS AN EVENING PAPER MARKET

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

THE FRESH POINT OF VIEW

The Baltimore News-Post is the biggest selling evening newspaper in the Baltimore area. It gives its readers the most complete up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and it's famous for its modern "fresh point of view"!

CALL IN YOUR HEARST ADVERTISING SERVICE REPRESENTATIVE

Plan now to present your product to the Baltimore buying public when it's most receptive to your message—in the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove It:

In 1959, the NEWS-POST carried 6,611,125 more lines of Retail Advertising than the Morning Paper!

Source: Media Records

The Baltimore News-Post

Represented Nationally by Hearst Advertising Service Inc. • Offices in 15 Principal Cities

In Key East Coast Markets

Donnelly Adv.
Since 1850
the ultimate in Outdoor Advertising

FOR INFORMATION ON ALL OUR MARKETS
CALL BOSTON, MASS., JAmaica 2-8800

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Donnelly Adv.

From Maine to Florida

MARYLAND

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Frederick		71.7	.0401	19.6	21.9	29.8	112,387	.0338	1,567	5,915	5,124	5,179	16.5	4.7	19.6	11.9	43.0	43.6	13.0	20.1	7.9	19.7
Frederick		21.4	.0120	6.6	7.6		40,291	.0121	1,883	6,105	5,282	5,534	13.6	3.6	17.8	10.1	44.7	42.4	14.1	20.5	9.8	23.4
Garrett		19.9	.0111	4.9	5.2		24,052	.0072	1,209	4,909	4,560	4,241	25.7	8.9	25.0	18.6	36.1	44.7	9.0	17.1	4.2	10.7
Harford		73.8	.0413	19.3	23.8	21.5	128,212	.0384	1,737	6,643	5,373	5,796	11.3	2.9	15.8	8.6	45.6	41.3	16.4	22.7	10.9	24.5
Aberdeen		9.3	.0051	2.9	3.6		21,117	.0063	2,295	7,282	5,738	6,454	9.4	2.2	11.6	5.6	44.6	36.2	19.6	24.4	14.8	31.6
Bel Air		4.5	.0025	1.3	1.5		9,817	.0029	2,182	7,552	6,400	6,566	10.6	2.4	13.4	6.4	38.6	30.8	20.3	24.8	17.1	35.6
Howard	15	33.7	.0189	8.5	8.8	5.0	82,244	.0157	1,550	6,146	5,891	5,708	15.4	4.0	17.3	9.5	40.6	37.2	14.8	20.9	11.9	28.4
Kent		16.3	.0085	4.3	5.0	3.6	23,578	.0071	1,541	5,483	4,714	4,706	22.5	7.1	23.0	15.3	37.1	41.4	10.7	18.2	6.7	18.0
Montgomery	171	310.1	.1736	88.6	96.6	211.4	784,835	.2384	2,863	9,178	8,314	8,572	7.9	1.4	9.0	3.3	29.1	17.7	21.9	20.5	32.1	57.1
Bethesda		78.1	.0437	21.8	*		239,681	.0719	3,069	10,995		*	*	*	*	*	*	*	*	*	*	*
Rockville		22.4	.0125	5.9	5.9		48,757	.0146	2,177	8,264	8,190	7,915	8.1	1.5	9.8	3.9	34.0	22.5	20.8	21.1	27.3	51.0
Takoma Park		18.6	.0104	5.2	5.6		46,931	.0141	2,523	9,025	7,103	8,077	7.3	1.3	8.2	3.2	32.3	21.0	24.1	23.9	28.1	50.6
Prince Georges	171	381.0	.2188	103.6	118.7	257.4	791,640	.2374	2,025	7,649	6,666	7,025	8.6	1.8	9.7	4.4	39.8	29.8	22.7	25.9	19.4	38.4
College Park		19.7	.0110	3.7	10.3		33,537	.0101	1,702	9,064	3,235	4,828	27.1	8.3	24.2	15.7	29.2	31.8	11.0	18.3	8.5	25.9
Hyattsville		16.7	.0093	4.8	5.2		39,314	.0118	2,354	8,190	7,524	7,626	6.6	1.3	8.5	3.5	36.7	25.3	24.8	26.0	23.4	43.9
Laurel		7.4	.0041	2.2	2.2		16,575	.0050	2,240	7,534	7,229	7,048	7.7	1.6	10.3	4.6	40.6	30.3	22.2	25.2	19.2	38.3
Mount Rainier		11.8	.0066	3.7	3.7		27,870	.0084	2,362	7,532	7,468	7,190	7.0	1.4	9.5	4.2	40.7	29.6	22.9	25.6	19.9	39.2
Queen Annes		16.7	.0094	4.8	4.9		21,804	.0066	1,306	4,543	4,381	4,129	29.4	10.5	26.1	19.9	31.8	40.4	8.0	15.6	4.7	13.6
St. Marys		44.3	.0247	9.5	14.4		67,223	.0201	1,517	7,076	4,656	5,582	9.5	2.5	15.3	8.6	49.5	46.5	16.9	24.3	8.8	18.1
Somerset		19.2	.0108	5.6	5.9	3.4	26,056	.0079	1,357	4,737	4,378	4,207	26.0	9.1	25.4	19.0	36.0	45.0	5.6	16.4	4.0	10.5
Talbot		21.6	.0121	6.5	6.5	6.7	32,880	.0086	1,522	5,056	5,041	4,725	24.1	7.5	23.3	15.5	35.2	39.2	9.0	16.6	7.6	21.2
Easton		6.7	.0037	2.1	2.3		12,448	.0037	1,858	5,928	5,250	5,446	17.1	4.6	19.6	11.3	39.5	38.1	12.8	18.9	11.0	27.1
Washington	230	93.4	.0523	28.6	28.7	40.2	160,371	.0481	1,717	6,029	5,584	5,542	13.5	3.6	17.3	9.8	44.4	42.2	15.2	21.9	9.6	22.5
△Hagerstown		40.2	.0225	12.5	13.9		80,216	.0241	1,995	6,417	5,755	5,882	10.8	2.7	15.3	8.2	45.9	40.8	16.8	23.0	11.2	25.3
Wicomico		48.1	.0269	14.3	15.3	17.3	81,214	.0244	1,688	5,679	5,305	5,154	17.9	5.1	19.9	12.2	40.8	41.4	13.1	20.4	8.3	20.9
Salisbury		17.3	.0097	5.2	5.7		32,658	.0098	1,888	6,280	5,663	5,769	13.3	3.4	16.6	9.1	43.0	38.9	15.6	21.8	11.5	26.8
Worcester		24.6	.0137	7.1	7.4	4.1	33,875	.0102	1,377	4,771	4,560	4,299	27.1	9.3	24.8	18.1	33.6	41.1	9.4	17.5	5.1	14.0
Pocomoke City		4.1	.0023	1.2	1.5		7,341	.0022	1,790	6,118	4,894	5,350	15.8	4.4	18.6	10.9	42.2	41.4	14.3	21.4	9.1	21.9
Total Above Cities		1,359.0	.7602	392.0	424.7		2,772,043	.8316	2,040	7,072	6,527	6,308	10.5	2.5	14.1	7.2	43.7	36.9	17.8	23.0	13.9	30.4
State Total		3,136.2	1.7551	865.9	970.2	1,093.6	5,955,667	1.7868	1,899	6,878	6,139	6,288	11.4	2.7	14.3	7.1	41.8	34.7	17.8	22.7	14.9	32.8

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'shold
Baltimore	1,748.0	.9783	488.9	560.3	1,330.4	3,309,120	.9927	1,893	6,755
△Cumberland	91.8	.0513	26.3	26.8	51.6	141,702	.0425	1,544	5,388

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'shold
△Hagerstown	93.4	.0523	28.8	28.7	40.2	160,371	.0481	1,717	6,029
Total Above Areas	1,933.2	1.0819	542.8	605.8	1,422.2	3,611,193	1.0833	1,868	6,653

* Data not available.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

Get the complete coverage in ever expanding

PITTSFIELD • BERKSHIRE County

The Pittsfield Metropolitan County Area is an ever-growing market . . . in size . . . in income ($7,478 average per household). The Berkshire County $284,856,000 market is isolated from *every* other local selling force. Only the Eagle assures your coverage of this major metropolitan county area in New England.

The Berkshire Eagle

Pittsfield, Mass.

Represented by The Julius Mathews Special Agency, Inc.

MASSACHUSETTS—

(Other New England States: Connecticut, Maine, New Hampshire, Rhode Island, Vermont.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Barnstable		56.7	.0318	17.3	21.6	13.7	106,558	.0319	1,879	6,159	4,877	5,347	19.4	5.5	23.1	13.9	36.1	36.0	12.8	19.7	8.8	24.9
Barnstable		13.5	.0076	4.2	*		28,661	.0086	2,123	6,824	*	*	*	*	*	*	*	*	*	*	*	*
Berkshire	122	139.6	.0781	41.9	45.8	112.6	284,856	.0855	2,041	6,798	6,219	6,282	13.1	3.1	17.6	9.0	40.2	34.3	16.7	21.8	12.4	31.8
Adams Renfrew		15.0	.0084	4.4	4.7		29,087	.0087	1,939	6,611	6,100	6,215	11.3	2.7	17.5	9.0	42.4	36.6	17.3	22.8	11.5	28.9
Great Barrington		8.0	.0045	3.5	3.8		16,203	.0049	2,025	6,481	5,657	5,898	15.8	4.0	20.1	10.9	38.2	34.8	14.9	20.6	11.0	29.7
North Adams		20.5	.0115	6.3	6.5		38,996	.0117	1,902	6,190	5,938	5,824	14.3	3.7	20.6	11.4	39.9	36.6	15.2	21.4	10.0	26.9
▲Pittsfield		57.2	.0320	16.9	19.3		126,376	.0379	2,209	7,478	6,548	6,861	9.7	2.1	14.1	6.6	42.2	33.9	18.9	22.6	15.1	35.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.
For Retail Sales data, see Section 4 location on page 17.

Before using these figures read foreword, page 19.
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Meaning of SM Trade-Mark, Symbols, etc.

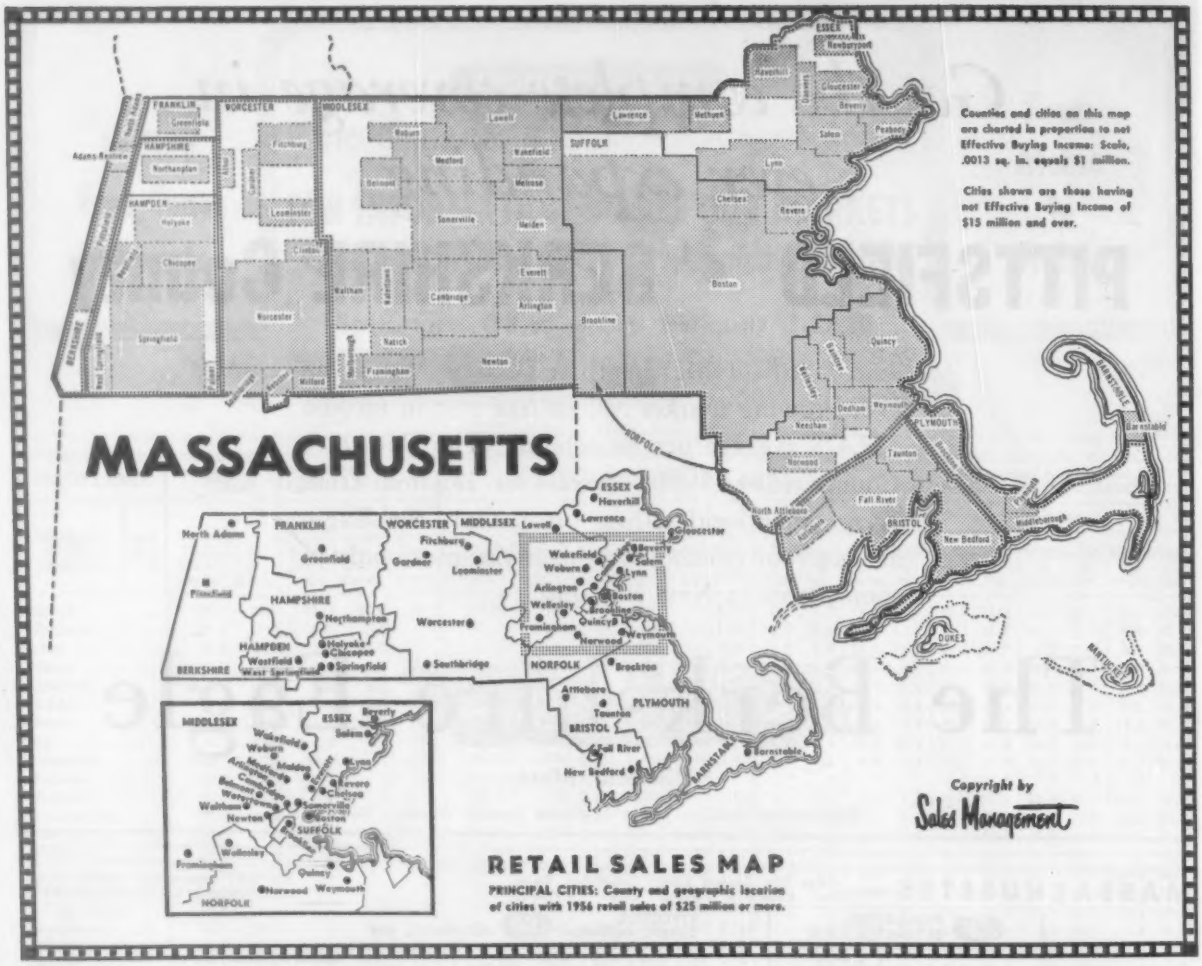
The SM Trade-mark SM indicates copyrighted SALES MANAGEMENT estimates.

Solid Triangle (▲) denotes central city of standard metropolitan area.

Open Triangle (△) denotes central city of potential metropolitan area.

Bold face line indicates COUNTY data, light face line CITY data.

Italic lines indicate a Multiple City—two or more adjoining cities constituting a single market. They can be separated by a river or state line, but the area between must be less than ten miles and must conform to the Census Bureau standards of urbanization.



MASS.		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME—				SM ESTIMATES, 1959		The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Bristol	52	398.4	.2230	120.7	127.8	340.5	746,027	.2237	1,873	6,181	5,834	5,783	15.5	4.0	20.8	11.5	38.8	36.0	14.8	20.9	10.1	27.6
Attleboro		25.9	.0145	7.9	8.2		53,655	.0161	2,072	6,792	6,468	6,391	12.6	3.0	18.5	9.3	39.1	32.6	16.6	21.3	13.2	33.8

For Retail Sales data, see Section 4 location on page 17. © SM, 1960. Before using these figures read foreword, page 19.

ATTLEBORO, MASS.—$119,187,000 Income Market

Reached—and SOLD—Only by The ATTLEBORO SUN

THE "GOLD COAST" OF BRISTOL COUNTY

Attleboro and North Attleboro are the top-income communities of Bristol County—with family incomes $6,792 and $6,732. Comparable incomes prevail in the neighboring towns of Norton, Mansfield, Foxboro and Plainville.

Family for family, this Attleboro market offers you more sales than any other market in the county—through the ATTLEBORO SUN . . . with its unmatched 73% saturation of Attleboro and North Attleboro, 60% of the entire market.

In Bristol County, Start with the BEST

THE ATTLEBORO SUN

Represented by JOHNSON, KENT, GAVIN & SINDING, INC.
New York Boston Chicago Detroit San Francisco

$74,011,000 income in TAUNTON

highest of Bristol County's 3 major markets

The multi-industry market in Taunton is the Gazette's market. Other newspapers have little effect on the $6,380. per household income because Taunton families are loyal to their own local news daily.

TAUNTON Daily Gazette Taunton, Mass.

Represented by The Julius Mathews Special Agency, Inc.

MASS.

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
▲Fall River		104.2	.0583	31.1	33.5		191,786	.0575	1,841	6,167	5,725	5,737	14.9	3.9	20.8	11.7	39.8	37.0	14.9	21.3	9.6	26.1
▲New Bedford		107.4	.0601	33.6	36.3		205,730	.0617	1,916	6,123	5,657	5,691	16.0	4.2	21.2	11.9	38.7	36.5	14.5	20.8	9.6	26.6
North Attleboro		13.6	.0076	4.0	*		26,928	.0081	1,980	6,732	*	*	*	*	*	*	*	*	*	*	*	*
Taunton		42.3	.0237	11.6	12.6		74,011	.0223	1,750	6,380	5,846	5,939	13.9	3.5	19.8	10.7	40.4	36.4	15.3	21.1	10.6	28.3
Dukes		5.7	.0032	1.8	1.9		9,559	.0029	1,677	5,311	5,031	4,923	24.0	7.3	25.9	16.9	32.4	35.2	10.4	17.4	7.3	23.2
Essex	21	561.0	.3139	171.0	187.5	491.7	1,174,682	.3524	2,094	6,869	6,265	6,384	12.8	3.0	17.7	8.9	39.9	33.6	16.6	21.4	13.0	33.1
Beverly		33.4	.0187	10.0	11.1		70,538	.0212	2,112	7,054	6,317	6,549	12.6	2.9	16.5	8.1	39.7	32.4	17.1	21.4	14.1	35.2
Danvers		19.3	.0108	4.3	5.0		31,233	.0094	1,618	7,261	6,245	6,584	8.2	1.9	16.3	7.9	44.2	36.0	18.2	23.6	13.1	31.6
Gloucester		26.7	.0149	8.1	8.7		52,134	.0156	1,953	6,436	5,970	5,972	14.8	3.7	19.6	10.5	38.8	34.9	15.7	21.5	11.1	29.4
Haverhill		46.0	.0257	14.2	16.2		95,091	.0285	2,067	6,697	5,870	6,101	14.3	3.5	18.9	9.9	39.0	34.2	15.9	21.4	11.9	31.0
Lawrence		72.1	.0404	21.8	24.7		143,290	.0430	1,987	6,573	5,795	6,000	12.5	3.1	19.4	10.3	41.1	36.8	16.3	22.3	10.7	27.5
Lynn		99.2	.0555	30.1	35.0		219,924	.0660	2,217	7,306	6,271	6,650	10.0	2.3	15.0	7.3	42.8	34.3	18.4	22.7	13.8	33.4
Methuen		26.8	.0150	7.9	*		53,546	.0161	1,998	6,778	*	*	*	*	*	*	*	*	*	*	*	*
Newburyport		14.8	.0083	4.3	5.1		29,000	.0087	1,959	6,744	5,686	6,067	13.2	3.3	18.9	10.0	40.7	35.9	16.0	21.6	11.3	29.2
Peabody		29.4	.0165	8.5	9.5		60,935	.0183	2,073	7,169	6,371	6,631	10.2	2.3	16.3	7.9	42.0	33.8	17.6	21.8	13.9	34.2
Salem		41.7	.0233	11.9	13.8		88,476	.0265	2,122	7,435	6,396	6,740	9.1	2.0	15.5	7.4	42.8	33.9	18.4	22.4	14.2	34.3
Franklin		55.1	.0309	17.3	19.0	26.1	106,416	.0319	1,931	6,151	5,573	5,577	15.9	4.3	21.5	12.4	39.5	37.9	14.2	20.8	8.9	24.6
Greenfield		18.7	.0105	5.1	6.9		39,350	.0118	2,104	7,716	5,672	6,527	8.1	1.9	16.2	7.9	44.9	36.9	18.2	22.8	12.6	30.5
Hampden	155	383.7	.2147	112.9	136.1	356.6	843,150	.2529	2,197	7,468	6,192	6,723	9.9	2.2	15.2	7.3	42.2	33.6	18.4	22.4	14.3	34.5
Chicopee		57.0	.0319	15.0	18.8		115,537	.0347	2,027	7,702	6,134	6,843	8.4	1.8	13.3	6.2	44.0	34.5	19.8	23.7	14.5	33.8
▲Holyoke		54.1	.0303	16.5	18.7		112,555	.0338	2,080	6,822	5,998	6,236	12.2	2.9	17.7	9.1	41.3	35.5	16.9	22.2	11.9	30.3
Palmer		10.5	.0059	2.9	3.6		23,380	.0070	2,227	8,062	6,439	7,034	8.2	1.7	14.9	6.7	41.7	31.7	18.8	21.7	16.4	38.2
▲Springfield		169.4	.0948	49.7	61.4		385,638	.1157	2,276	7,759	6,272	6,917	8.5	1.9	14.1	6.5	43.0	33.3	19.2	22.7	15.2	35.6
West Springfield		24.2	.0135	7.0	7.9		53,827	.0161	2,224	7,690	6,760	7,072	8.5	1.8	12.9	5.8	42.3	32.2	20.1	23.2	16.2	37.0
Westfield		23.3	.0130	7.1	7.6		49,173	.0147	2,110	6,926	6,414	6,516	11.1	2.6	17.3	8.5	40.8	33.5	17.3	21.7	13.5	33.7
Hampshire	155	88.6	.0496	23.3	32.9	61.6	172,179	.0516	1,943	7,390	5,224	6,092	15.7	3.9	16.5	8.7	39.3	34.4	16.5	22.2	12.0	30.8
Northampton		31.3	.0175	7.3	11.6		58,142	.0174	1,858	7,965	4,980	6,264	13.6	3.3	15.0	7.7	41.4	35.4	17.5	22.8	12.5	30.8
Middlesex	21	1,182.3	.6617	333.6	389.5	1,039.9	2,634,629	.7903	2,228	7,898	6,764	7,202	9.7	2.0	14.5	6.4	39.8	29.7	18.4	20.9	17.6	41.0
Arlington		49.6	.0278	13.6	15.1		117,381	.0352	2,367	8,631	7,727	8,039	8.0	1.5	10.5	4.2	38.4	25.5	20.8	21.2	22.3	47.6
Belmont		29.8	.0167	8.4	9.4		86,071	.0258	2,893	10,247	9,095	9,590	8.0	1.2	9.1	3.0	31.0	17.4	19.5	16.6	32.4	61.8
Cambridge		123.5	.0691	34.3	51.5		293,724	.0881	2,378	8,563	5,696	7,090	8.7	1.9	13.4	6.1	42.4	32.0	18.8	21.6	16.7	38.4
Everett		44.4	.0248	12.4	13.6		90,728	.0272	2,043	7,317	6,638	6,796	8.9	2.0	14.6	6.9	42.8	33.8	19.3	32.2	14.4	34.1
Framingham		34.6	.0194	9.4	13.1		82,335	.0247	2,380	8,759	6,242	7,494	8.0	1.6	11.8	5.0	41.1	29.4	19.9	21.7	19.2	42.3
Lowell		94.2	.0527	27.0	31.1		182,937	.0549	1,942	6,775	5,882	6,143	13.9	3.4	19.1	10.0	39.1	34.0	15.8	21.1	12.1	31.5
Malden		60.2	.0337	17.4	19.5		128,667	.0386	2,137	7,395	6,587	6,798	9.5	2.1	15.1	7.1	42.3	33.3	18.4	22.2	14.7	35.3

* Data not available.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
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To Sell the Rich "North Shore" Market,

Start with Its Largest Concentration of Consumers . . .



A Trading Area of
300,000
$649,339,000 Income

The 147,000 LYNN CITY ZONE

($7,306 Family Income)

AND THE

LYNN DAILY ITEM

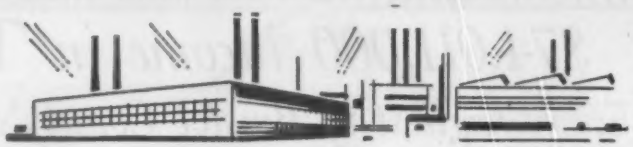
Lynn's ONLY Daily

LARGEST ON THE NORTH SHORE • OVER 32,000 CIRCULATION

National Representatives: JOHNSON, KENT, GAVIN & SINDING, INC.

WALTHAM,

MASSACHUSETTS



Marvel of Industrial Growth

RAYTHEON • POLAROID • SYLVANIA • TRACERLAB • SANBORN

(to mention a few)

The NEW LOOK in WAGE-EARNER BUYING POWER and Living Standards

$7,926 Family Income • 75% of Families Earn $4,000 UP

A Design for Advertising Profits in the Sixties—WALTHAM and . . . The **News-Tribune**

Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

MASS. COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Marlboro-Hudson		*26.9*	*.0151*	*8.5*			*55,309*	*.0166*	*2,056*	*6,664*												
Marlboro		17.7	.0099	5.3	5.9		36,788	.0110	2,078	6,941	6,235	6,448	11.1	2.6	17.8	8.8	40.6	33.8	17.3	22.0	13.2	32.8
Medford		67.5	.0378	18.3	20.5		148,884	.0447	2,206	8,136	7,252	7,542	8.0	1.6	12.2	5.2	40.3	28.5	20.5	23.3	19.0	42.4
Melrose		30.2	.0169	8.6	9.7		73,845	.0222	2,445	8,587	7,588	7,927	8.0	1.5	11.9	4.8	38.3	25.9	20.2	20.8	21.6	47.0
Natick		29.6	.0166	8.6	9.1		64,974	.0195	2,195	7,555	7,079	7,119	10.5	2.2	13.8	6.2	39.7	29.9	18.8	21.6	17.2	40.1
Newton		91.7	.0513	25.0	31.4		255,253	.0796	1,993	10,610	8,434	9,616	8.0	1.3	9.4	3.1	31.3	17.5	18.7	15.9	32.7	62.3
Somerville		94.4	.0528	26.3	30.1		196,879	.0589	2,080	7,467	6,516	6,840	8.1	1.8	14.6	6.9	43.7	34.2	19.1	22.8	14.5	34.3
Wakefield		24.7	.0138	6.8	7.9		56,096	.0168	2,271	8,249	7,046	7,509	8.0	1.6	12.2	5.2	40.3	28.7	20.5	22.4	19.0	42.1
Waltham		54.0	.0302	13.9	17.3		110,176	.0330	2,040	7,926	6,333	7,067	8.0	1.7	14.3	6.5	42.0	31.8	19.5	22.6	16.2	37.4
Watertown		40.0	.0224	10.6	12.0		85,240	.0256	2,131	8,042	7,086	7,394	8.0	1.6	12.4	5.4	40.8	29.6	20.6	22.8	18.2	40.6
Woburn		26.1	.0146	6.7	7.5		50,804	.0152	1,947	7,583	6,752	6,960	9.2	2.0	15.1	7.0	41.7	32.0	18.2	21.4	15.8	37.6
Nantucket		3.6	.0020	1.0	1.1	3.1	5,702	.0017	1,584	5,702	5,184	5,294	18.8	5.3	24.3	14.7	36.8	37.3	12.0	18.5	8.1	24.2
Norfolk	21	491.3	.2749	140.2	163.2	393.6	1,208,212	.3624	2,459	8,618	7,401	7,900	8.3	1.6	12.5	5.1	38.6	29.1	19.0	19.7	21.6	47.5
Braintree		30.7	.0172	8.2	9.0		67,429	.0202	2,196	8,223	7,488	7,632	7.8	1.5	11.9	5.0	40.1	28.2	20.6	22.1	19.6	43.2
Brookline		65.1	.0364	18.5	26.8		209,798	.0629	3,223	11,340	7,827	9,869	8.0	1.2	9.0	2.9	29.8	16.2	17.6	14.6	35.6	65.1
Dedham		24.2	.0135	6.6	7.3		54,215	.0163	2,240	8,214	7,406	7,628	8.0	1.6	13.3	5.6	39.3	27.6	19.5	20.9	19.9	44.3
Needham		26.2	.0147	7.6	8.4		69,720	.0209	2,661	9,174	8,282	8,556	8.0	1.4	11.1	4.1	35.2	22.1	19.7	18.9	26.0	53.5
Norwood		24.7	.0138	6.6	7.7		53,919	.0159	2,142	8,019	6,794	7,289	8.0	1.7	12.8	5.6	41.6	30.5	20.0	22.5	17.6	39.7
Quincy		85.9	.0481	25.1	28.0		200,666	.0602	2,336	7,995	7,150	7,404	8.0	1.6	12.5	5.4	41.4	30.0	20.0	22.1	18.1	40.9
Wellesley		24.6	.0138	6.7	10.4		81,132	.0343	3,298	12,109	7,749	10,366	4.2	.6	10.9	3.4	28.8	14.8	17.7	14.0	38.4	67.2
Weymouth		50.7	.0284	14.9	15.6		111,112	.0333	2,192	7,457	7,094	7,025	9.1	1.9	13.8	6.3	41.5	31.7	19.5	22.8	16.1	37.3
Plymouth	23	228.6	.1280	70.2	78.8	123.5	480,730	.1352	1,972	6,421	5,884	5,915	15.2	3.9	20.2	10.9	38.8	35.2	14.9	20.6	10.9	29.4
▲Brockton		66.2	.0370	20.3	24.2		139,144	.0417	2,102	6,854	5,739	6,132	12.4	3.0	18.6	9.7	41.4	36.2	16.2	21.6	11.4	29.5
Middleborough		11.9	.0067	3.5	4.0		24,076	.0072	2,023	6,879	5,918	6,235	12.0	2.9	18.5	9.5	41.3	35.6	16.2	21.2	12.0	30.8
Plymouth		13.9	.0078	3.4	5.0		26,823	.0080	1,930	7,889	5,335	6,551	8.0	1.8	17.0	8.3	43.8	35.9	18.1	22.6	13.1	31.4
Suffolk	21	839.8	.4700	239.2	308.6	827.5	1,787,866	.5362	2,129	7,473	5,791	6,548	10.7	2.5	16.8	8.2	41.3	33.7	17.5	21.9	13.7	33.7

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Before using these figures read foreword, page 19.
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If You're in the Enterprise-Sun—You're in a ***TOP-SELLING MARKET***

MARLBORO—HUDSON (also Northboro, Southboro, Bolton, Berlin, Stow)

10,540 Families **$6,664** Family Income **$70,335,260** Total Income

THIS Market Is Really on the Move. Marlboro-Hudson's well diversified industries are attracting more people, creating more buying power (UP 9%), producing more sales. 374 new home permits were issued last year—with an equal number—probably more—expected in 1960. New quarter-million dollar truck terminal. New Belt Highway, to connect local communities with each other and with state superhighways, acclaimed as boon to shoppers, shippers, developers.

The Marlboro Enterprise—Hudson Sun alone effectively covers this dynamic market.

MARLBORO ENTERPRISE—HUDSON SUN

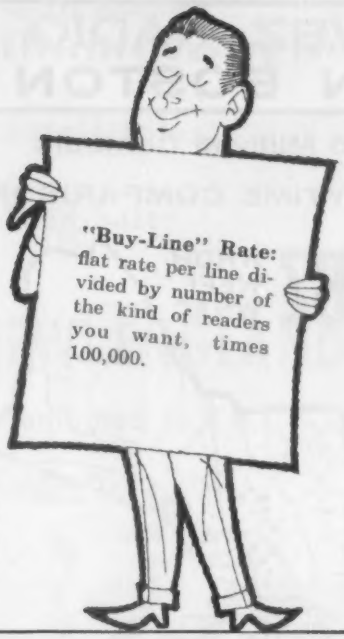
and the "Five Towns Weeklies"

MARLBORO, MASS. Represented by: *The Julius Mathews Special Agency, Inc.*

ADD the 5 TOWNS ECONOMY BUY

For little extra cost you can make sales calls on families in the well-to-do Middlesex Counties of Acton, Bedford, Concord, Maynard and Sudbury—through the "Five Towns Weeklies".

The Best "BUY-LINE" RATE in Boston



If your product or service has its most responsive market among any of the following classifications, you can reach more of these people — at less cost — through the HERALD-TRAVELER.

	Combined circulation	"Buy-Line" Rate
Home-owners		
Herald-Traveler	**65.5%**	**61¢**
2nd Paper	57.8%	67¢
$100/week or more		
Herald-Traveler	**61.2%**	**66¢**
2nd Paper	49.2%	78¢
Car-owners		
Herald-Traveler	**85.5%**	**48¢**
2nd Paper	77.4%	50¢
Vacationers		
Herald-Traveler	**64.3%**	**63¢**
2nd Paper	54.2%	71¢
Plane travelers		
Herald-Traveler	**21.5%**	**$1.88**
2nd Paper	14.4%	$2.67
Charge accounts		
Herald-Traveler	**78.9%**	**51¢**
2nd Paper	72.7%	53¢
Buy by mail		
Herald-Traveler	**28.4%**	**$1.44**
2nd Paper	24.5%	$1.56

Advertisers put *their* money where the buying *is*

Total linage
The **Herald-Traveler**
has led for 33 years

General linage
The **Herald-Traveler**
has led for 32 years

Automotive
The **Herald-Traveler**
has led for 26 years

Retail
The **Herald-Traveler**
has led for 28 years

Department store
The **Herald-Traveler**
has led for 26 years

Grocery
The **Herald-Traveler**
has led for 22 years

Source: Boston University Study of Newspaper Reading projected against ABC Audit, 3-31-59.

The Boston HERALD-TRAVELER

Boston's Home-Delivered Newspaper

Represented nationally by **SAWYER-FERGUSON-WALKER CO.**

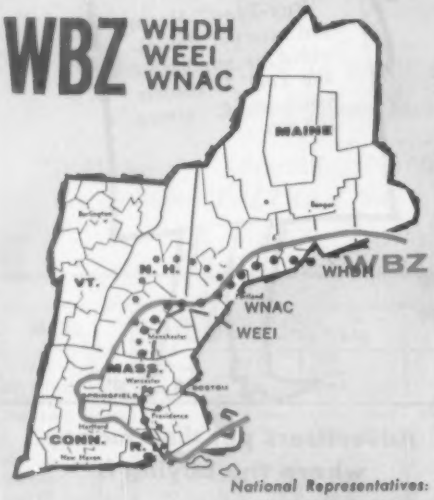
New York • Philadelphia • Detroit • Chicago • Atlanta • Los Angeles • San Francisco

Special travel and resort representative: **HAL WINTER CO., Miami Beach**

WBZ RADIO HAS MORE LISTENERS IN BOSTON AND NEW ENGLAND

.5 Millivolt Contours

DAYTIME COMPARISON



National Representatives:
A M RADIO SALES CO.

© WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ RADIO WAS RATED NUMBER ONE IN 25 QUARTER HOURS AND TIED FOR NUMBER ONE IN FIVE QUARTER HOURS FROM 7 A.M. TO 7 P.M. IN THE DECEMBER 1959 METRO BOSTON PULSE. NOTE YEAR-TO-YEAR PROGRESS.

Total Rating Points and Average Rating

	Oct. - Nov. '58	December '59	Change
WBZ	197.1 - 4.1	210.9 - 4.4	UP 13.8 pts
WHDH	203.3 - 4.2	196.6 - 4.0	DN 6.7
WEEI	188.6 - 3.9	147.7 - 3.1	DN 40.9
WNAC	128.4 - 2.7	132.4 - 2.8	UP 4.0

WBZ RADIO WAS RATED NUMBER ONE IN EVERY QUARTER HOUR FROM 6 A.M. TO 6 P.M. IN THE OCT. - NOV. 1959 METRO BOSTON NIELSEN. NOTE YEAR-TO-YEAR PROGRESS.

Average Rating

	Oct. - Nov. '58	Oct. - Nov. '59	Change
WBZ	3.7	3.8	UP .1
WHDH	.8	.8	none
WEEI	2.5	1.8	DN .7
WNAC	.8	1.5	UP .7

WBZ RADIO REACHES MORE DIFFERENT NEW ENGLAND HOMES EACH MONTH (OCT. - NOV. 1959 NIELSEN). THIS IS WBZ RADIO'S 51,000 WATT "BIG PLUS".

6-9 A.M.		12-3 P.M.		6-9 P.M.	
WBZ	682,300	WBZ	656,100	WBZ	595,300
WHDH	118,300	WHDH	114,200	WHDH	120,600
WEEI	235,700	WEEI	155,200	WEEI	161,400
WNAC	170,700	WNAC	167,800	WNAC	157,300
9-12 A.M.		**3-6 P.M.**		**9-12 P.M.**	
WBZ	656,500	WBZ	576,300	WBZ	255,400
WHDH	188,700	WHDH	179,100	WHDH	122,900
WEEI	189,800	WEEI	134,100	WEEI	61,700
WNAC	195,900	WNAC	129,400	WNAC	111,900

MASS. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
▲Boston		743.3	.4160	211.5	276.9		1,608,248	.4824	2,164	7,604	5,806	6,630	10.2	2.3	16.4	7.9	41.5	33.5	17.8	22.0	14.1	34.3
Chelsea		38.5	.0204	9.9	12.1		70,309	.0211	1,926	7,102	5,779	6,324	10.8	2.6	17.7	9.0	43.5	35.9	16.9	21.9	12.1	30.6
Revere		41.3	.0231	11.6	13.0		79,941	.0240	1,940	6,891	6,117	6,382	10.3	2.4	17.3	8.7	42.4	35.7	17.6	22.5	12.4	30.7
Worcester	180	589.5	.3299	171.3	196.0	446.8	1,188,273	.3564	2,016	6,937	6,060	6,309	11.8	2.8	17.6	8.9	41.4	35.3	16.9	21.9	12.3	31.1
Athol		12.3	.0069	3.6	4.5		25,707	.0077	2,090	7,141	5,680	6,240	8.4	2.0	19.1	9.8	44.7	38.4	16.7	21.9	11.1	27.9
Clinton		13.0	.0073	3.7	4.1		25,103	.0075	1,931	6,785	6,123	6,246	11.1	2.7	18.3	9.4	41.7	35.7	17.1	22.4	11.8	29.8
Fitchburg		43.8	.0245	13.0	13.0		90,439	.0271	2,065	6,957	6,016	6,306	10.8	2.6	17.4	8.9	42.8	36.2	17.1	22.2	11.9	30.1
Gardner		20.1	.0112	5.8	6.8		42,396	.0127	2,109	7,310	6,235	6,653	8.0	1.8	17.3	8.4	43.2	34.6	17.9	22.1	13.6	33.1
Leominster		25.3	.0142	7.4	7.8		48,993	.0147	1,936	6,621	6,256	6,314	12.5	3.0	18.3	9.4	40.7	35.1	16.7	22.0	11.8	30.5
Milford		15.7	.0088	4.8	5.4		34,989	.0105	2,229	7,775	6,402	7,027	8.0	1.7	13.0	5.9	43.4	33.1	20.0	28.3	15.6	36.0
Southbridge		17.7	.0099	5.1	5.8		37,578	.0113	2,123	7,368	6,479	6,726	8.0	1.8	15.9	7.6	43.3	34.5	18.9	23.0	13.9	33.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

$7,775 in Milford, Mass.

is highest income per household in the county.

Add to this the income of Hopkinton, Millis, Franklin, Mendon, Medfield, Upton, Hopedale, Medway, West Medway, Holliston, and you'll find the Milford Daily News reaches a high-income market where a big part of Worcester County sales are made.

Sold thoroughly— and ONLY— by the market's only Daily

The MILFORD DAILY NEWS MILFORD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

NEW ENGLAND LEADS THE NATION

of all U. S. regions

FIRST Per Household In Effective Buying Income

FIRST In Retail Sales

FIRST In Food Sales

MASSACHUSETTS LEADS NEW ENGLAND

- Larger than other 5 New England States Combined in E.B.I.
- Twice the population of the 2nd leading state
- 50% of the Total Retail Sales



... and WORCESTER

A BILLION DOLLAR MARKET

E.B.I.	$1,112,205,000
RETAIL SALES	$ 669,589,000
FOOD SALES	$ 181,757,000

You can't cover Massachusetts without the Telegram and Gazette

86.4% COVERAGE

DAILY 158,215

SUNDAY 102,957

A.B.C. Audit Dec. 31, 1958

The Worcester TELEGRAM AND GAZETTE

WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.

National Representatives



OWNERS OF RADIO STATION WTAG AND WTAG-FM

MASS.	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	&Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Webster		14.4	.0081	4.1	5.0		29,892	.0090	2,076	7,291	5,937	6,473	8.6	2.0	15.5	7.7	44.9	37.2	18.7	23.6	12.3	29.5
▲Worcester		209.9	.1175	59.1	74.0		437,920	.1314	2,086	7,410	5,917	6,547	10.7	2.5	16.0	7.8	42.1	34.4	17.7	22.1	13.5	33.2
Total Above Cities		3,735.0	2.0905	1,067.5	1,271.0		8,112,224	2.4332	2,172	7,599	6,382	6,836	10.3	2.3	15.6	7.3	40.7	31.9	18.0	21.5	15.4	37.0
State Total		5,023.9	2.8117	1,461.7	1,707.8	4,237.2	10,718,536	3.2150	2,134	7,333	6,276	6,654	11.5	2.6	16.6	8.0	40.1	32.3	17.3	21.2	14.5	35.8

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

Their Authority Is the *Survey*

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey*. They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

In Key East Coast Markets

Donnelly Adv.
Since 1850
the ultimate in Outdoor Advertising
FOR INFORMATION ON ALL OUR MARKETS
CALL BOSTON, MASS., JAmaica 2-8800
When in Boston, Mass., call JAmaica 2-8800
Donnelly Adv.

From Maine to Florida

MASS. METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Boston	3,074.4	1.7205	884.9	1,048.9	2,752.7	6,905,089	2.0413	2,213	7,806	Springfield-Holyoke	472.3	.2643	136.2	169.1	418.2	1,015,329	.3045	2,150	7,455
Brockton	228.6	.1280	70.2	78.6	123.6	450,730	.1352	1,972	6,421	Worcester	589.5	.3299	171.3	198.0	446.8	1,188,273	.3564	2,016	6,937
Fall River-New Bedford	398.4	.2230	120.7	127.8	340.6	746,027	.2237	1,873	6,181										
Pittsfield	139.6	.0781	41.9	45.8	112.6	284,856	.0855	2,041	6,798	Total Above Areas	4,902.8	2.7438	1,424.3	1,664.2	4,194.3	10,490,304	3.1466	2,140	7,365

MASSACHUSETTS METROPOLITAN STATISTICAL AREAS

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Boston	2,569.1	1.4378	734.5	877.8	2,391.2	5,812,619	1.7436	2,239	7,914	New Bedford	148.6	.0832	46.3	49.2	130.8	282,162	.0846	1,899	6,094
Brockton	140.7	.0787	42.2	47.8	105.0	283,974	.0852	2,018	6,729	Pittsfield	70.1	.0392	20.8	23.5	65.7	151,062	.0453	2,155	7,264
Fall River	137.4	.0769	40.8	44.0	119.1	249,907	.0750	1,819	6,125	Springfield-Holyoke	432.5	.2420	124.0	153.7	389.6	931,224	.2793	2,153	7,510
Fitchburg-Leominster	79.4	.0444	23.1	26.0	72.7	158,875	.0477	2,001	6,878	Worcester	325.9	.1824	91.5	110.1	283.3	652,607	.1958	2,002	7,132
Lawrence-Haverhill	182.2	.0870	54.9	63.2	158.7	366,087	.0939	2,013	6,670		4,231.6	2.3531	1,219.3	1,442.6	3,805.4	9,175,560	2.7363	2,168	7,525
Lowell	145.7	.0818	41.2	47.3	106.3	286,213	.0859	1,964	6,947										

For Retail Sales data, see Section 4 location on page 17.

© SM, 1960.

Before using these figures read foreword, page 19.

Make up to 10 calls a day in up to 2½ MILLION
NEW ENGLAND HOMES
7 A.M. 8 A.M. 9 A.M. 11 A.M. 1 P.M. 3 P.M. 6 P.M. 7 P.M. 9 P.M. 11 P.M.
BEST BUY for COMPLETE SATURATION or SPOT IMPACT
THE YANKEE NETWORK NEWS

See Page 17 for the Guide to the Data Sections of this Survey

IN A.B.C. CITY and SUBURBAN BOSTON

86%

OF ALL THE FAMILIES LIVE IN THE

$5,000 to $10,000
Effective Buying Income
Group Towns

The BOSTON RECORD-AMERICAN

ACCOUNTS FOR **41%** OF ALL BOSTON DAILY NEWSPAPERS PURCHASED IN THE $5,000 to $10,000 INCOME TOWNS

LEADS THE M & E GLOBE BY 35%
LEADS THE HERALD-TRAVELER BY 40%

TOTAL CIRCULATION	
RECORD-AMERICAN	549,525
Globe (M. & E.)	339,996
Herald-Traveler	353,113

Represented Nationally by HEARST ADVERTISING SERVICE INC.

. . . survey after survey proves . . .

WHFB IS YOUR BEST RADIO BUY

*YOU REACH AN AVG. OF 77% MORE LISTENERS, 6 AM TO 6 PM, VIA WHFB — S. W. MICHIGAN'S ONLY 1,000-WATT STATION!

1060 KC
1,000
WATTS

Represented by—
EVERETT-McKINNEY and
MICHIGAN SPOT SALES

* Nielson Research Study
September, 1959

AREA	BUYING INCOME	POP.	FAMILIES
Benton Harbor-St. Joseph	$ 75,630,000	35,700	11,300
Berrien County	$284,455,000	159,100	49,100
Total WHFB 4-County Coverage Area	$517,823,000	386,200	94,500

99.9 MC
9,200
WATTS

WHFB
The Number One Station in South Western Michigan
4 Top Counties
Allegan
Van Buren
BENTON HARBOR
ST. JOSEPH
Berrien
Cass



Providing area-wide, 4-county service from the heart of a potential Metropolitan Area—Benton Harbor—St. Joseph and Berrien County, Michigan . . . and featuring a Full-Range Programming of music, news, sports, farm, women's, stereo and community service special events.

In Michigan's Richest Farm Belt WHFB "MICHIGAN FARM HOUR" voted 1st Place Award by Associated Press!

WHFB

MICHIGAN— (Other East North Central States: Illinois, Indiana, Ohio, Wisconsin.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Alcona		6.4	.0035	1.0	1.7		6,889	.0021	1,076	6,889	3,948	4,277	23.8	8.3	26.5	19.7	36.8	45.0	9.4	17.9	3.5	8.5
Alger		10.0	.0056	2.9	3.1	4.4	14,535	.0044	1,454	5,012	4,361	4,510	26.5	8.7	24.4	17.2	33.8	39.7	10.0	16.0	5.3	16.4
Allegan		63.7	.0357	18.7	18.7	15.8	97,849	.0293	1,536	5,233	5,221	4,782	24.2	7.5	22.7	15.1	36.0	40.0	10.8	18.3	6.3	19.1
Alpena		28.4	.0159	8.3	8.4	15.0	41,060	.0123	1,446	5,133	4,844	4,611	24.9	8.0	22.3	15.3	36.9	42.6	10.7	18.7	5.2	15.4
Alpena		15.0	.0084	4.3	5.0		24,725	.0074	1,649	5,751	4,946	5,104	19.2	5.6	19.5	12.1	41.9	43.5	12.8	20.3	6.6	18.5
Antrim		11.3	.0063	3.2	3.2		13,164	.0040	1,165	4,114	4,057	3,588	36.3	18.0	29.5	26.0	26.2	35.7	5.7	12.8	2.3	7.5
Arenac		10.2	.0057	2.9	3.0		13,823	.0041	1,336	4,698	4,422	4,071	31.1	11.4	28.6	20.7	30.2	39.2	8.2	16.4	3.9	12.3
Baraga		6.0	.0034	1.8	1.8		7,312	.0022	1,219	4,062	3,993	3,635	34.7	14.2	29.5	25.7	27.6	40.5	6.1	13.5	2.1	6.1
Barry		33.1	.0185	10.3	10.5	7.1	53,048	.0159	1,603	5,150	5,006	4,655	25.7	8.2	23.3	15.9	34.4	39.2	10.7	18.8	5.9	18.1
Hastings		7.1	.0040	2.3	2.5		13,814	.0041	1,946	6,006	5,447	5,445	19.3	5.3	20.0	11.7	37.7	38.7	13.6	20.2	9.4	26.1
Bay	17	107.2	.0600	30.7	31.7	63.8	188,651	.0560	1,741	6,080	5,884	5,656	16.2	4.3	18.3	10.3	41.1	38.4	14.8	21.2	9.6	25.8
▲Bay City		57.8	.0323	17.2	18.4		108,972	.0327	1,885	6,336	5,902	5,883	14.5	3.7	17.3	9.3	41.8	37.7	15.7	21.6	10.7	27.7
Benzie		8.2	.0046	2.3	2.4		10,257	.0030	1,251	4,460	4,221	3,925	31.4	11.9	29.4	21.3	31.8	43.0	7.8	15.6	2.8	8.2
Berrien	194	159.1	.0890	49.1	51.6	71.9	284,455	.0854	1,788	5,793	5,514	5,337	19.6	5.5	19.9	11.8	38.3	38.1	13.6	20.7	8.6	23.9
△Benton Harbor-St. Joseph		86.7	.0600	11.5			75,630	.0227	2,118	6,693												

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

Benton Harbor-St. Joseph Sales Almost Double Average Volume . . . Hub of 4-County Market

Benton Harbor-St. Joseph's orbiting sales indexes are powered by solid buying power—more than a half-billion dollars of it . . . based on a broad variety of industries (350 plants in the 4-county area) and Michigan's great Fruit Belt (50% of the state's fruit crops produced in these counties).

$517,823,000 BUYING POWER

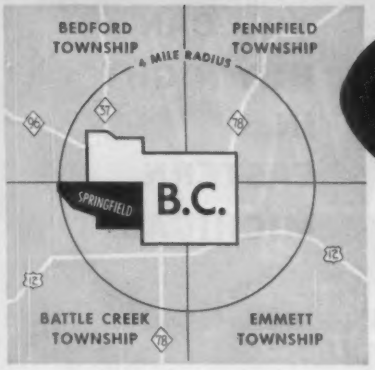
The News-Palladium and The Herald-Press, sold in combination, give you unmatched penetration of this big market. They route your advertising along the market's main shopping currents, so that you cover both city zones completely while reaching 20,000 additional homes in the surrounding area.

8TH LARGEST OF THE STATE'S 13 METROPOLITAN MARKETS

BENTON HARBOR NEWS-PALLADIUM—ST. JOSEPH HERALD-PRESS

Represented by E. A. Faulkner & Associates

population of greater BATTLE CREEK



now over

100,000

Battle Creek	56,172
Springfield	4,200
Battle Creek Twp.	18,300
Emmett Twp.	10,382
Bedford Twp.	13,000
Pennfield Twp.	6,500
Total	108,554

Population figures from U. S. Post Office, local government units, county health department, public schools, Consumers Power Co.

Old "population figures" for Battle Creek are out-dated. The greater metropolitan area, consisting of two cities and their four townships, is a truly contiguous area. All persons within this area live and work together as one community. A resident living even at the farthest corner of this area is only 20 minutes away from downtown.

SELL ALL BATTLE CREEK in the

ENQUIRER AND NEWS

The only newspaper with complete circulation & news coverage of this area.

Represented Nationally by SAWYER • FERGUSON • WALKER CO.

MICHIGAN

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
△Benton Harbor		23.1	.0129	7.3	8.6		45,966	.0138	1,990	6,297	5,345	5,612	15.7	4.2	18.4	10.4	41.5	39.2	15.1	21.8	9.3	24.4
Niles		16.1	.0090	5.2	5.5		33,502	.0100	2,081	6,443	6,049	6,012	14.0	3.5	16.6	8.7	41.3	36.5	16.8	22.6	11.3	28.7
△St. Joseph		12.6	.0071	4.0	4.8		29,664	.0089	2,354	7,416	6,180	6,655	10.3	2.3	14.6	6.9	42.0	33.6	18.2	22.1	14.9	35.1
Branch		39.2	.0220	11.6	11.9	10.3	60,402	.0181	1,541	5,207	5,041	4,727	25.5	8.1	24.1	16.2	33.3	37.2	10.5	18.1	6.6	20.4
Coldwater		10.3	.0058	3.4	3.5		18,483	.0055	1,794	5,436	5,278	5,141	21.4	6.2	23.0	14.2	35.4	36.6	11.9	18.7	8.3	24.3
Calhoun	191	143.9	.0805	42.1	50.9	109.5	276,567	.0829	1,922	6,569	5,431	5,750	15.7	4.1	16.5	9.1	41.9	38.6	16.0	22.6	9.9	25.6
Albion		13.3	.0074	3.8	5.4		24,588	.0074	1,849	6,471	4,519	5,225	22.3	6.3	16.6	10.1	39.6	40.2	13.4	20.8	8.2	22.6
△Battle Creek		54.6	.0306	17.1	20.9		116,275	.0349	2,130	6,800	5,558	5,998	12.6	3.1	15.9	8.4	43.6	38.5	17.2	23.3	10.7	26.7
Springfield Place-Lakeview		18.8	.0105	5.7	5.9		37,630	.0113	2,002	6,602	6,378	6,233	13.6	3.2	14.7	7.5	41.9	35.7	17.4	22.6	12.4	31.0
Marshall		6.5	.0036	2.0	2.1		11,378	.0034	1,750	5,689	5,334	5,199	20.3	5.8	20.8	12.7	38.2	38.9	12.8	20.0	7.9	22.5
Cass		32.4	.0181	10.2	10.4	7.6	51,897	.0156	1,602	5,088	4,957	4,575	26.2	8.5	23.4	16.2	34.0	36.5	10.9	19.2	5.5	16.6
Charlevoix		13.9	.0078	3.9	4.1	6.0	16,950	.0051	1,219	4,346	4,104	3,793	34.0	13.3	27.8	23.3	28.3	30.8	7.0	14.8	2.9	8.8
Cheboygan		14.2	.0080	4.0	4.0	6.1	16,189	.0048	1,138	4,042	3,969	3,649	37.0	15.1	28.0	24.4	25.8	37.6	6.4	14.2	2.8	8.7
Chippewa		33.2	.0185	9.4	11.9	21.5	52,945	.0159	1,595	5,632	4,479	4,796	22.5	7.0	23.2	15.3	36.9	40.9	11.4	19.2	6.0	17.6
Sault Ste. Marie		21.5	.0120	6.0	6.7		34,468	.0103	1,603	5,745	5,144	5,237	17.6	5.0	21.0	13.8	40.7	41.2	13.3	20.5	7.4	20.5
Clare		13.1	.0074	3.9	4.1		18,832	.0057	1,438	4,829	4,545	4,338	29.1	10.0	23.9	17.5	32.6	39.9	9.6	17.9	4.8	14.7
Clinton	82	35.8	.0200	10.0	10.6	7.2	54,754	.0164	1,529	5,475	5,147	4,840	22.3	6.9	22.0	14.4	37.9	41.5	11.8	19.8	6.0	17.4
St. Johns		5.5	.0031	1.7	1.8		10,062	.0030	1,833	5,931	5,601	5,448	17.9	4.9	19.2	11.2	40.3	39.3	13.8	20.5	8.8	24.1
Crawford		5.2	.0029	1.3	1.4		5,928	.0018	1,140	4,560	4,181	4,036	26.4	9.7	29.0	22.8	34.2	45.1	6.1	16.3	2.3	6.1
Delta		33.7	.0189	9.9	10.1	20.7	46,356	.0139	1,376	4,682	4,556	4,334	26.8	9.2	25.9	19.0	33.8	41.4	9.1	17.0	4.4	13.4
Escanaba		16.1	.0090	4.8	5.3		25,337	.0076	1,574	5,279	4,781	4,764	21.5	6.7	23.4	15.6	38.6	43.0	11.0	18.7	5.5	16.0
Dickinson		22.8	.0127	7.1	7.1	19.4	33,291	.0100	1,460	4,689	4,648	4,370	23.6	8.0	27.7	20.1	35.6	43.3	9.1	16.8	4.0	11.8
Iron Mountain-Kingsford		*16.9*	*.0095*	*5.9*			*26,151*	*.0078*	*1,548*	*5,830*												
Iron Mountain		11.0	.0062	3.2	3.7		17,217	.0052	1,565	5,380	4,653	4,729	19.4	6.1	26.5	17.8	38.5	43.2	10.5	17.9	5.1	15.0
Eaton	82	48.8	.0273	14.8	15.0	17.4	79,749	.0239	1,634	5,388	5,317	4,930	23.1	7.0	21.7	14.0	36.7	39.4	11.7	19.2	6.8	20.4
Charlotte		7.8	.0044	2.3	2.8		14,695	.0044	1,884	6,389	5,182	5,523	15.9	4.3	19.4	11.2	41.9	40.2	16.9	20.4	8.9	23.9
Emmet		16.1	.0091	4.6	5.0	6.9	22,816	.0068	1,408	4,917	4,507	4,327	29.8	10.3	25.5	18.7	30.8	37.8	8.6	16.0	5.2	17.2
Petoskey		6.9	.0039	2.1	2.2		10,974	.0033	1,590	5,226	4,917	4,819	25.2	7.8	23.0	15.2	33.9	37.3	11.0	18.4	6.9	21.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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IF YOU CAN COUNT UP TO 5...



YOU CAN BUY RIGHT IN EASTERN MICHIGAN

Take the November Reports on either of the markets
... Saginaw-Bay City-Flint or Lansing ... NSI or ARB ...
and you'll find the answer, but *plain*!



SEE page 5 any NSI Report for
Total Station Audience Delivered

SEE page 4 in the ARB Saginaw-Bay City-Flint Report for
Total Station Audiences Delivered

SEE page 3 in the ARB Lansing Report for
Total Station Audiences Delivered.

You'll find WNEM-TV's more than 57,000 actual Viewing Homes* **TOPS THEM ALL . . .** and by mighty margins. And only actual *viewing* counts!
Put it on a dollars and cents basis and you can't miss—The Right Buy for Eastern Michigan.

(*6 PM-12 Midnight)

WNEM-TV CHANNEL 5

Saginaw • Bay City • NBC
Represented By Edward Petry & Co., Inc.

MICHIGAN		SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Genesee	53	393.9	.2204	116.0	125.2	259.3	842,982	.2528	2,140	7,267	6,729	6,755	9.4	2.1	11.6	5.4	44.6	35.0	19.9	23.9	14.5	33.6
Fenton		5.5	.0031	1.6	1.8		11,438	.0034	2,080	7,149	6,240	6,363	10.8	2.5	13.9	6.9	44.0	36.8	18.8	23.9	12.5	29.9
▲Flint		199.1	.1114	60.7	67.7		454,759	.1364	2,284	7,617	6,717	6,973	9.3	2.0	10.7	4.9	43.3	32.9	20.7	24.1	16.0	36.1
Gladwin		10.6	.0059	2.9	3.0		13,100	.0040	1,236	4,517	4,237	3,863	34.3	13.2	24.7	20.3	30.7	42.1	7.4	15.6	2.9	8.8
Gogebic		26.1	.0146	8.0	8.0	17.7	37,275	.0111	1,428	4,659	4,606	4,364	25.0	8.6	25.9	18.9	35.6	43.0	9.4	17.5	4.1	12.0
Ironwood		10.7	.0060	3.3	3.4		16,536	.0050	1,545	5,011	4,772	4,705	22.3	7.0	23.5	15.9	37.6	42.4	11.2	19.3	5.4	15.4
Grand Traverse		34.7	.0195	9.4	9.8	19.0	49,203	.0143	1,418	5,234	5,000	4,772	25.0	7.8	24.5	16.3	33.5	37.2	10.1	17.2	6.9	21.5
Traverse City		19.0	.0106	4.9	5.3		27,040	.0081	1,423	5,518	5,049	5,077	22.3	6.5	22.4	14.0	35.6	37.2	11.7	18.7	8.0	23.6
Gratiot		36.9	.0208	10.6	11.3	13.1	53,732	.0161	1,455	4,972	4,730	4,419	26.9	9.1	25.2	18.1	33.4	40.0	9.6	17.6	4.9	15.2
Alma		9.6	.0054	2.9	3.5		16,305	.0049	1,698	5,622	4,610	4,833	22.8	7.0	22.3	14.6	37.7	41.4	11.0	18.4	6.3	18.6
Hillsdale		34.1	.0191	10.5	11.1	8.1	50,672	.0152	1,486	4,826	4,586	4,226	31.0	10.9	24.5	18.4	30.9	38.9	8.9	17.0	4.7	14.8
Hillsdale		8.1	.0045	2.6	3.3		15,084	.0045	1,862	5,802	4,515	4,880	25.7	7.8	20.1	13.1	35.6	38.8	11.5	19.1	7.1	21.2
Houghton		32.2	.0180	9.7	10.8	10.0	43,274	.0130	1,344	4,461	4,056	3,899	32.7	12.5	28.5	23.2	28.4	38.6	6.9	14.4	3.5	11.3
Huron		34.5	.0193	9.4	9.4	3.2	47,534	.0143	1,378	5,057	5,047	4,458	28.9	9.7	25.7	18.3	30.3	36.1	9.2	16.7	5.9	19.2
Ingham	82	219.1	.1226	64.6	68.7	178.9	481,343	.1443	2,197	7,451	6,965	6,538	12.1	2.8	12.9	6.3	42.1	34.0	18.7	23.2	14.2	33.7
East Lansing		31.7	.0177	5.7	19.5		89,125	.0177	1,865	10,373	3,024	4,990	26.0	7.8	23.0	14.7	30.6	33.4	11.5	18.7	8.9	26.4
▲Lansing		126.6	.0709	39.8	45.0		300,422	.0901	2,373	7,548	6,676	6,722	10.0	2.2	12.6	5.9	43.1	34.1	19.5	23.5	14.8	34.3
Ionia		43.8	.0246	12.4	12.8	14.7	61,079	.0186	1,394	4,926	4,780	4,443	27.0	9.1	24.3	17.3	33.6	40.1	10.1	18.4	5.0	15.1
Ionia		6.8	.0038	2.3	2.4		12,611	.0038	1,855	5,483	5,099	5,062	20.5	6.0	21.1	13.3	38.1	39.9	13.2	21.1	7.1	19.7

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Ads and Data Go Together

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local devolopments and trends behind the SM estimates. The ads and the data go together.

IN
LANSING
WILS
5000 WATTS
IS
• 1ST IN POWER • 1ST IN AUDIENCE*
LOWEST IN COST/THOUSAND
*SHARE OF AUDIENCE:
63% average, 7:00 a.m. - 6:00 p.m. (Station B: 18%) C. E. HOOPER, Jan.-Feb. 1960
Represented by
VENARD, RINTOUL
AND MC CONNELL

MICHIGAN		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Iosco		17.5	.0098	5.2	5.2		24,246	.0072	1,385	4,663	4,599	4,301	30.7	10.7	23.4	17.2	32.3	39.7	8.8	16.7	4.8	15.7
Iron		18.7	.0104	5.8	6.2	4.4	29,507	.0089	1,578	5,087	4,709	4,564	23.8	7.8	22.8	15.9	38.1	44.1	10.6	18.8	4.7	13.4
Isabella		31.3	.0175	8.4	10.5	13.6	49,349	.0148	1,577	5,875	4,699	4,833	25.5	7.9	21.4	14.0	34.6	38.1	11.5	19.2	7.0	20.8
Mount Pleasant		13.6	.0076	3.6	5.7		25,886	.0078	1,903	7,191	4,465	5,592	21.1	5.6	15.5	8.8	38.1	36.2	14.6	21.1	10.7	28.3

For Retail Sales data, see Section 4 location on page 17.
© SM, 1960.
Before using these figures read foreword, page 19.

Sales Management's Up-to-Date

1960 COUNTY OUTLINE RETAIL SALES MAP OF THE 50 UNITED STATES

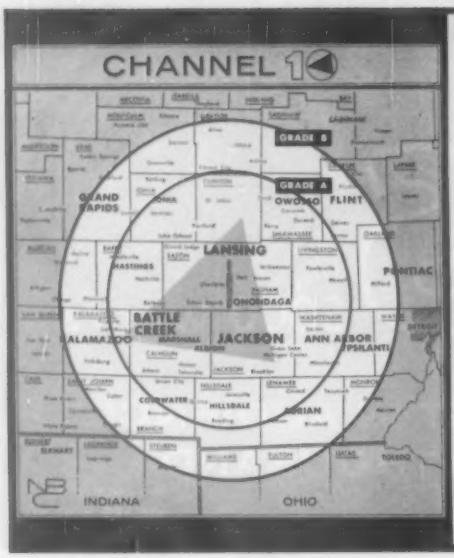
Includes Alaska and Hawaii (also Canadian Markets)

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . in 8 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by 7 different County color shadings . . .
   - —for counties with $500 million or more.
   - —for counties with $250 million to $500 million.
   - —for counties with $100 million to $250 million.
   - —for counties with $50 million to $100 million.
   - —for counties with $25 million to $50 million.
   - —for counties with $10 million to $25 million.
   - —for counties under $10 million.
4. 1750 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1960).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed family average.

PRICE: $4.50 a single copy; $3.50 each for two or more copies; $3.00 for five or more

SALES MANAGEMENT, 630 Third Avenue, New York 17, N. Y.



BUY ONE — GET THREE
IN MICHIGAN
LANSING JACKSON BATTLE CREEK

Get three major markets in Michigan's GOLDEN TRIANGLE—46% of Michigan's population (outside Detroit)—Nationally 26th in TV Households*, 11th in retail sales**—the only single station covering all three cities in this rich market with a city grade signal.

WILX-TV *Channel* 10

Associated with **WILS** — LANSING / **WPON** — PONTIAC

Contact VENARD, RINTOUL & McCONNELL, INC.

*Television Age
100 Top Markets 11/30/59

**SRDS
Consumer Market Data

MICHIGAN		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
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COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Jackson	72	130.9	.0733	38.3	41.9	70.6	242,582	.0727	1,853	6,334	5,790	5,775	16.1	4.2	17.4	9.6	40.5	37.1	15.6	21.9	10.4	27.2
▲Jackson		54.7	.0306	17.4	19.9		117,607	.0353	2,150	6,759	5,888	6,127	14.5	3.5	15.6	8.1	40.9	35.4	16.7	22.1	12.3	30.9
Kalamazoo	77	182.5	.0909	48.7	55.1	109.6	322,008	.0966	1,982	6,612	5,835	5,978	14.7	3.7	16.7	8.9	41.1	36.3	16.1	21.9	11.4	29.2
▲Kalamazoo		83.8	.0469	25.1	31.9		178,650	.0536	2,132	7,118	5,600	6,216	12.4	3.0	15.3	7.8	42.8	36.5	17.1	22.3	12.4	30.4
Kalkaska		4.6	.0026	1.3	1.2		5,123	.0016	1,114	3,941	4,050	3,512	39.4	16.7	27.2	24.6	25.3	38.2	5.9	13.6	2.2	6.9
Kent	61	349.4	.1956	106.7	115.1	282.1	699,721	.2099	2,003	6,558	6,076	6,047	14.8	3.6	16.3	8.6	40.7	35.8	16.3	21.8	11.9	30.2
▲Grand Rapids		192.1	.1075	59.9	67.7		402,929	.1209	2,097	6,727	5,950	6,130	13.8	3.3	15.6	8.1	41.6	36.1	16.9	22.3	12.1	30.2
Keweenaw		2.8	.0014	.7	.8		3,091	.0009	1,189	4,418	3,738	3,778	32.0	12.6	32.1	27.0	27.4	38.5	5.5	11.8	3.0	10.1
Lake		5.1	.0029	1.5	1.5		5,838	.0017	1,144	3,891	3,739	3,491	41.0	17.5	26.5	24.1	24.1	36.6	6.2	14.4	2.2	7.4
Lapeer		45.8	.0256	11.6	11.6	7.0	61,169	.0184	1,336	5,273	5,233	4,782	24.4	7.6	23.6	15.7	34.7	38.4	10.8	18.3	6.5	20.0
Lapeer		7.0	.0039	1.6	1.8		9,311	.0028	1,330	5,819	5,173	5,243	20.2	5.7	20.6	12.5	38.0	38.5	13.0	20.1	8.2	23.2
Leelanau		9.6	.0054	2.6	2.9		14,110	.0042	1,470	5,427	4,777	4,840	26.2	8.6	26.6	18.6	32.3	37.7	9.0	16.1	5.9	19.0
Lenawee		83.9	.0469	24.9	27.4	33.9	150,471	.0451	1,793	6,043	5,479	5,408	18.7	5.1	19.2	11.3	39.6	38.9	13.8	20.7	8.7	24.0
Adrian		26.2	.0147	7.9	9.9		54,226	.0163	2,070	6,864	5,449	5,967	13.0	3.2	16.1	8.6	43.9	38.9	16.3	22.2	10.7	27.1
Livingston		38.5	.0216	11.3	11.6	5.3	67,000	.0201	1,740	5,929	5,762	5,463	19.4	5.3	20.4	11.9	37.1	36.0	13.4	19.8	9.7	27.0
Howell		5.3	.0030	1.6	1.8		10,470	.0031	1,975	6,544	5,810	6,025	13.3	3.3	18.2	9.6	41.9	36.9	14.8	19.9	11.8	30.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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If you want it ALL, give us a call!

WKZO-TV, WKZO Radio, WJEF, WWTV — the four Fetzer stations serving Outstate Michigan — carry your announcements to *more homes, more frequently* and at a *lower cost* than any competing stations. Look at the facts!

WKZO-TV COVERS 606,780 TV HOMES! WKZO-TV covers 606,780 television homes (NCS #3) in 34 counties including the important Kalamazoo-Grand Rapids market. NSI (see below) gives WKZO-TV more homes than Station 'B' in 398 of 450 competitive quarter hours surveyed, Monday through Friday.

WWTV DOMINATES NORTHERN LOWER MICHIGAN! WWTV has NCS No. 3 circulation, *both daytime and nighttime,* in 36 Northern Lower Michigan counties. NSI (November, 1959) for Cadillac-Traverse City shows that WWTV delivers more homes than Station 'B' in 344 of 352 competitive quarter hours surveyed, Sunday through Saturday.

WKZO RADIO LEADS 95% OF THE TIME! Pulse (see below) rates WKZO Radio highest for Kalamazoo-Battle Creek and Greater Western Michigan —morning, afternoon, evening—in 345 of 360 quarter hours surveyed, Sunday through Saturday.

WJEF IS RADIO IN GRAND RAPIDS! WJEF is the Fetzer direct line to 120,000 radio homes in Metropolitan Grand Rapids. Broad-interest Fetzer programming (plus CBS) has made WJEF a widely respected and "listened-to" citizen.

NSI SURVEY— KALAMAZOO-GRAND RAPIDS AREA (November, 1959) STATION TOTALS FOR AVERAGE WEEK			HOMES DELIVERED WKZO-TV	STATION B
	Mon. thru Fri.	9 a.m.-Noon	57,000	29,300
		Noon-3 p.m.	72,100	38,900
		3 p.m.-6 p.m.	62,100	43,600
	Sun. thru Sat.	6 p.m.-9 p.m.	141,600	81,300
		9 p.m.-Midnight	117,800	62,400

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE—MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with:
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV — Studios in Both Kalamazoo & Grand Rapids for Greater Western Michigan

WKZO — CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

WJEF — For Grand Rapids and Kent County

WWTV — CBS and ABC in Cadillac Serving Northern Lower Michigan

Avery-Knodel, Inc., *Exclusive National Representatives*

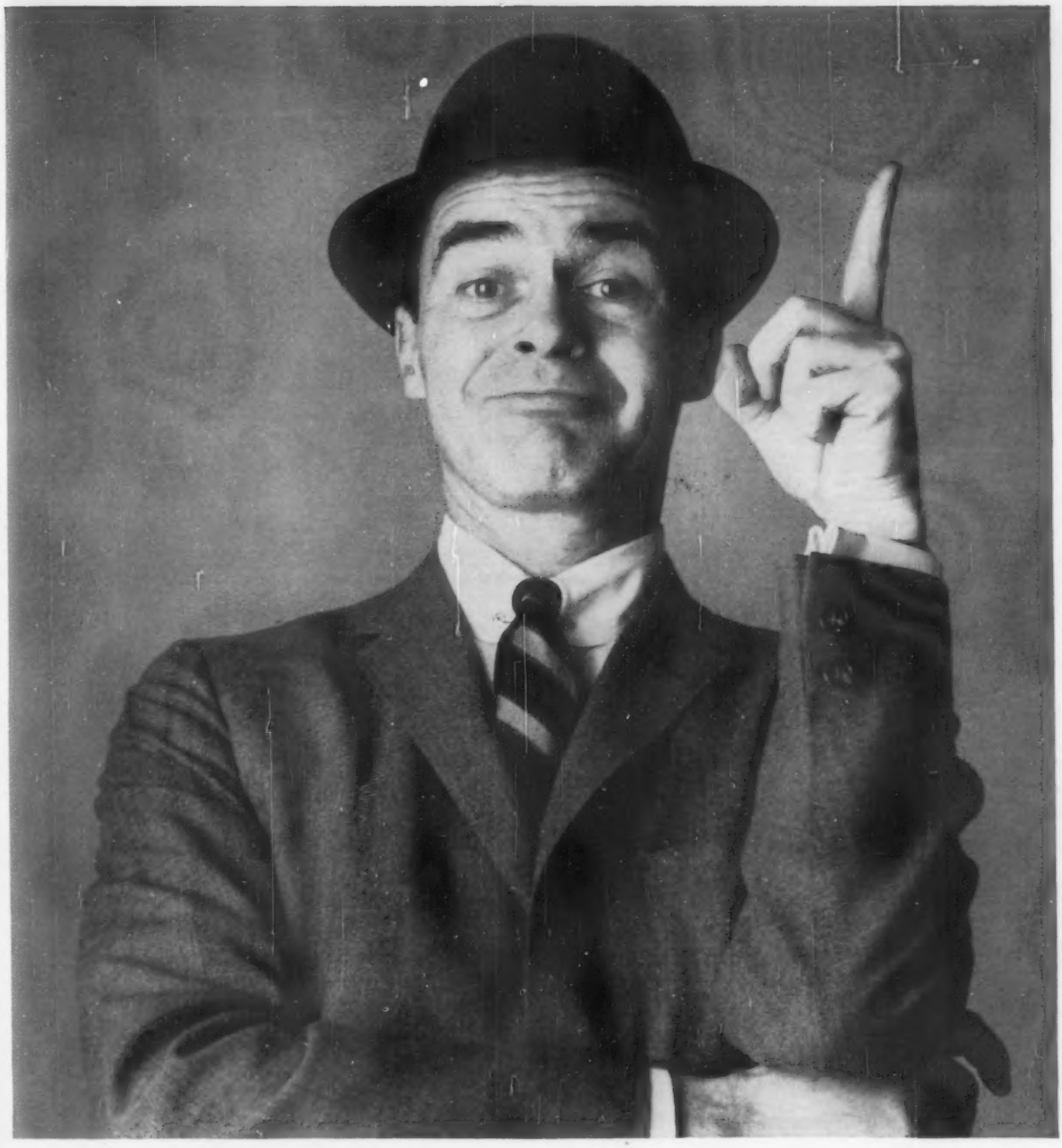


RETAIL SALES ESTIMATES
for the Counties and Cities
in Each State
Are Published in
SECTION 4

•

See Page 17
for Index to Sections





ONE NEWSPAPER concentrates its circulation in the 6-county Detroit trading area–where more people live and more retail business is done than in all the rest of Michigan. That paper is THE DETROIT NEWS. In this 5-billion dollar business area, THE NEWS sells the most papers and produces best results. That's why THE NEWS carried more linage in 1959 than both other papers combined. In Detroit, the ONE to use is . . .

The Detroit News

Largest Trading Area Circulation, Weekdays and Sunday

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower
Pacific Office: 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

MICHIGAN'S 2nd MARKET *Covered 1st by . . .* WPON PONTIAC



Detroit radio does not give you Oakland County, a billion dollar retail sales giant! PULSE proves that WPON leads around the clock in Pontiac and the rich northwestern Detroit suburbs!*

OAKLAND COUNTY

Population (1/1/60)	693,500
Households	197,600
Effective buying income — 1959	$1,470,689,000
Per household	$7,443

*Pulse — January 1960

CHIEF PONTIAC BROADCASTING COMPANY

SERVICE • RESPONSIBILITY

Contact Venard, Rintoul & McConnell, Inc.

WPON is associated with

WILX-TV CHANNEL **10**

Studios in — Lansing
Jackson
Battle Creek

WILS LANSING

MICHIGAN — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Luce		7.9	.0043	1.8	1.7	2.8	8,438	.0026	1,082	5,273	4,708	4,700	21.4	6.8	26.3	17.8	35.4	39.8	11.2	19.4	5.7	16.2
Mackinac		10.6	.0060	3.0	3.1	3.4	13,126	.0039	1,238	4,375	4,158	3,954	31.3	11.8	27.6	22.2	30.8	41.2	7.1	14.6	3.2	10.2
Macomb	45	398.2	.2217	109.1	115.8	238.6	734,578	.2264	1,905	6,916	6,515	6,449	10.4	2.4	13.5	6.7	44.3	38.3	19.0	23.9	12.8	30.7
Center Line		10.1	.0057	2.5	2.5		18,908	.0057	1,872	7,563	7,415	7,182	6.7	1.4	9.0	4.0	46.1	34.0	22.1	24.9	16.1	35.7
East Detroit		44.0	.0246	11.4	11.8		82,876	.0249	1,884	7,270	7,012	6,849	8.6	1.9	11.7	5.4	43.6	33.8	21.3	25.2	14.8	33.7
Mount Clemens		22.0	.0123	6.3	7.3		43,403	.0130	1,973	6,889	5,946	6,241	11.0	2.6	14.4	7.3	45.0	38.3	17.8	23.1	11.8	28.7
Roseville		43.0	.0241	11.3	12.2		78,521	.0236	1,826	6,949	6,391	6,463	9.5	2.2	13.4	6.6	45.1	37.1	19.3	24.1	12.7	30.0
St. Clair Shores		72.6	.0406	19.9	20.6		140,670	.0422	1,938	7,069	6,801	6,664	9.9	2.2	12.7	6.1	43.5	34.5	19.8	24.1	14.1	33.1
Manistee		20.4	.0114	6.3	6.3	10.7	28,374	.0085	1,391	4,504	4,442	4,108	29.3	10.6	26.2	20.2	32.6	42.3	8.3	16.3	3.6	10.6
Manistee		10.7	.0060	3.4	3.5		16,097	.0048	1,504	4,734	4,556	4,384	25.7	8.7	25.0	18.1	35.7	43.1	9.4	17.5	4.2	12.6
Marquette		80.8	.0284	14.5	15.4	35.0	76,206	.0228	1,800	5,256	4,924	4,829	22.2	6.8	22.5	14.8	38.2	42.0	11.1	18.6	6.0	17.8
Ishpeming		9.6	.0054	3.0	3.0		15,816	.0047	1,648	5,272	5,272	5,017	19.2	5.7	21.8	13.8	40.8	43.0	11.9	19.3	6.3	18.2
Marquette		13.9	.0106	5.1	5.7		28,882	.0067	1,528	5,663	5,013	5,166	20.9	6.0	20.5	12.6	38.4	39.4	12.4	19.5	7.8	22.5
Mason		21.8	.0118	6.8	6.8	11.0	32,373	.0097	1,542	4,905	4,710	4,397	27.2	9.2	24.8	17.9	33.8	40.9	9.4	17.3	4.8	14.7
Ludington		11.0	.0062	3.6	3.8		18,134	.0054	1,649	5,037	4,772	4,661	23.8	7.6	23.6	16.1	36.8	41.9	10.4	18.1	5.4	16.3
Mecosta		16.7	.0108	5.8	6.2	6.9	26,009	.0078	1,391	4,484	4,173	3,851	35.5	13.7	26.8	21.9	26.9	37.2	7.3	15.3	3.7	11.9
Menominee		25.2	.0141	7.2	7.5	12.3	35,825	.0108	1,426	4,990	4,770	4,411	26.9	9.1	28.1	18.8	32.7	39.2	9.3	17.1	5.0	15.8
Menominee		12.3	.0069	3.5	3.9		20,171	.0061	1,640	5,763	5,172	5,177	18.2	5.2	22.8	14.0	38.8	39.8	12.8	20.0	7.4	21.0
Midland		50.5	.0282	14.0	14.1	28.5	99,293	.0268	1,788	6,378	6,309	5,933	16.2	4.1	15.3	8.2	40.9	36.5	16.5	22.5	11.1	28.7
Midland		26.5	.0148	7.5	8.0		52,588	.0158	1,984	7,012	6,506	6,551	11.9	2.7	12.5	6.0	42.9	34.7	18.8	23.3	13.9	33.3
Missaukee		7.2	.0041	1.9	2.0		9,083	.0027	1,262	4,781	4,396	3,951	30.2	11.4	27.7	22.3	31.6	42.3	7.6	15.6	2.9	8.4
Monroe		104.3	.0583	29.6	29.9	28.1	181,794	.0545	1,743	6,141	6,080	5,739	16.9	4.4	17.4	9.6	39.7	36.7	15.8	22.2	10.2	27.1
Monroe		25.5	.0143	7.3	8.5		53,743	.0161	2,108	7,362	6,250	6,649	10.7	2.4	13.0	6.2	42.7	34.1	19.0	23.1	14.6	34.2

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

Meaning of SM Trade-Mark, Symbols, etc.

The SM Trade-mark SM indicates copyrighted SALES MANAGEMENT estimates.

Solid Triangle (▲) denotes central city of standard metropolitan area.

Open Triangle (△) denotes central city of potential metropolitan area.

Bold face line indicates COUNTY data, light face line CITY data.

Italic lines indicate a Multiple City—two or more adjoining cities constituting a single market. They can be separated by a river or state line, but the area between must be less than ten miles and must conform with the Census Bureau standards of urbanization.

The ROYAL OAK Market

$674,148,000 Income

a fast-growing daily with unmatched penetration and influence

Almost a third of a million people with well over a half-billion dollars of buying power are concentrated within a 6-mile radius of downtown Royal Oak—within the selling sphere of the 57-year-old Daily Tribune. No Detroit daily begins to approach the Daily Tribune's concentration and influence.

In this big sales-loaded market, spotty coverage, casual reader interest, feeble response aren't enough. Only the Daily Tribune does the job. Check carefully. You'll agree.

CITY ZONE (Par. 28 A.B.C.) 160,741

C.Z.&T.A. (Pub. Est. 1959) 314,368

FAMILY INCOME (City) $7,965

FAMILY INCOME (C.Z.&T.A.) $7,618

DAILY TRIBUNE CIRCULATION

44,477

A.B.C. 3/31/59

THE DAILY TRIBUNE

ROYAL OAK, MICH.

Represented by The Julius Mathews Special Agency, Inc.

MICHIGAN — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Montcalm		38.0	.0213	11.9	12.7	8.1	58,924	.0177	1,551	4,952	4,614	4,344	27.9	9.8	25.2	18.4	32.5	39.7	9.6	17.9	4.8	14.4
Greenville		8.1	.0045	2.7	3.0		15,431	.0046	1,905	5,715	5,079	5,151	18.0	5.2	21.8	13.5	40.3	41.3	12.9	20.3	7.0	19.7
Montmorency		4.5	.0025	1.2	1.3		5,528	.0017	1,228	4,607	4,065	3,778	38.4	15.2	26.1	21.9	25.3	35.3	6.3	13.6	3.9	14.0
Muskegon	104	147.9	.0828	43.9	46.8	100.2	256,252	.0766	1,733	5,837	5,475	5,384	17.3	4.8	19.8	11.7	40.9	40.2	13.8	20.8	8.2	22.5
▲Muskegon		51.3	.0287	16.0	17.6		97,105	.0291	1,893	6,069	5,496	5,544	16.5	4.4	18.7	10.7	41.1	39.5	14.7	21.4	9.0	24.0
▲Muskegon Heights		20.7	.0116	5.8	6.8		37,147	.0111	1,795	6,405	5,436	5,686	13.0	3.4	18.3	10.2	44.6	41.6	15.2	21.7	8.9	23.1
Newaygo		26.2	.0147	7.6	7.5	3.7	37,178	.0112	1,419	4,892	4,898	4,387	27.8	9.4	24.7	17.9	33.0	39.9	9.6	17.8	4.9	15.0
Oakland	45	693.5	.3881	197.6	206.5	416.3	1,470,689	.4411	2,121	7,443	7,119	7,068	9.6	2.0	12.3	5.5	41.6	31.3	19.5	22.3	17.0	38.9
Berkley		22.9	.0128	5.9	6.6		49,335	.0148	2,154	8,362	7,475	7,733	6.8	1.3	9.6	3.9	39.5	27.1	23.7	24.8	20.4	42.9
Birmingham		25.8	.0144	8.0	8.1		74,337	.0223	2,881	9,292	9,148	8,822	10.0	1.7	10.8	3.9	31.6	19.0	18.5	17.0	29.1	58.4
Ferndale		32.9	.0184	9.3	9.8		72,345	.0217	2,199	7,779	7,352	7,298	8.2	1.7	10.8	4.7	40.8	29.6	22.4	24.8	17.8	39.2
Hazel Park		26.9	.0151	7.3	7.9		53,931	.0162	2,005	7,388	6,796	6,884	8.2	1.8	11.9	5.5	44.1	33.9	20.7	24.4	15.1	34.4
Pontiac		85.6	.0479	23.9	28.5		178,013	.0534	2,080	7,448	6,246	6,687	9.4	2.1	12.3	5.8	44.4	35.3	19.6	23.7	14.3	33.1
Rochester		5.5	.0031	1.7	1.9		11,699	.0035	2,127	6,882	6,046	6,317	11.1	2.6	13.5	6.8	44.8	37.6	18.5	23.7	12.1	29.3
Royal Oak		75.8	.0424	21.4	22.1		170,449	.0511	2,249	7,965	7,680	7,544	8.7	1.7	10.7	4.5	39.3	27.6	21.5	23.1	19.8	43.1
Oceana		16.6	.0093	4.7	4.6		21,234	.0064	1,279	4,518	4,548	4,002	32.3	12.0	27.5	21.8	28.9	38.4	7.4	14.9	3.9	12.9
Ogemaw		9.2	.0051	2.5	2.5		10,974	.0033	1,193	4,390	4,343	3,813	36.3	14.2	26.8	22.3	26.4	36.8	6.9	14.6	3.6	12.1
Ontonagon		10.3	.0058	3.3	3.1		12,857	.0039	1,248	4,286	4,147	3,790	33.5	13.2	29.5	24.7	27.7	38.7	6.3	13.5	3.0	9.9
Osceola		14.0	.0078	3.8	3.7		16,988	.0051	1,213	4,471	4,517	3,971	34.2	12.8	26.0	20.8	28.1	37.7	7.7	15.7	4.0	13.0
Oscoda		3.5	.0020	.9	1.0		3,715	.0011	1,061	4,123	3,656	3,417	39.4	17.2	29.0	27.0	24.3	38.4	5.2	12.4	1.6	5.0
Otsego		7.5	.0042	2.0	2.1		8,764	.0026	1,169	4,382	4,120	3,947	30.3	11.4	28.5	22.9	31.0	41.8	7.2	14.7	3.0	9.2
Ottawa		101.0	.0585	29.8	30.1	39.2	166,868	.0500	1,652	5,600	5,541	5,208	19.3	5.5	21.5	13.1	38.7	39.4	12.7	19.8	7.8	22.2
Grand Haven		10.8	.0060	3.3	3.6		21,594	.0065	1,999	6,544	5,887	6,008	12.2	3.0	17.8	9.4	42.9	37.9	16.0	21.6	11.1	28.1
Holland		19.2	.0107	5.8	6.5		33,357	.0100	1,737	5,751	5,130	5,220	20.4	5.8	20.1	12.2	38.3	39.0	13.2	20.5	8.0	22.5
Presque Isle		13.5	.0075	3.2	3.4	4.5	15,803	.0048	1,171	4,938	4,607	4,306	30.0	10.4	22.9	16.9	32.9	40.5	9.6	18.0	4.6	14.2
Roscommon		7.3	.0041	2.3	2.5		10,906	.0033	1,494	4,742	4,295	4,177	30.9	11.0	25.8	19.6	30.5	38.7	8.3	16.1	4.5	14.6
Saginaw	135	190.6	.1067	55.0	58.8	128.2	352,815	.1058	1,851	6,415	5,995	5,898	14.6	3.7	16.6	8.9	42.0	37.7	16.2	22.3	10.6	27.4
▲Saginaw		107.4	.0601	31.4	35.4		213,260	.0640	1,986	6,792	6,009	6,208	12.0	2.9	15.0	7.7	43.5	37.1	17.6	22.9	11.9	29.4
St. Clair	270	105.0	.0588	31.2	32.4	57.3	183,737	.0551	1,750	5,889	5,656	5,414	19.0	5.2	19.2	11.2	39.1	38.4	13.9	20.3	8.8	24.4
△Port Huron		38.4	.0215	11.7	12.6		72,927	.0219	1,899	6,233	5,758	5,768	15.6	4.0	17.3	9.5	41.5	38.1	15.5	21.8	10.1	26.6

For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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Sign of Progress

And the best part of it is . . . our readers put us there.

Fact is, so many families are choosing the Free Press for its easy-to-read, balanced content that we're now the *10th largest daily* in the U.S.A.

When readers get more out of a newspaper, so do the advertisers!

For *your sales progress,* make sure the Free Press is on your advertising schedule.

National Representatives: Story, Brooks & Finley • Retail Representative: George Molloy, New York

Detroit Free Press

Michigan's *only* morning newspaper

MICHIGAN		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
COUNTIES ▯CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
St. Joseph		46.4	.0259	15.0	15.1	17.1	79,514	.0239	1,714	5,301	5,262	4,891	23.6	7.2	22.9	14.8	35.1	38.0	11.5	19.1	6.9	20.9
Sturgis		9.4	.0053	2.9	3.1		18,514	.0056	1,970	6,384	5,846	5,554	14.6	3.7	19.1	10.4	40.5	36.6	15.0	20.8	10.8	28.5
Sanilac		37.5	.0210	11.0	11.2		56,373	.0166	1,477	5,034	4,922	4,422	28.8	9.7	25.2	18.1	30.8	37.0	9.7	17.7	5.5	17.5
Schoolcraft		8.8	.0049	2.4	2.6	5.0	11,443	.0034	1,300	4,768	4,251	4,187	28.2	10.0	26.4	20.0	33.1	42.0	8.4	16.3	3.9	11.7
Shiawassee		55.9	.0313	16.9	17.6	23.0	97,511	.0292	1,744	5,770	5,528	5,263	19.5	5.5	20.4	12.3	38.9	39.1	13.2	20.3	8.1	22.8
Owosso		19.1	.0107	6.1	6.6		37,294	.0112	1,953	6,114	5,647	5,629	16.8	4.4	19.2	10.8	40.1	37.9	14.0	20.1	9.9	26.8
Tuscola		47.2	.0264	13.3	13.9	7.6	69,178	.0208	1,466	5,201	4,968	4,505	27.1	8.8	24.8	17.1	31.5	36.2	10.3	18.2	6.3	19.7
Van Buren		51.6	.0288	16.5	17.4	7.4	83,622	.0251	1,640	5,068	4,805	4,505	27.4	9.1	24.6	17.4	33.1	38.8	9.3	16.8	5.6	17.9
South Haven		7.4	.0041	2.5	2.6		13,100	.0039	1,770	5,240	5,038	4,880	24.8	7.6	24.0	15.6	33.5	36.3	10.2	17.0	7.5	23.5
Washtenaw	8	162.8	.0910	43.4	44.7	98.9	318,378	.0955	1,956	7,338	4,921	5,875	18.4	4.7	15.0	8.1	33.8	34.9	15.9	22.0	11.9	30.3
▲Ann Arbor		52.7	.0295	13.1	29.3		128,998	.0387	2,448	9,847	4,362	6,722	11.5	2.5	12.3	5.8	40.9	33.2	19.1	23.1	16.3	36.4
Willow Run		15.6	.0087	4.1	4.2		21,896	.0066	1,404	5,340	5,180	4,970	16.2	4.9	23.9	15.2	41.9	44.8	12.4	20.2	5.6	14.9
Ypsilanti		21.8	.0122	5.9	8.9		44,556	.0134	2,044	7,553	5,004	6,068	16.6	4.1	14.0	7.3	40.0	34.7	10.7	22.3	12.7	31.6
Wayne	45	2,873.8	1.6083	828.4	967.1	2,717.3	6,393,609	1.9178	2,225	7,718	6,680	7,082	9.4	2.0	11.9	5.3	41.3	30.9	20.3	23.2	17.1	38.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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COVER 75% OF MICHIGAN'S RETAIL PURCHASES

WALKER & CO.

THROUGH OUTDOOR



for only $259 per day...

You can buy a $50 Poster showing of 177 salesboards in the 49 Key Michigan Markets in which Walker & Co. services are available.

You will cover the real "pocket-book" areas of the state because the almost 4 million people who live in the 124 separate cities and towns which comprise these markets make approximately 75% of all of Michigan's retail purchases.

In this one low-cost, mass medium, you will get timely colorful, impact which will produce sales. Just $7787.50 space cost per month—$1.47 per panel per day—will provide you with constant day and night selling in all of these highly motorized Michigan markets where Outdoor Advertising makes maximum impression.

We shall welcome the opportunity to provide additional facts.

WALKER & CO. 88 CUSTER AVENUE, DETROIT 2, MICHIGAN

Leadership

in America's

fifth market!



WJBK-TV's 1,900,000 television homes are your direct route to the 9-Billion-Dollar Detroit and southeastern Michigan market. Buy this buying power for bigger sales. Depend on the station that's Michigan's first with full color facilities, first with Video-Tape and consistently first in audience appeal—**WJBK-TV!**

100,000 Watts
CBS AFFILIATE
1057-foot Tower

N.Y. Sales Office:
623 Madison Ave.,
N.Y. 22, PLaza 1-3940

"Famous on the local scene"

WJBK-TV

CHANNEL 2 DETROIT

Storer Television

STORER BROADCASTING COMPANY

WJBK-TV Detroit · WJW-TV Cleveland · WSPD-TV Toledo · WAGA-TV Atlanta · WITI-TV Milwaukee

MICHIGAN		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Allen Park		36.5	.0204	9.1	10.1		71,535	.0215	1,960	7,861	7,060	7,300	8.5	1.7	10.8	4.7	41.2	29.9	21.4	23.7	18.1	40.0
Dearborn		132.0	.0739	37.8	41.9		309,730	.0929	2,346	8,194	7,388	7,629	9.3	1.8	9.2	3.8	38.7	26.9	22.4	23.8	20.4	43.7
▲Detroit		1,914.9	1.0717	543.1	663.5		4,321,454	1.2962	2,257	7,957	6,513	7,118	9.4	2.0	11.5	5.1	41.0	30.6	20.7	23.5	17.4	38.8
Ecorse		19.4	.0109	5.1	6.4		38,137	.0114	1,966	7,478	5,928	6,573	8.8	2.0	12.4	6.0	45.3	36.5	20.3	25.1	13.2	30.4
Garden City		34.7	.0194	9.4	9.7		65,334	.0196	1,883	6,950	6,699	6,563	9.6	2.2	13.6	6.6	43.9	35.4	18.9	23.4	14.0	32.4
Grosse Pointe		7.5	.0042	2.1	2.8		31,090	.0093	4,145	14,805	10,806	13,562	5.5	.6	5.7	1.3	15.2	6.0	17.5	10.4	56.1	81.7
Grosse Pointe Park		15.4	.0086	4.5	5.3		52,024	.0156	3,378	11,561	9,751	10,620	8.3	1.2	8.8	2.6	25.7	12.9	17.2	13.1	40.0	70.2
Grosse Pointe Wood		18.5	.0104	5.0	5.0		45,253	.0136	2,446	9,051	9,016	8,659	8.4	1.4	9.8	3.6	33.2	20.4	21.4	20.0	27.2	54.6
Hamtramck		39.1	.0219	10.7	12.9		81,929	.0246	2,095	7,657	6,351	6,843	9.2	2.0	11.3	5.2	43.3	33.6	21.1	25.0	15.1	34.2
Highland Park		43.8	.0245	13.8	18.3		113,773	.0341	2,598	8,244	6,206	7,156	8.9	1.8	11.5	5.1	41.0	30.4	20.9	23.7	17.7	39.0
Inkster		37.0	.0207	8.7	9.8		62,134	.0186	1,679	7,142	6,280	6,552	9.5	2.2	13.6	6.6	44.7	36.2	18.6	22.9	13.6	32.1
Lincoln Park		50.3	.0282	13.9	14.5		104,095	.0312	2,069	7,489	7,145	7,065	8.4	1.8	11.4	5.1	42.6	32.0	21.2	24.3	16.4	36.8
Livonia		59.7	.0334	16.1	17.6		117,751	.0353	1,972	7,314	6,667	6,810	9.5	2.1	12.6	5.9	43.0	33.4	19.7	23.4	15.2	35.2
Plymouth		8.9	.0050	2.9	2.9		20,067	.0060	2,255	6,920	6,842	6,618	13.4	3.0	14.3	6.9	39.0	31.2	18.2	22.3	15.1	36.6
River Rouge		21.3	.0119	5.8	6.2		38,089	.0114	1,788	6,567	6,056	6,123	10.4	2.5	14.7	7.6	46.9	40.6	17.3	22.9	10.7	26.4
Trenton		17.3	.0097	4.8	5.3		35,648	.0107	2,061	7,427	6,717	6,920	9.1	2.0	11.9	5.5	42.7	32.6	20.5	24.0	15.8	35.9
Wayne		16.0	.0090	4.3	5.0		33,368	.0100	2,086	7,760	6,548	6,996	8.7	1.9	11.1	5.0	42.7	32.5	21.3	24.6	16.2	36.0
Wyandotte		42.5	.0238	11.9	12.9		91,874	.0276	2,162	7,721	7,122	7,211	8.6	1.8	10.3	4.5	42.7	31.4	21.1	23.7	17.3	38.6

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.



Total metropolitan household coverage of both evening papers: 70.5%

Any other combination comes to no more than 58.1%

Only with both Detroit evening papers do you get 70.5% of the metropolitan-area families—and at the lowest combination rate! Even more impressive: 234,333 families in the metropolitan area read the TIMES exclusively (130,889 more than Detroit's morning paper). And 83% of the metropolitan-area families who read the TIMES get home delivery! Clearly enough, selling potential customers through the TIMES is a habit worth cultivating.

KEEP YOUR EYE ON THE TIMES **Detroit Times**

Represented nationally by HEARST ADVERTISING SERVICE INC.

Idaho Grows More Potatoes, But—

WWTV AREA CONSUMER-INCOME TOPS IDAHO'S BY 9%!



NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

TRUE! People in Cadillac and Northern Lower Michigan — the WWTV, Cadillac coverage area — earn 9% more income than the entire population of Idaho.*

So you see there's lots, *lots* more to Michigan than the Detroit, Kalamazoo and Grand Rapids markets — and WWTV covers all the rest worth having! WWTV has NCS No. 3 circulation, both *daytime and nighttime*, in 36 Northern Lower Michigan counties. NSI (November, 1959) for Cadillac-Traverse City shows that *WWTV delivers more homes than Station "B" in 344 of 352 competitive quarter hours surveyed, Sunday through Saturday.*

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Annual Consumer Spendable Income (CSI) in WWTV area is $971 million, and $937 million in Idaho.*

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

MICHIGAN

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

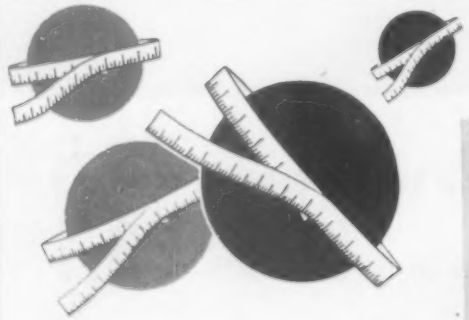
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Wexford		18.7	.0105	5.6	5.9	12.2	27,021	.0081	1,445	4,825	4,563	4,329	28.1	9.7	25.9	19.0	32.0	39.3	9.2	17.1	4.8	14.9
Cadillac		12.2	.0068	3.7	4.2		19,619	.0059	1,608	5,302	4,633	4,716	23.7	7.5	24.3	16.4	35.2	39.6	10.8	18.5	6.0	18.0
Total Above Cities		4,594.3	2.5714	1,318.6	1,566.1		9,878,170	2.9630	2,150	7,491	6,307	6,738	11.1	2.5	13.2	6.2	41.3	32.5	19.1	23.0	15.3	35.8
State Total		8,065.4	4.5138	2,337.1	2,588.6	5,463.4	15,843,746	4.7525	1,964	6,779	6,121	6,201	14.6	3.5	15.8	8.1	39.9	34.1	16.9	22.1	12.8	32.2

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Ann Arbor	162.6	.0910	43.4	64.7	98.9	318,376	.0955	1,958	7,336
△Battle Creek	143.9	.0805	42.1	50.9	109.5	276,567	.0829	1,922	6,569
Bay City	107.2	.0600	30.7	31.7	63.8	186,651	.0560	1,741	6,080
△Benton Harbor-St. Joseph	159.1	.0890	49.1	51.5	71.9	294,455	.0884	1,788	5,793
Detroit	3,963.5	2.2181	1,135.1	1,279.5	3,372.2	8,618,873	2.5853	2,175	7,593

For Retail Sales data, see Section 4 location on page 17.

© SM, 1960.

Before using these figures read foreword, page 19.



SPOTS

TAILOR MADE FOR NATIONAL TV ADVERTISERS!

CKLW-TV is the one Detroit Area television station "ready made" for the one-minute Spot Advertiser who requires prime time for his message. This, coupled with more impressions, more total homes, more rating points for the advertiser's dollar, and more exciting promotion — makes Channel 9 the most efficient and economical buy in the nation's fifth market.

Essex Broadcasters, Inc. Guardian Building Detroit 26,
Young Television Corp., *National Representative*

CKLW-TV channel 9



Music? Make mine Cha-Cha-Cha . . . TCHAIKOVSKY!

As long as people are human they will continue to change their minds, their interests, their needs and tastes. And from this gem of wisdom we've arrived at the conclusion that the radio station that stays in tune with the times is bound to get the lion's share of the listeners' time. Right now there is a keen desire for enlightenment. In keeping pace with this trend, WJR emphasizes enlightening programs. The audience response has been overwhelming.

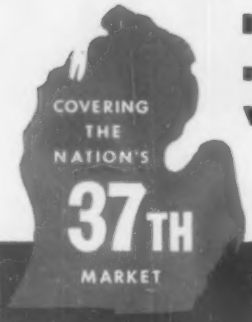
For example: a large group of housewives formed the "Don't Call Between 10 A.M. and 11 A.M." Club. That's when WJR's "Adventures in Good Music" is on the air. Cha-Cha-Cha-inclined listeners have not been abandoned, but good music and its equivalent in informative programs are receiving more and more time. Our listeners demand a finer grade of entertainment and they get it. We never could buy that ridiculous "12-year-old mentality" bit. If you don't either, call your Henry I. Christal representative and see what WJR . . . the station that's in tune with the times . . . can do for you in this enlightened area.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



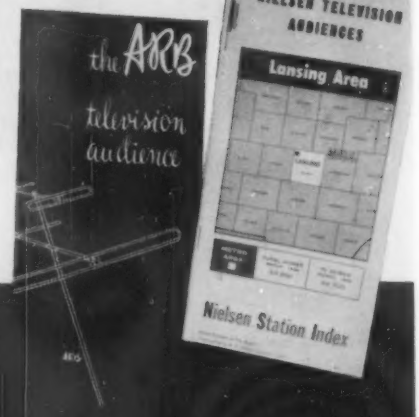
Fine Arts programming is a part of complete range programming—something for everyone.

No matter what book you read..*



In Michigan's number two market WJIM-TV is first by far!

* All year long



WJIM-TV

Strategically located to exclusively serve
LANSING.... FLINT.... JACKSON

BASIC CBS

REPRESENTED BY BLAIR TV

MICH. METRO. AREAS (continued)	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Flint	393.9	.2294	116.0	125.2	258.3	842,992	.2328	2,140	7,267
Grand Rapids	249.4	.1956	106.7	115.1	202.1	699,721	.2099	2,003	6,558
Jackson	139.9	.0733	38.3	41.9	70.6	242,582	.0727	1,853	6,334
Kalamazoo	162.5	.0909	48.7	55.1	109.6	322,008	.0966	1,982	6,612
Lansing	303.7	.1699	89.4	106.3	204.5	615,846	.1846	2,028	6,889
Muskegon-Muskegon Heights	147.9	.0828	43.9	46.8	100.2	256,252	.0768	1,733	5,837
△Port Huron	105.0	.0588	31.2	32.4	57.3	183,737	.0551	1,750	5,889
Saginaw	190.6	.1067	55.0	58.8	128.2	352,815	.1058	1,851	6,413
Total Above Areas	6,320.2	3.5370	1,829.6	2,059.9	4,908.1	13,200,875	3.9594	2,089	7,215

MINNESOTA—

(Other West North Central States: Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000 & over % Hslds.	% Inc.
Aitkin		12.9	.0072	3.8	3.9		16,487	.0049	1,278	4,339	4,179	3,637	36.6	14.9	28.6	24.7	25.7	37.1	6.2	13.6	2.9	9.7
Anoka	100	68.9	.0386	19.7	19.7	24.0	107,087	.0322	1,554	5,727	5,705	5,406	16.2	4.4	19.6	11.4	41.6	40.5	14.5	21.5	8.1	22.2
Anoka		12.0	.0067	3.1	3.4		20,694	.0062	1,725	6,675	5,940	6,091	12.4	3.0	18.1	9.4	41.4	35.6	16.2	21.3	11.9	30.7
Becker		23.9	.0133	6.8	7.0	6.9	32,549	.0097	1,362	4,932	4,899	4,207	32.7	11.5	25.2	18.8	28.3	35.4	8.5	18.1	5.3	18.2
Detroit Lakes		6.9	.0039	1.8	2.4		11,406	.0034	1,653	6,337	4,684	5,218	21.7	6.1	21.1	12.7	36.1	36.3	12.2	18.8	8.9	26.1
Beltrami		24.8	.0139	7.0	7.2	12.8	31,455	.0095	1,268	4,494	4,323	3,957	32.8	12.2	26.8	21.3	29.0	33.8	7.6	19.4	3.8	12.8
Bemidji		13.6	.0070	3.7	4.4		19,029	.0057	1,523	5,142	4,293	4,453	27.5	9.1	24.8	17.5	32.6	38.4	9.7	17.5	5.4	17.5
Benton		18.9	.0106	4.9	4.8	7.8	23,550	.0070	1,246	4,806	4,822	4,323	26.3	9.0	27.3	19.9	32.8	39.8	9.0	16.7	4.6	14.6
1△St. Cloud																						
Big Stone		9.0	.0050	2.3	2.4	2.5	12,452	.0038	1,384	5,414	5,091	4,822	24.8	7.9	25.6	17.4	33.4	37.9	10.1	17.8	6.1	19.2
Blue Earth		41.9	.0235	12.0	14.2	23.1	73,183	.0219	1,748	6,096	5,152	5,189	22.7	6.4	22.1	13.4	34.1	34.5	11.9	18.5	9.2	27.2
Mankato		23.1	.0129	6.5	9.0		44,141	.0133	1,911	6,791	4,862	5,630	18.7	4.9	19.5	10.9	37.1	34.7	13.7	19.5	11.0	30.0
Mankato-North Mankato		*29.1*	*.0163*	*7.8*			*54,317*	*.0163*	*1,867*	*6,964*												
Brown		28.6	.0160	9.1	9.5	16.0	43,013	.0129	1,504	5,310	5,054	4,732	24.5	7.6	23.9	15.9	34.2	37.8	11.0	18.7	6.4	20.0
New Ulm		10.4	.0058	3.1	3.4		18,750	.0047	1,815	6,084	4,635	4,613	25.6	8.2	23.7	16.1	34.5	39.3	10.4	18.0	5.8	18.4
Carlton		28.3	.0158	7.4	8.0	8.7	42,177	.0127	1,490	5,700	5,226	4,997	19.4	5.7	21.8	13.7	39.5	41.6	12.8	20.5	6.5	18.5
Cloquet		8.7	.0049	2.6	2.9		17,035	.0051	1,958	6,552	5,808	5,921	10.7	2.7	17.5	9.3	44.8	39.8	17.1	23.1	9.9	25.1
Carver		20.3	.0114	5.5	5.7		32,003	.0095	1,577	5,819	5,531	5,132	22.0	6.3	22.6	13.8	34.9	35.7	12.0	18.8	8.5	25.4
Cass		18.7	.0104	5.1	5.0		20,188	.0061	1,080	3,958	3,988	3,508	38.6	10.2	27.9	25.0	25.4	37.9	5.8	13.3	2.3	7.6
Chippewa		16.6	.0093	4.7	4.9	6.5	26,478	.0079	1,595	5,634	5,359	4,893	21.9	6.6	24.0	15.4	35.6	38.1	11.6	19.0	6.9	20.9
Montevideo		6.0	.0034	1.8	2.1		10,428	.0031	1,738	5,793	4,966	5,200	17.5	5.0	21.7	13.1	40.3	40.6	13.1	20.2	7.4	21.1
Chisago		15.1	.0085	4.5	4.9		22,573	.0068	1,495	5,016	4,550	4,229	30.4	10.6	24.6	18.3	30.9	36.3	9.3	17.7	4.8	15.1
Clay		38.5	.0215	10.0	12.8	22.7	66,478	.0200	1,727	6,648	5,194	5,537	17.5	4.7	19.0	10.8	39.5	37.5	14.3	29.7	9.7	26.3
Moorhead		22.7	.0127	6.0	8.5		42,037	.0126	1,852	7,006	4,916	5,736	15.1	3.9	17.1	9.4	42.3	39.6	15.4	21.6	10.1	26.5
Clearwater		9.6	.0054	2.6	2.7		10,959	.0032	1,142	4,216	3,995	3,426	40.1	17.3	27.5	25.2	24.6	37.6	5.7	13.5	2.1	6.4
Cook		3.9	.0022	1.3	1.2		5,108	.0016	1,310	3,929	4,038	3,961	31.8	11.8	27.1	21.5	30.3	40.0	7.3	14.9	3.5	11.8
Cottonwood		16.4	.0092	4.8	4.8	3.4	28,356	.0085	1,729	5,908	5,823	5,279	20.6	5.8	23.5	14.9	34.5	34.2	11.9	18.1	9.5	27.9
Crow Wing		31.9	.0178	9.6	9.6	16.7	46,606	.0140	1,461	4,855	4,820	4,490	25.7	8.5	25.0	17.5	34.4	40.1	9.7	17.4	5.2	16.5
Brainerd		14.0	.0078	4.3	4.6		23,645	.0071	1,689	5,630	5,140	5,157	17.7	5.1	21.6	13.2	40.9	41.6	12.7	19.7	7.1	20.4
Dakota	100	71.4	.0400	19.3	19.3	30.7	115,703	.0347	1,620	5,995	5,967	5,634	16.6	4.3	19.3	10.8	39.2	36.5	15.0	21.3	9.9	27.1
South St. Paul		21.6	.0121	6.1	6.3		39,046	.0117	1,808	6,401	6,164	6,030	13.8	3.1	16.9	8.8	42.1	36.7	16.9	22.4	11.3	29.0

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.



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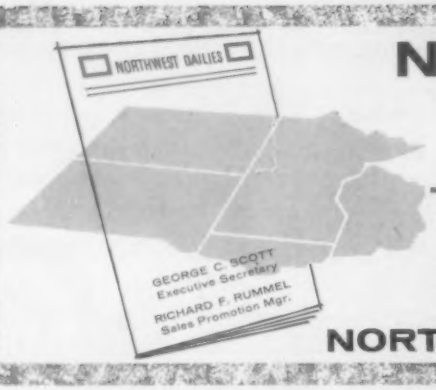
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MINNESOTA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Dodge		14.0	.0078	3.9	4.0		19,778	.0059	1,413	5,071	4,926	4,368	27.8	9.4	25.1	18.0	32.2	38.8	9.8	18.0	5.1	15.8
Douglas		22.8	.0128	6.6	7.0	7.4	32,276	.0097	1,416	4,890	4,566	4,182	27.4	9.7	27.3	20.5	32.6	40.8	8.7	16.7	4.0	12.3
Alexandria		7.4	.0041	2.5	2.5		11,838	.0036	1,600	4,735	4,615	4,491	25.3	8.3	25.8	18.0	33.6	39.4	10.0	17.8	5.3	16.5
Faribault		26.1	.0146	7.5	7.5	4.0	42,241	.0127	1,618	5,632	5,568	5,091	22.3	6.5	23.6	14.6	33.9	35.0	11.7	18.4	8.5	25.5
Blue Earth		4.0	.0022	1.3	1.4		7,570	.0023	1,893	5,823	5,272	5,283	21.6	6.0	19.9	11.8	36.7	36.5	12.7	19.3	9.1	26.4
Fillmore		26.9	.0150	7.8	7.9		37,834	.0113	1,406	4,851	4,770	4,264	29.9	10.3	26.2	19.3	30.0	37.0	8.9	16.6	5.0	16.8
Freeborn		35.5	.0199	10.3	10.7	18.2	59,558	.0179	1,678	5,782	5,557	5,172	19.6	5.6	22.6	13.8	37.2	37.6	12.6	19.6	8.0	23.4
Albert Lea		18.2	.0102	5.7	6.3		33,378	.0100	1,834	5,856	5,245	5,324	16.9	4.7	21.4	12.7	40.1	39.5	13.4	20.2	8.2	22.9
Goodhue		33.0	.0185	9.7	10.2	10.8	52,754	.0158	1,599	5,439	5,162	4,816	22.8	7.0	23.8	15.5	35.7	38.9	11.2	18.7	6.5	19.9
Red Wing		10.8	.0060	3.3	3.7		20,158	.0060	1,866	6,108	5,360	5,492	14.0	3.8	20.9	12.0	42.4	40.4	14.3	20.9	8.4	22.9
Grant		10.0	.0056	2.8	2.8		14,424	.0043	1,442	5,151	4,996	4,448	26.9	8.9	26.0	18.4	32.6	38.4	9.1	16.5	5.4	17.8
Hennepin	100	820.7	.4593	252.0	294.3	714.8	1,763,172	.5289	2,148	6,997	5,990	6,319	12.4	2.9	16.3	8.1	40.7	33.9	17.2	21.8	13.4	33.3
Hopkins		11.3	.0063	3.2	3.2		21,989	.0066	1,963	6,872	6,732	6,568	10.5	2.4	15.9	7.6	41.8	33.3	17.5	21.4	14.3	35.3
▲Minneapolis		584.0	.3156	177.7	213.6		1,240,751	.3722	2,200	6,982	5,806	6,233	12.5	3.0	16.6	8.4	40.9	34.5	17.1	21.9	12.9	33.2
Richfield		44.1	.0247	11.3	12.6		82,360	.0247	1,868	7,289	6,495	6,655	10.3	2.3	14.1	6.7	42.2	33.2	18.7	22.5	14.7	35.3
Robbinsdale		17.1	.0096	4.5	4.5		30,454	.0091	1,781	6,768	6,706	6,474	12.5	2.8	14.6	7.1	40.9	33.3	18.0	22.2	14.0	34.6
St. Louis Park		44.8	.0251	12.9	13.1		95,039	.0285	2,121	7,367	7,204	6,996	11.3	2.4	14.1	6.3	38.8	29.1	18.5	21.2	17.3	41.0
Houston		15.8	.0088	4.5	4.6		23,516	.0070	1,488	5,226	5,036	4,561	27.3	8.8	24.8	17.1	31.5	36.3	10.2	18.0	6.2	19.8
Hubbard		9.6	.0054	2.7	2.8	2.6	12,140	.0037	1,265	4,496	4,317	3,762	35.2	13.8	27.9	23.3	28.6	37.2	7.0	14.8	3.3	10.9
Isanti		13.1	.0073	3.2	3.8	3.2	16,208	.0049	1,237	5,065	4,221	4,044	29.8	10.9	26.9	20.9	31.2	40.5	8.4	16.8	3.7	11.1
Itasca		38.3	.0214	11.1	11.5	7.3	56,537	.0169	1,476	5,093	4,891	4,615	22.5	7.2	24.4	16.6	37.3	42.4	10.7	18.6	5.1	15.2
Grand Rapids		7.3	.0041	2.1	2.5		12,942	.0039	1,773	6,163	5,177	5,420	14.4	3.9	21.2	12.3	42.5	41.2	13.9	20.6	8.0	22.0
Jackson		14.7	.0083	4.2	4.2	3.1	24,710	.0074	1,681	5,883	5,753	5,113	21.5	6.3	24.4	15.0	33.3	34.1	11.9	18.7	8.6	25.9
Kanabec		8.8	.0049	2.5	2.7		12,014	.0036	1,365	4,808	4,369	3,893	31.8	12.0	27.5	22.2	30.0	40.4	7.5	15.6	3.2	9.9
Kandiyohi		31.5	.0176	8.3	9.0	11.0	45,274	.0136	1,437	5,455	5,007	4,723	23.4	7.3	23.1	15.4	36.3	40.3	11.2	19.1	6.0	17.9
Willmar		11.0	.0062	3.6	3.9		20,584	.0062	1,871	5,718	5,278	5,225	17.9	5.1	20.3	12.2	40.7	40.8	13.7	21.1	7.4	20.8
Kittson		9.3	.0052	2.6	2.6		15,066	.0045	1,620	5,795	5,733	4,980	27.1	8.0	23.2	14.6	30.2	31.7	10.3	18.8	9.2	29.1
Koochiching		17.5	.0098	5.0	5.6	6.7	27,476	.0083	1,570	5,495	4,881	4,784	22.6	6.9	21.6	14.1	38.1	41.8	11.9	18.9	6.0	17.3
International		6.7	.0037	1.9	2.3		13,185	.0040	1,968	6,939	5,647	5,988	10.9	2.7	15.5	8.1	46.4	40.7	17.0	22.8	10.2	25.7
Lac Qui Parle		13.2	.0074	3.6	3.9		21,135	.0063	1,601	5,871	5,361	4,918	21.4	6.4	24.4	15.6	35.8	38.3	11.3	18.4	7.1	21.3
Lake		12.2	.0068	4.0	4.1	6.9	22,265	.0067	1,825	5,566	5,400	5,161	16.8	5.4	19.8	12.0	40.4	41.1	13.9	21.6	7.1	19.9
Lake of the Woods		4.8	.0027	1.3	1.4		6,350	.0019	1,323	4,885	4,379	3,942	31.9	11.9	27.2	21.7	29.3	38.0	8.0	18.3	3.6	11.1
Le Sueur		20.6	.0116	6.0	6.0	3.0	30,619	.0092	1,486	5,103	5,079	4,576	25.7	8.3	25.1	17.2	33.1	38.0	10.3	18.1	5.8	18.4
Lincoln		10.1	.0056	2.9	3.0		16,925	.0050	1,676	5,838	5,621	5,045	22.5	6.6	24.0	14.9	34.0	35.4	11.2	17.8	8.3	25.3
Lyon		23.5	.0132	6.7	7.1	9.3	39,286	.0118	1,672	5,864	5,480	5,194	19.8	5.6	22.6	13.8	36.6	37.0	12.4	19.2	8.4	24.4
Marshall		7.2	.0040	2.1	2.3		12,764	.0038	1,773	6,078	5,550	5,629	15.0	3.9	21.1	11.8	39.6	36.9	14.5	20.7	9.8	26.7
McLeod		26.8	.0150	7.7	8.1	9.1	41,611	.0125	1,553	5,404	5,085	4,758	24.0	7.4	24.4	16.1	34.1	37.6	10.9	18.4	6.6	20.5
Mahnomen		6.8	.0038	1.5	1.7		7,630	.0023	1,122	5,087	4,423	4,024	34.4	12.6	25.4	19.8	28.1	36.6	7.6	15.2	4.5	15.8
Marshall		15.6	.0087	4.1	4.0		20,238	.0061	1,297	4,936	4,995	4,167	31.2	11.0	27.3	20.5	28.4	33.5	8.1	15.6	5.0	17.4
Martin		29.9	.0167	8.6	8.8	10.2	50,685	.0152	1,695	5,894	5,716	5,328	18.6	5.2	22.1	13.0	37.2	38.8	13.3	20.0	8.8	25.2
Fairmont		10.2	.0057	3.2	3.4		19,078	.0057	1,870	5,963	5,456	5,508	15.5	4.2	20.3	11.6	40.6	38.7	14.3	20.8	9.0	24.7
Meeker		19.8	.0111	5.4	5.7	4.9	28,544	.0085	1,442	5,286	4,971	4,487	28.2	9.3	24.5	17.2	31.7	37.0	9.7	17.4	5.9	19.1
Mille Lacs		17.3	.0097	4.9	4.9		22,729	.0069	1,314	4,639	4,543	4,014	32.2	11.8	25.5	19.9	30.3	36.8	8.2	16.8	3.8	12.2
Morrison		27.6	.0154	7.2	7.6	7.5	33,490	.0100	1,213	4,651	4,365	3,942	33.3	12.5	25.9	20.6	29.5	39.3	7.6	15.5	3.7	12.1
Little Falls		7.5	.0042	2.0	2.7		11,664	.0035	1,555	5,832	4,320	4,775	22.8	7.0	21.7	14.3	38.6	42.3	10.9	18.4	6.0	18.0
Mower		49.4	.0277	13.9	14.4	27.6	90,465	.0271	1,831	6,508	6,242	5,976	15.2	3.8	16.7	8.8	40.0	35.0	16.5	22.2	11.6	30.2
Austin		27.6	.0154	8.1	8.8		57,660	.0173	2,089	7,119	6,505	6,590	10.4	2.3	13.1	6.3	43.1	34.3	19.3	23.5	14.1	33.6
Murray		18.1	.0094	4.0	4.0		23,411	.0071	1,550	5,953	5,737	5,186	20.1	5.7	23.9	14.6	35.0	35.7	12.7	19.7	8.3	24.3
Nicollet		22.8	.0127	5.3	6.8	13.8	34,118	.0102	1,510	6,437	4,994	5,213	20.8	5.9	20.1	12.1	37.4	37.8	13.3	20.4	8.4	23.8
See Mankato-North Mankato																						
Nobles		22.7	.0127	6.3	6.8	9.8	35,429	.0115	1,563	5,100	5,651	5,334	20.3	5.6	21.8	12.9	35.4	34.9	13.1	19.6	9.4	27.0
Worthington		9.8	.0055	3.1	3.2		17,506	.0053	1,786	5,647	5,471	5,325	21.1	5.8	21.5	12.7	34.9	34.4	13.0	19.6	9.5	27.5
Norman		12.3	.0069	3.2	3.6		17,433	.0053	1,417	5,448	4,753	4,454	28.7	9.5	25.5	18.0	30.2	35.6	9.6	17.3	6.0	19.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.



COUNTY COVERAGE KEY

Key to percentage of homes in each *county* where the Minneapolis Sunday Tribune is regularly read:

40% or more coverage | 20% to 39% coverage | 10% to 19% coverage

Individual county percentages in each county

County Coverage: Based on one-day count (Sunday, March 15) Audit Bureau of Circulations report dated March 31, 1959.

The Minneapolis Sunday Tribune is regularly read in more than 650,000 homes

The Minneapolis Sunday Tribune reaches

92% of the homes in Hennepin County (Minneapolis)

58% of the homes in Minnesota

44% of the homes in the Upper Midwest (Minnesota, North and South Dakota, western Wisconsin)

The Minneapolis Star and Tribune (combined daily) reaches

100% of the homes in Hennepin County (Minneapolis)*

53% of the homes in Minnesota**

35% of the homes in the Upper Midwest

*94% with allowance for multiple coverage deducted

**44% with allowance for multiple coverage deducted

The Upper Midwest annually buys

$5,973,243,000 worth of retail goods

$1,241,103,000 worth of food

$1,506,577,000 worth of autos and filling station supplies, including gasoline and oil

(Sales Management, 1959)

Effective buying income for the Upper Midwest totals

$5,973,243,000 (SM, 1959)



NEW CIRCULATION HIGHS SUNDAY AND DAILY!

SUNDAY . . 650,165

DAILY . . . 515,772

(M & E Combined)

Net paid circulation averages from publisher's statement to ABC, subject to audit, for six months ending Sept. 30, 1959.

Circulation and home coverage percentages on map: From one-day count (Sunday, March 15, 1959) listed in Audit Bureau of Circulations report for 12 months ending March 31, 1959. Homes from Sales Management, 1959. Except Minneapolis Star and Tribune estimates for Hennepin County, Jan. 1, 1959.

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY



Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0057 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.

RETAIL SALES MAP

PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.



More people watch



KSTP-TV every week



than any other station



in this vital market!



ARB Total Area Report, January-February, 1960

KSTP television

CHANNEL **5**

Basic NBC Affiliate

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

ROCHESTER, Minn.

1ST IN THE NATION-

*Retail Sales Per Household**

Retail Sales Per Household $6,137
Effective Buying Income $6,947

Rochester families earn more, spend more
Than families in any other Minn. city

The outstanding test market in the Upper Midwest

Rochester Post-Bulletin

Circulation over 25,000 daily



A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U. S. with 110,000 passengers yearly.

See your John Budd man

*Sales Management—May 10, 1959

MINNESOTA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Olmsted	278	58.3	.0326	16.2	19.3	39.2	104,343	.0312	1,790	6,441	5,388	5,670	15.9	4.1	19.7	10.9	39.8	36.9	14.3	20.2	10.3	27.9
△Rochester		39.2	.0219	11.1	14.3		77,109	.0231	1,967	6,947	5,365	6,020	12.9	3.2	18.1	9.4	41.7	36.4	15.5	20.7	11.8	30.3
Otter Tail		50.4	.0282	13.5	13.8	14.7	67,598	.0203	1,341	5,007	4,948	4,351	29.1	9.9	25.7	18.6	30.8	37.0	9.1	16.8	5.3	17.7
Fergus Falls		14.7	.0082	3.8	4.0		20,703	.0062	1,408	5,448	5,106	5,054	21.7	6.3	22.6	14.1	36.1	37.4	11.8	18.7	7.8	23.5
Pennington		12.2	.0068	3.4	3.6	8.9	18,845	.0057	1,545	5,543	5,124	4,654	25.2	8.9	23.2	15.8	34.6	39.1	11.0	19.0	6.0	18.3
Thief River Falls		8.0	.0045	2.5	2.7		13,254	.0040	1,657	5,302	4,793	4,865	22.5	6.8	23.4	14.4	36.5	39.5	12.0	19.8	6.6	19.5
Pine		18.1	.0102	5.1	5.2		23,426	.0070	1,294	4,593	4,490	3,882	32.9	12.5	26.6	21.5	29.6	40.1	7.6	15.7	3.3	10.2
Pipestone		14.4	.0080	3.9	4.1	6.1	22,177	.0067	1,540	5,686	5,304	4,959	21.6	6.2	23.8	14.9	36.3	38.4	12.2	19.8	7.0	20.7
Pipestone		6.1	.0034	1.8	1.9		9,790	.0029	1,605	5,439	4,935	5,035	18.7	5.5	22.9	14.3	38.9	40.5	12.6	20.1	6.9	19.6
Polk	227	38.4	.0215	10.7	11.6	14.4	59,585	.0178	1,552	5,569	5,127	4,822	24.9	7.6	23.6	15.4	33.2	38.2	11.1	19.4	7.2	22.4
Crookston		9.1	.0051	2.6	3.1		15,866	.0048	1,744	6,102	5,063	5,337	19.1	5.3	20.6	12.1	38.2	37.6	13.3	20.0	8.8	25.0
See Grand Forks (N. D.)-East Grand Forks (Minn.)																						
Pope		12.2	.0068	3.4	3.5	2.6	17,190	.0052	1,409	5,056	4,821	4,268	29.1	10.1	25.2	18.6	31.5	38.7	9.4	17.7	4.8	14.9
1Ramsey	100	406.2	.2274	122.6	136.8	379.4	824,628	.2473	2,030	6,726	6,024	6,158	13.4	3.2	16.4	8.4	40.8	34.8	16.9	22.0	12.5	31.6
▲St. Paul		344.0	.1925	105.8	119.2		714,770	.2144	2,078	6,756	5,996	6,181	13.3	3.2	16.3	8.3	40.8	34.7	17.0	22.0	12.6	31.8

1 Information received too late for inclusion above indicates Ramsey County population as of Jan. 1, 1960 is about 430,000.

For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

© SM, 1960.

KROC--TV

ROCHESTER MINNESOTA

REGIONAL REPRESENTATIVE
HARRY HYETT
630 BAKER BUILDING
MINNEAPOLIS, MINNESOTA
FEDERAL 9-7179

CHANNEL 10

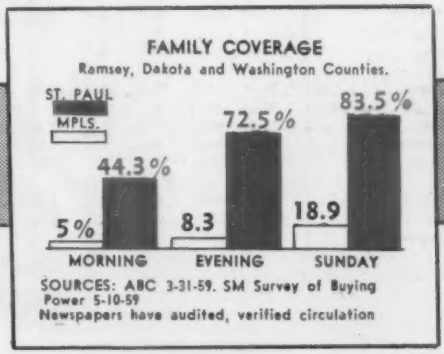
MINNESOTA

NATIONAL REPRESENTATIVE
THE MEEKER CO., INC.
521 5TH AVENUE
NEW YORK 17, NEW YORK
MURRAYHILL 2-2170

THE 13th MARKET IS "TWINS"

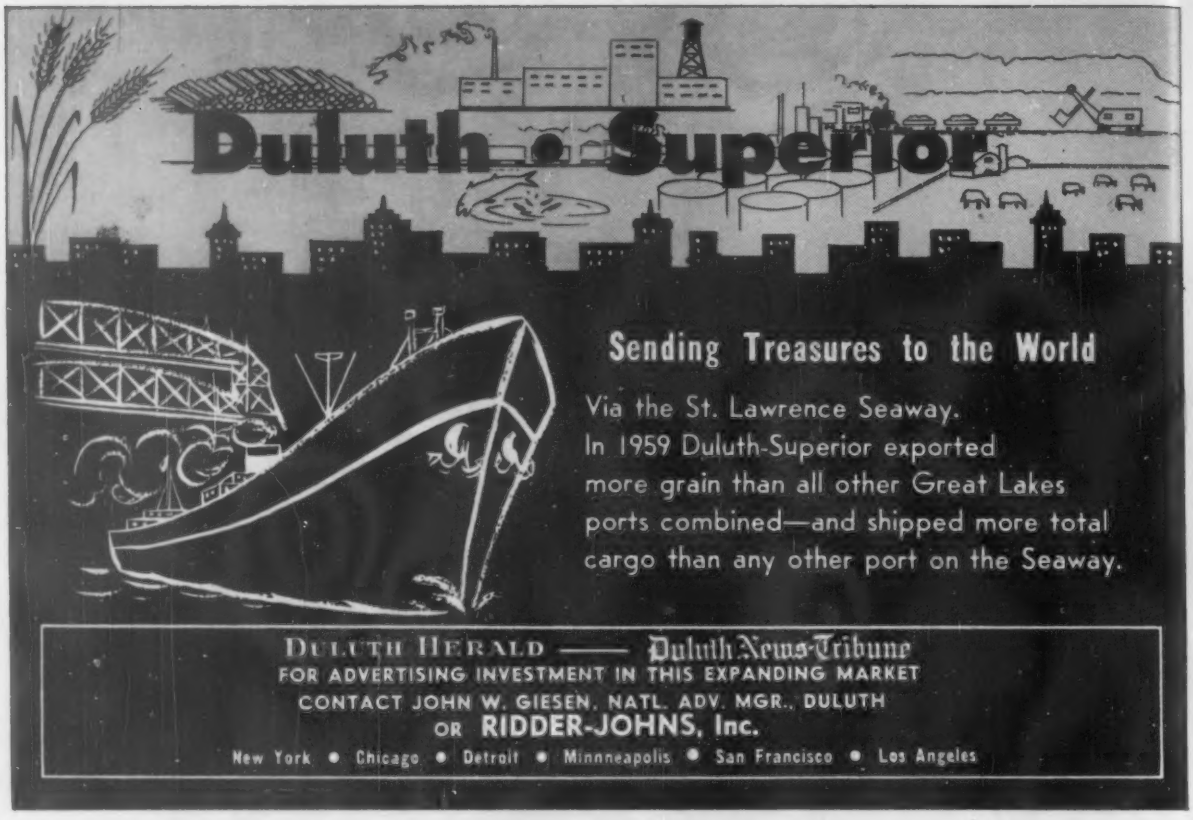


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A RIDDER NEWSPAPER
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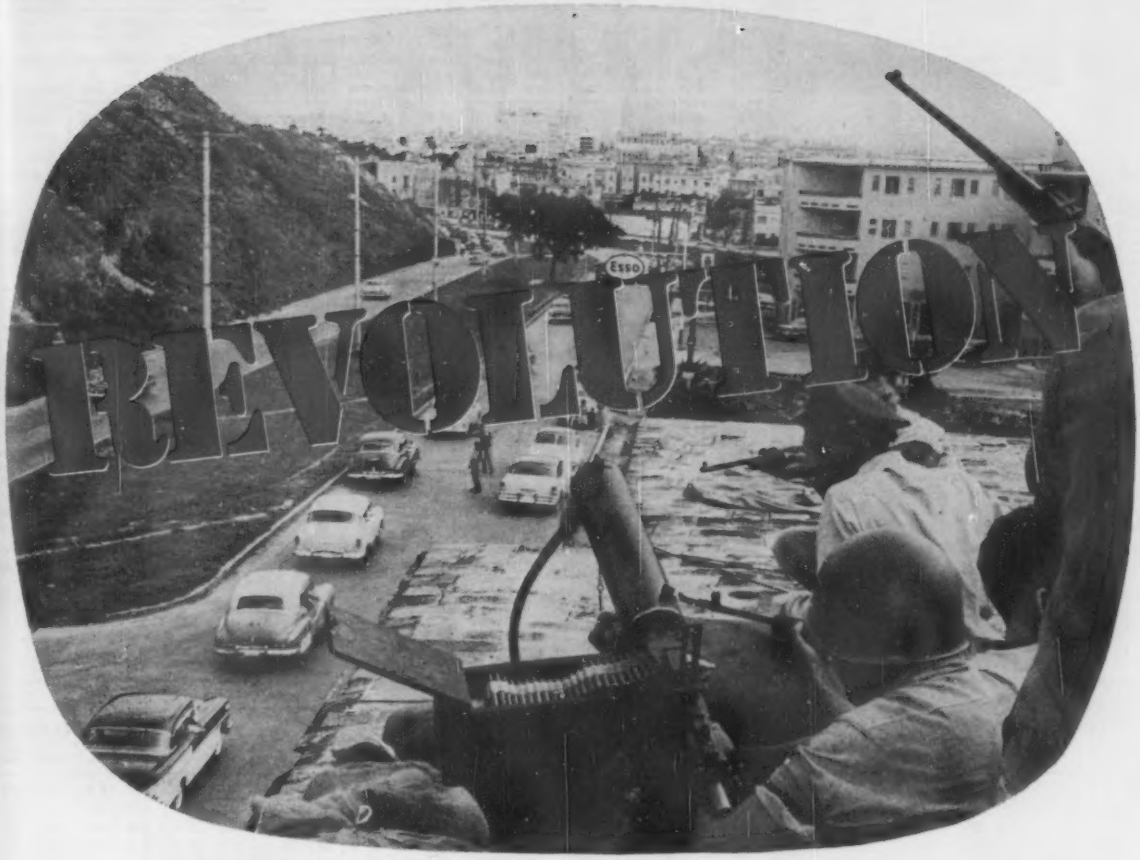


MINNESOTA		SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Red Lake		5.4	.0030	1.3	1.3		8,481	.0020	1,200	4,985	4,720	4,005	32.5	12.0	23.6	18.5	31.2	40.9	9.0	18.0	3.7	10.6
Redwood		23.0	.0129	6.4	6.8	5.2	37,459	.0112	1,629	5,853	5,500	5,095	20.7	6.0	23.9	14.7	34.9	35.9	12.4	19.6	8.1	23.8
Redwood Falls		5.2	.0029	1.6	1.7		9,650	.0029	1,855	6,031	5,373	5,351	17.0	4.7	22.6	13.3	38.1	37.3	13.7	20.6	8.6	24.1
Renville		25.5	.0142	7.1	7.4		41,145	.0124	1,614	5,795	5,550	5,061	21.3	6.2	24.0	14.9	35.0	36.3	11.7	18.6	8.0	24.0
Rice		40.4	.0226	9.7	13.6	27.1	89,313	.0178	1,486	6,116	4,350	4,731	25.3	7.9	21.0	14.0	35.8	39.6	11.4	19.4	6.5	19.1
Faribault		18.0	.0101	4.0	4.8		24,347	.0073	1,347	6,063	4,995	5,309	17.1	4.7	21.8	12.9	39.6	39.2	13.3	20.1	8.2	23.1
Rock		11.4	.0064	3.3	3.6	3.7	21,383	.0064	1,876	6,480	5,912	5,742	16.1	4.1	20.9	11.5	37.5	34.2	14.4	20.1	11.1	30.1
Roseau		14.2	.0080	3.8	3.7		18,027	.0054	1,270	4,744	4,803	4,074	32.6	11.8	26.4	20.3	28.8	37.2	7.7	15.2	4.5	15.5
St. Louis	47	231.0	.1293	71.4	77.1	171.8	416,544	.1249	1,803	5,834	5,397	5,339	17.9	4.9	20.5	12.1	39.5	38.9	13.7	20.6	8.4	23.5
▲Duluth		111.6	.0625	34.4	39.3		217,587	.0653	1,950	6,325	5,523	5,719	15.4	4.0	18.6	10.2	40.6	37.2	15.2	21.4	10.2	27.2
Hibbing		18.0	.0101	5.6	5.9		34,679	.0104	1,927	6,193	5,813	5,796	12.5	3.2	17.7	9.6	44.5	40.2	15.7	21.8	9.6	25.2
Virginia		14.6	.0082	4.6	5.1		27,349	.0082	1,873	5,945	5,326	5,370	15.5	4.3	20.8	12.2	42.0	40.9	13.8	20.6	7.9	22.0
Scott		20.3	.0113	5.3	5.5	3.9	28,575	.0098	1,408	5,382	5,179	4,816	23.6	7.2	23.7	15.4	34.8	37.9	11.3	18.7	6.8	20.8
Sherburne		11.8	.0066	3.1	3.0	3.2	15,158	.0045	1,285	4,890	4,901	4,410	27.0	9.0	24.5	17.4	33.5	40.1	10.0	18.1	5.0	15.4
1△St. Cloud																						
Sibley		15.8	.0089	4.3	4.7		24,549	.0074	1,554	5,709	5,217	4,851	23.2	7.1	24.8	16.1	33.6	36.3	11.2	18.5	7.2	22.0
Stearns	280	84.4	.0472	19.9	24.8	34.0	118,903	.0357	1,409	5,975	4,738	4,941	24.9	7.4	21.0	13.4	34.4	36.5	11.9	19.4	7.8	23.3
1△St. Cloud		34.1	.0191	8.7	11.4		56,413	.0169	1,654	6,484	4,916	5,538	18.8	5.0	18.4	10.4	38.4	36.5	14.4	20.9	10.0	27.2
Steele		25.8	.0144	7.5	7.8	14.0	40,478	.0121	1,568	5,397	5,188	4,850	23.3	7.1	23.6	15.3	35.4	38.2	10.8	17.9	6.9	21.5
Owatonna		14.0	.0078	4.1	4.5		23,096	.0069	1,650	5,633	5,064	5,109	19.7	5.7	22.3	13.7	38.4	39.4	12.0	18.8	7.6	22.4
Stevens		11.2	.0063	2.9	3.3	3.9	18,722	.0056	1,672	6,456	5,521	5,468	17.5	4.7	22.8	13.1	38.7	38.3	13.2	19.3	9.8	27.6
Swift		14.8	.0083	4.1	4.2	3.3	22,671	.0068	1,532	5,530	5,294	4,793	24.1	7.4	24.5	16.1	33.7	36.9	10.8	18.1	6.9	21.5
Todd		24.7	.0138	6.7	7.1	2.9	30,882	.0093	1,251	4,611	4,342	3,800	34.1	13.2	26.3	21.7	29.1	40.5	7.5	15.7	3.0	8.9
Traverse		7.8	.0044	2.2	2.1		11,490	.0034	1,473	5,223	5,302	4,729	27.1	8.5	25.7	17.1	29.8	33.0	9.7	16.5	7.7	24.9
Wabasha		18.8	.0104	5.3	5.6	3.9	25,681	.0077	1,381	4,845	4,517	4,195	28.8	10.1	24.6	18.4	33.2	41.5	9.3	17.9	4.1	12.1
Wadena		13.3	.0085	4.1	4.5	4.8	19,848	.0060	1,297	4,841	4,405	4,087	30.2	10.9	27.9	21.4	29.8	38.3	7.9	15.5	4.2	13.9
Waseca		18.8	.0093	4.8	4.9	5.8	26,319	.0079	1,398	5,483	5,389	4,943	23.8	7.2	24.4	15.8	33.7	38.6	10.9	18.1	7.2	22.3

1 St. Cloud is in Benton, Sherburne and Stearns Counties.
For Retail Sales data, see Section 4 location on page 17.

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.



A MARKETING REVOLUTION IN THE UPPER MIDWEST!

REVOLUTION '59 . . . COMPLETION OF THE ST. LAWRENCE SEAWAY, which opened the Great Lakes to ocean vessels, brought an exciting revolution in transportation to the Head of the Lakes. Over 200 foreign ships, combined with domestic traffic, made Duluth-Superior the NATION'S THIRD BUSIEST PORT in '59.

REVOLUTION '60 . . . the revolution in commerce will grow in 1960 as DULUTH and SUPERIOR become established as AMERICA'S FOURTH SEACOAST and as the major outlet for the Upper Midwest and the Canadian-American Heartland.

You don't cover the Upper Midwest without Duluth-Superior Television!

Where the Prairie Meets the Sea...



...Distribution Center for 40 Million People!

DULUTH-SUPERIOR TELEVISION

MINNESOTA

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Washington	100	43.0	.0241	11.9	11.9	17.3	68,305	.0205	1,588	5,740	5,729	5,339	15.0	5.0	20.5	12.1	39.1	38.4	14.0	21.0	8.4	23.5
Stillwater		8.7	.0049	2.6	2.6		14,755	.0044	1,696	5,675	5,632	5,372	18.3	5.1	20.5	12.2	39.2	39.0	14.1	21.5	7.9	22.2
Watonwan		14.6	.0082	4.2	4.6	4.1	24,189	.0072	1,657	5,759	5,217	4,990	21.1	6.3	22.5	14.2	37.1	38.0	12.3	19.7	7.0	20.8
Wilkin		9.7	.0054	2.5	2.7	3.5	15,778	.0048	1,627	6,311	5,665	5,413	18.8	5.1	20.5	11.9	37.6	36.5	13.8	20.5	9.3	26.0
Winona		40.6	.0227	11.6	13.7	27.8	63,691	.0191	1,569	5,491	4,637	4,692	24.4	7.7	23.0	15.4	35.5	30.8	11.0	18.8	6.1	18.3
Winona		27.8	.0156	8.2	10.0		46,060	.0138	1,657	5,617	4,602	4,672	22.6	6.9	21.9	14.1	37.1	39.9	11.7	19.3	6.7	19.8
Wright		29.7	.0168	8.2	8.4		39,494	.0118	1,330	4,816	4,684	4,148	29.8	10.6	27.0	20.5	30.8	38.8	8.1	15.7	4.3	14.3
Yellow Medicine		15.5	.0087	4.4	4.8	1.9	24,087	.0072	1,554	5,474	5,315	4,742	22.6	7.0	25.1	16.6	35.5	39.4	10.7	18.0	6.1	19.0
Total Above Cities		1,619.9	.9066	488.8	567.5		3,267,474	.9770	2,011	6,664	5,740	6,005	14.1	3.5	17.5	9.1	40.6	35.4	16.1	21.6	11.7	30.4
State Total		3,378.8	1.8909	974.3	1,073.2	1,888.4	5,913,681	1.7738	1,750	6,070	5,510	5,412	19.2	5.2	20.4	11.9	37.3	36.2	13.7	20.3	9.4	26.4

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Duluth-Superior	278.9	.1561	85.8	93.8	208.0	497,704	.1493	1,785	5,801
△Grand Forks-East Grand Forks	88.8	.0486	23.9	28.2	54.4	141,153	.0422	1,626	5,906
Minneapolis-St. Paul	1,410.2	.7894	424.5	481.3	1,175.2	2,878,895	.8638	2,041	6,782
△Rochester	58.3	.0326	16.2	19.3	39.2	104,343	.0312	1,790	6,441
△St. Cloud	84.4	.0472	19.9	24.8	34.0	118,903	.0357	1,409	5,975
Total Above Areas	1,918.6	1.0739	570.3	647.4	1,510.8	3,740,998	1.0732	1,950	6,560

MISSISSIPPI—

(Other East South Central States: Alabama, Kentucky, Tennessee.)

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adams		37.5	.0210	10.6	12.1	31.8	82,372	.0159	1,397	4,941	4,295	4,298	34.9	12.3	26.2	19.7	24.3	30.7	5.8	16.9	5.8	20.4
Natchez		31.5	.0176	9.3	11.0		46,495	.0139	1,476	4,999	4,191	4,375	34.0	11.8	26.0	19.2	24.8	30.8	9.1	17.1	6.1	21.1
Alcorn		25.2	.0141	7.1	7.4	11.6	26,813	.0080	1,064	3,776	3,584	3,164	48.2	23.1	30.4	31.1	15.3	26.1	3.8	10.0	2.3	9.7
Corinth		11.6	.0065	3.7	4.1		15,130	.0045	1,304	4,089	3,690	3,637	41.4	17.3	30.4	27.1	19.1	28.3	5.4	12.2	3.7	15.1
Amite		16.5	.0092	4.0	4.0		15,112	.0045	916	3,778	3,751	2,979	54.1	27.6	28.1	30.6	12.3	22.3	3.1	8.7	2.4	10.8
Attala		22.3	.0125	5.6	5.9	8.3	20,467	.0062	918	3,655	3,446	2,845	54.6	29.2	28.7	32.7	12.2	23.1	2.9	8.5	1.6	6.5
Kosciusko		8.3	.0046	2.5	2.7		9,211	.0028	1,110	3,684	3,411	3,319	47.0	21.5	29.1	28.4	16.5	26.9	4.6	11.5	2.8	11.7
Benton		8.3	.0047	2.0	2.2		7,168	.0021	864	3,584	3,207	2,547	59.2	35.3	29.3	37.3	9.3	19.7	1.6	5.2	.6	2.5
Bolivar		57.1	.0319	15.1	16.4	10.1	53,773	.0161	942	3,561	3,274	2,832	58.9	31.6	25.6	29.2	10.0	19.4	3.1	8.9	2.4	10.9
Cleveland		10.1	.0057	2.9	3.9		13,307	.0040	1,318	4,589	3,342	3,545	49.8	21.4	24.4	22.3	15.3	23.3	5.8	13.5	4.7	19.5
Calhoun		15.7	.0088	4.0	4.3		15,190	.0046	968	3,798	3,502	2,848	51.9	27.7	31.5	35.8	12.8	24.2	2.7	7.9	1.1	4.4
Carroll		11.3	.0063	2.8	2.8		9,561	.0029	848	3,415	3,356	2,629	59.8	34.8	27.6	34.0	9.2	18.9	2.0	6.2	1.4	6.3
Chickasaw		17.3	.0097	4.4	4.7		16,105	.0048	931	3,660	3,359	2,841	56.2	30.1	28.0	31.9	10.9	20.6	2.9	8.5	2.0	8.9
Choctaw		8.8	.0049	2.2	2.2		7,705	.0023	876	3,502	3,356	2,627	59.2	34.3	28.1	34.7	9.7	19.7	1.8	5.8	1.2	5.5
Claiborne		10.8	.0061	2.6	3.7	2.6	11,064	.0033	1,024	4,255	2,916	2,642	64.5	37.1	22.9	28.1	7.7	15.8	2.6	8.1	2.3	10.9
Clarke		17.3	.0097	4.3	4.3		14,966	.0045	859	3,457	3,417	2,811	55.5	30.0	28.7	33.1	11.5	22.1	2.7	7.9	1.6	6.9
Clay		16.6	.0093	4.1	4.3	6.2	14,950	.0045	901	3,646	3,456	2,907	53.2	27.8	29.0	32.3	13.1	24.4	3.1	8.8	1.6	6.7
Coahoma		48.9	.0273	13.4	14.7	21.4	82,514	.0157	1,074	3,919	3,561	3,206	52.3	24.8	28.4	28.6	13.7	23.2	4.3	11.2	3.3	14.2
Clarksdale		21.4	.0120	6.6	7.6		27,557	.0083	1,288	4,175	3,592	3,069	45.4	18.8	26.2	23.1	17.8	26.3	6.1	13.7	4.5	18.1
Copiah		27.7	.0155	7.3	8.1	6.8	28,435	.0080	954	3,821	3,242	2,859	55.4	29.4	28.2	31.9	11.6	22.1	2.9	8.3	1.9	8.3
Covington		15.0	.0084	3.8	3.5		12,383	.0037	828	3,440	3,486	2,773	54.2	29.7	30.2	35.3	12.1	23.7	2.4	7.1	1.1	4.2
De Soto		22.8	.0128	5.6	5.6		20,095	.0060	881	3,588	3,451	2,788	58.9	32.3	26.1	30.5	10.4	20.5	2.7	8.0	1.9	8.7
Forrest		50.7	.0284	14.5	16.5	30.2	63,207	.0190	1,249	4,366	3,826	3,763	37.7	15.2	28.9	24.9	23.2	33.3	6.9	15.2	3.3	11.4
Hattiesburg		36.2	.0203	10.4	13.1		48,584	.0146	1,342	4,672	3,696	3,868	36.9	14.5	28.0	23.4	23.9	33.5	7.5	16.0	3.7	12.6

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

Ads and Data Go Together

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local devolopments and trends behind the SM estimates. The ads and the data go together.

greatest acceptance ever!

56.8%
SHARE OF AUDIENCE

WCCO RADIO delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

YOUR POWER TO PERSUADE

In Minneapolis-St.Paul, WCCO Radio has offered top acceptance for 35 years. Now it's at an all-time high—56.8% share of audience (biggest since Nielsen began measuring the market). Which means with WCCO Radio you get more listeners than all other Minneapolis-St. Paul stations combined . . . lowest cost-per-thousand . . . and greatest acceptance ever. Adds up to the ideal setting for your power to persuade.



SOURCE | Nielsen Station Index, Nov.-Dec., 1959 Station Tests, 6 AM-Midnight, 7-day week.

WCCO RADIO
Minneapolis • St. Paul
Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales



MISS.		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	Inc.	$2,500-3,999 % Hslds.	Inc.	$4,000-6,999 % Hslds.	Inc.	$7,000-9,999 % Hslds.	Inc.	$10,000&over % Hslds.	Inc.
Franklin		8.1	.0045	2.1	2.4		8,963	.0027	1,107	4,268	3,714	3,175	46.3	22.1	30.6	31.2	17.2	29.4	4.2	11.1	1.7	6.2
George		11.2	.0063	2.6	2.7		9,270	.0028	823	3,565	3,407	2,866	50.0	26.5	32.8	37.0	14.0	26.5	2.5	7.3	.7	2.7
Greene		7.2	.0040	1.7	1.8		6,143	.0018	853	3,614	3,413	2,697	55.9	31.5	29.9	35.9	11.2	22.5	2.1	6.4	.9	3.7

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.

© SM, 1960.

Before using these figures read foreword, page 19.

State Times
JACKSON, MISSISSIPPI
Spend Your Advertising Dollars Where They Count . . .
Circulation Concentrated in the Highest Income Area of Mississippi.
The Sixth Year of the fastest Growing Newspaper in Mississippi.
The Only Jackson Newspaper able To Do An All-Out Merchandising Job.
National Representatives
BURKE, KUIPERS & MAHONEY, INC.
New York · Detroit · Chicago · Atlanta · Dallas · Kansas City
Oklahoma City · Charlotte · San Francisco



Now serving 90,780 homes

This is another increase in circulation for Mississippi's leading newspapers — The Clarion-Ledger and Jackson Daily News . . . Now, more than ever, your best buy for coverage and sales impact—at lowest milline rate.

THE CLARION★LEDGER AND JACKSON DAILY★NEWS

Mississippi's First Newspapers

Represented by the KATZ AGENCY, INC.

Co-Owners WJTV (TV) WSLI (Radio)

MISS.

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Grenada		18.2	.0102	4.7	5.1	7.3	18,452	.0055	1,014	3,926	3,588	3,273	45.9	21.3	28.4	28.1	18.8	31.1	4.9	12.4	2.0	7.1
Hancock		12.0	.0067	3.2	3.7	4.0	12,749	.0039	1,062	3,984	3,423	3,219	49.8	23.5	28.2	28.4	14.8	24.8	4.3	11.0	2.9	12.3
Harrison	116	115.9	.0649	29.3	51.1	103.3	173,110	.0519	1,494	5,908	3,387	4,140	36.0	13.2	26.7	20.9	23.5	30.7	8.4	16.8	5.4	18.4
△Biloxi		56.4	.0316	9.4	28.3		95,301	.0286	1,690	10,138	3,367	5,267	23.6	6.9	21.7	13.3	30.6	31.5	13.9	21.7	10.0	26.6
△Gulfport		32.2	.0180	9.1	10.1		41,410	.0124	1,286	4,551	4,087	4,055	33.7	12.6	29.8	23.8	24.6	32.7	7.6	15.6	4.3	15.3
△Biloxi-Gulfport		*88.6*	*.0496*	*18.5*			*136,711*	*.0410*	*1,543*	*7,390*												
Hinds	73	174.4	.0976	47.9	58.6	134.8	258,168	.0774	1,480	5,390	4,399	4,593	31.4	10.4	26.7	18.8	25.2	29.6	9.6	17.2	7.1	24.0
▲Jackson		132.6	.0742	37.6	48.3		212,151	.0636	1,600	5,642	4,387	4,774	29.1	9.3	26.6	18.0	26.3	29.8	10.2	17.7	7.8	25.2
Holmes		25.2	.0141	6.2	6.6	2.4	22,526	.0068	894	3,633	3,297	2,623	62.0	35.9	25.5	31.5	8.6	17.7	2.2	6.9	1.7	9.0
Humphreys		16.9	.0094	4.1	4.4	3.1	14,548	.0043	861	3,548	3,252	2,583	62.0	36.5	26.3	32.9	8.3	17.5	1.9	6.1	1.5	7.0
Issaquena		2.9	.0016	.7	.8		2,894	.0009	929	3,849	3,173	2,255	70.7	47.6	22.9	33.0	4.3	10.2	1.1	4.1	1.0	5.1
Itawamba		15.2	.0085	3.9	4.0		14,082	.0042	926	3,611	3,511	2,788	53.9	29.4	30.3	35.2	12.3	23.8	2.4	7.2	1.1	4.4
Jackson		47.6	.0267	13.1	13.1	24.6	52,759	.0158	1,108	4,027	4,007	3,729	35.7	14.5	30.9	26.8	24.3	35.5	6.4	14.1	2.7	9.1
Pascagoula		20.3	.0114	5.7	6.0		23,681	.0071	1,167	4,155	3,908	3,843	33.6	13.3	30.5	25.7	26.1	36.7	6.9	14.9	2.9	9.4
Jasper		13.9	.0106	4.4	4.6		15,341	.0046	812	3,487	3,265	2,635	59.1	34.1	27.5	33.8	10.2	21.0	2.1	6.6	1.1	4.5
Jefferson		9.5	.0053	2.4	2.5		8,237	.0025	867	3,432	3,275	2,495	62.5	38.1	26.4	34.3	8.6	18.5	1.7	5.7	.8	3.4
Jefferson Davis		14.6	.0082	3.5	3.4		11,972	.0036	820	3,421	3,439	2,617	58.0	33.7	29.0	35.8	10.4	21.6	2.0	6.3	.6	2.6
Jones		61.0	.0341	16.5	17.7	37.0	67,545	.0202	1,107	4,094	3,804	3,537	41.6	17.9	30.9	28.3	19.1	29.2	5.2	12.2	3.2	12.4
Laurel		33.1	.0185	9.4	10.6		41,815	.0125	1,263	4,448	3,931	3,793	39.2	15.7	29.9	25.6	20.6	29.4	6.2	13.4	4.1	15.9
Kemper		12.0	.0067	2.7	3.0		9,954	.0030	830	3,687	3,318	2,433	65.0	40.6	25.6	34.1	6.8	15.3	1.6	5.3	1.0	4.7
Lafayette		19.7	.0110	4.8	7.0	3.5	22,878	.0069	1,161	4,766	3,265	3,115	56.2	27.4	24.3	25.3	11.3	19.6	4.5	12.0	3.7	15.7
Lamar		12.6	.0071	3.2	3.3		12,237	.0036	971	3,824	3,656	3,105	46.1	22.5	32.3	33.7	16.6	29.1	3.6	9.5	1.4	5.2
Lauderdale	251	66.5	.0372	19.6	20.7	54.2	81,148	.0244	1,220	4,140	3,920	3,711	39.9	16.3	29.3	25.6	21.1	30.6	6.1	13.7	3.6	13.8
△Meridian		54.2	.0303	16.4	17.3		69,846	.0210	1,280	4,259	4,037	3,817	38.7	15.4	29.0	24.6	21.9	31.0	6.5	14.1	3.9	14.9
Lawrence		11.5	.0064	2.8	3.0		10,422	.0031	906	3,722	3,414	2,764	55.1	30.3	29.3	34.3	11.9	23.3	2.6	7.8	1.1	4.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Don't Overlook Mississippi's Dollar-Rich, Industrially-Expanding

2nd MARKET MERIDIAN

Proof of Rapid Growth is Dramatically Demonstrated in Metro Meridian's

$9½ MILLION* INCREASE

in E.B.I. from 1959 to 1960

1959—$71,558,000* 1960—$81,146,000*

This Rich Area is Reached and Sold Only Through THE MERIDIAN STAR!

* S.M. Survey of Buying Power 5-10-60

THE MERIDIAN STAR

MERIDIAN, Miss. *Daily & Sunday Since 1896*

DAILY 21,120 SUNDAY 21,057 Average Paid 4th Quarter 1959

MISS.

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Leake		18.8	.0106	4.7	4.9		16,841	.0050	885	3,541	3,447	2,618	60.7	35.3	27.1	33.5	8.7	16.1	2.0	6.4	1.5	6.7
Lee		39.6	.0221	11.1	11.8	16.3	43,982	.0132	1,111	3,962	3,778	3,357	46.1	20.9	29.1	28.1	17.2	27.7	4.7	11.6	2.9	11.7
Tupelo		16.3	.0091	4.9	5.9		22,607	.0068	1,377	4,614	3,827	3,949	39.8	15.3	27.7	22.7	20.7	28.5	6.7	14.0	5.1	19.5
Leflore		46.9	.0263	12.3	14.0	19.5	82,403	.0157	1,117	4,260	3,727	3,441	50.4	22.3	25.6	24.3	14.4	22.6	5.1	12.2	4.3	18.6
Greenwood		19.5	.0109	6.1	7.3		29,666	.0089	1,531	4,863	4,064	4,220	38.7	13.9	25.5	20.3	20.4	26.2	7.8	15.3	6.6	24.3
Lincoln		28.8	.0160	7.1	7.2	11.4	29,223	.0088	1,090	4,116	4,033	3,544	44.1	18.9	29.4	26.9	17.7	27.1	5.1	11.8	3.7	15.3
Brookhaven		11.4	.0064	3.2	3.9		15,287	.0046	1,341	4,777	3,920	4,047	39.1	14.7	28.0	22.4	20.4	27.3	6.7	13.6	5.8	22.0
Lowndes		41.1	.0230	10.9	13.1	28.5	43,828	.0131	1,066	4,021	3,327	3,267	48.3	22.5	28.4	28.1	16.0	26.4	4.5	11.5	2.8	11.5
Columbus		28.5	.0160	7.9	10.1		33,020	.0099	1,159	4,180	3,239	3,400	47.2	21.1	27.7	26.4	16.7	26.5	5.1	12.4	3.3	13.6
Madison		28.8	.0161	6.9	7.5	6.1	25,921	.0078	900	3,757	3,439	2,880	57.4	30.3	25.3	29.5	10.8	20.4	3.1	9.0	2.4	10.8
Marion		23.3	.0130	6.1	6.4	7.5	23,101	.0069	991	3,787	3,572	3,105	49.8	24.4	29.3	30.6	14.9	25.7	3.8	10.2	2.2	9.1
Columbia		7.5	.0042	2.5	2.5		9,772	.0029	1,303	3,909	3,804	3,643	43.1	18.0	29.1	25.8	17.9	26.6	5.8	13.2	4.1	16.4
Marshall		22.4	.0126	5.1	5.6	2.9	18,143	.0055	810	3,557	3,184	2,546	63.4	37.9	25.3	32.2	7.9	16.5	1.9	6.2	1.5	7.1
Monroe		33.2	.0185	8.9	8.9	9.6	30,966	.0093	933	3,479	3,470	2,936	52.4	27.2	29.0	32.0	13.8	25.3	3.2	8.9	1.6	6.6
Montgomery		12.7	.0071	3.3	3.4	3.1	11,923	.0035	939	3,613	3,451	2,924	52.6	27.4	28.5	31.6	13.9	25.5	3.5	10.0	1.5	5.5
Neshoba		19.6	.0110	5.0	5.1	3.4	17,992	.0054	918	3,588	3,527	2,782	55.9	30.8	28.1	33.0	12.3	23.8	2.6	7.9	1.1	4.5
Newton		20.5	.0115	5.2	5.7	2.6	18,795	.0057	917	3,614	3,242	2,702	57.7	32.4	27.9	33.5	10.6	21.3	2.6	7.8	1.2	5.0
Noxubee		17.0	.0095	3.9	4.4		14,329	.0043	843	3,674	3,256	2,652	60.8	34.9	25.7	31.3	9.3	19.0	2.7	8.4	1.5	6.4
Oktibbeha		24.0	.0134	5.9	8.0	7.0	26,573	.0079	1,107	4,504	3,308	3,186	54.3	25.9	23.3	23.7	14.0	23.7	5.1	13.2	3.3	13.5
Panola		28.2	.0158	7.1	7.3		25,912	.0078	919	3,650	3,519	2,849	55.4	29.6	27.6	31.4	12.1	23.0	3.2	9.2	1.7	6.8
Pearl River		21.1	.0118	5.7	6.0	7.0	22,361	.0067	1,060	3,923	3,692	3,306	43.6	20.0	32.5	31.9	17.3	28.3	4.2	10.5	2.4	9.3
Perry		8.4	.0047	2.2	2.1		6,983	.0021	831	3,174	3,246	2,697	55.2	31.1	30.8	36.7	11.5	23.2	1.9	5.7	.8	3.3
Pike		34.2	.0192	9.2	9.6	11.2	35,987	.0108	1,052	3,909	3,732	3,377	43.8	19.7	30.2	29.0	18.4	29.4	5.0	12.3	2.6	9.6
McComb		11.2	.0063	3.4	3.7		15,579	.0047	1,391	4,582	4,136	4,144	33.9	12.4	28.3	22.1	25.0	32.8	8.1	16.2	4.7	16.5
Pontotoc		18.4	.0103	4.9	4.9		17,538	.0053	953	3,579	3,569	2,802	53.8	29.2	30.5	35.0	12.2	23.7	2.5	7.3	1.2	4.8
Prentiss		18.0	.0100	4.8	5.0	2.9	17,785	.0053	988	3,705	3,498	2,917	50.1	26.1	32.7	36.3	13.0	24.1	2.7	7.8	1.5	5.7
Quitman		20.1	.0113	5.1	5.1		17,673	.0053	879	3,465	3,416	2,633	60.7	35.0	26.4	32.5	9.1	18.9	2.3	7.2	1.5	6.4
Rankin		30.0	.0168	6.3	7.1		25,624	.0077	854	4,067	3,582	3,179	49.2	23.5	28.1	28.6	15.7	26.8	4.6	11.9	2.4	9.2
Scott		20.4	.0114	5.0	5.2	2.8	18,309	.0055	897	3,660	3,518	2,876	52.5	27.7	30.6	34.5	12.6	23.7	2.8	8.1	1.5	6.0
Sharkey		10.5	.0059	2.5	2.9		9,406	.0028	896	3,762	3,192	2,715	60.3	33.8	25.6	30.8	9.2	18.5	2.7	8.1	2.0	8.8
Simpson		21.1	.0118	5.3	5.4		18,535	.0056	878	3,497	3,381	2,794	54.2	29.5	29.7	34.4	12.4	24.1	2.7	7.9	1.0	4.1
Smith		15.3	.0085	3.7	3.7		12,366	.0037	808	3,342	3,255	2,475	60.5	37.2	29.5	38.6	8.2	17.9	1.3	4.3	.5	2.0
Stone		6.3	.0036	1.6	1.8		6,937	.0020	1,101	4,336	3,793	3,394	44.2	19.8	30.6	29.2	17.5	27.8	4.8	11.7	2.9	11.5
Sunflower		46.7	.0261	11.3	12.0	3.7	40,189	.0121	861	3,557	3,342	2,752	58.6	32.4	28.8	31.6	10.0	19.5	2.7	8.2	1.9	8.3
Tallahatchie		24.1	.0135	6.1	6.4	2.1	21,957	.0066	911	3,600	3,395	2,670	60.2	34.3	28.4	32.0	9.4	18.9	2.4	7.4	1.6	7.4
Tate		17.7	.0099	4.4	4.8		16,453	.0049	930	3,739	3,415	2,796	60.4	32.8	24.7	28.6	9.7	19.0	2.8	8.1	2.4	11.5
Tippah		16.7	.0093	4.1	4.5		15,137	.0046	906	3,692	3,337	2,751	58.2	31.1	29.0	34.1	11.0	21.7	2.4	7.2	1.4	5.9
Tishomingo		15.7	.0088	4.1	4.2		14,043	.0042	894	3,425	3,304	2,765	52.9	29.1	31.8	37.2	12.3	24.0	2.3	7.0	.7	2.7
Tunica		20.0	.0112	5.2	5.7		19,097	.0057	950	3,655	3,319	2,690	59.8	33.9	27.3	33.1	9.1	18.1	2.0	6.2	1.8	8.7
Union		20.4	.0114	5.8	5.7	3.8	20,286	.0061	994	3,498	3,499	2,888	52.4	27.6	30.5	34.2	12.7	23.7	2.9	8.4	1.5	6.1
Walthall		15.3	.0086	3.6	3.7		12,875	.0038	842	3,576	3,441	2,687	57.2	32.3	29.2	35.2	10.3	20.8	2.1	6.5	1.2	5.2
Warren		39.1	.0219	12.4	13.5	32.9	52,597	.0158	1,345	4,242	3,891	3,754	42.7	17.3	28.2	22.6	19.9	28.7	6.9	15.2	4.3	16.2
Vicksburg		32.9	.0184	10.5	12.1		46,273	.0139	1,406	4,407	3,813	3,857	41.7	16.5	25.8	21.7	20.6	28.7	7.3	15.7	4.6	17.4
Washington 229		74.4	.0416	21.1	23.1	44.3	80,317	.0241	1,080	3,806	3,468	3,256	51.0	23.8	27.0	26.9	14.2	23.5	4.4	11.2	3.4	14.6
△Greenville		42.0	.0235	12.5	14.3		49,521	.0149	1,179	3,962	3,451	3,506	47.4	20.6	27.5	25.4	15.8	24.4	5.2	12.1	4.1	17.5
Wayne		16.8	.0094	3.9	4.2	3.4	13,603	.0041	810	3,488	3,218	2,701	56.3	31.7	29.1	34.9	11.6	23.1	2.2	6.8	.8	3.5
Webster		10.5	.0059	2.6	2.8		9,925	.0029	945	3,817	3,511	2,772	56.8	31.1	28.0	32.8	10.7	20.8	2.9	8.7	1.6	6.6
Wilkinson		11.7	.0065	2.7	2.7		9,651	.0029	825	3,574	3,547	2,929	54.7	28.4	28.9	31.9	11.1	20.5	2.9	8.2	2.4	11.0
Winston		18.3	.0103	4.6	4.7	4.5	16,993	.0051	929	3,694	3,574	2,904	54.3	28.4	28.4	31.7	12.5	23.3	2.9	8.3	1.9	8.3
Yalobusha		12.3	.0069	3.2	3.2	2.6	11,562	.0035	940	3,613	3,572	2,923	54.1	26.1	27.3	30.9	13.1	24.1	3.2	9.0	1.8	7.9
Yazoo		32.7	.0183	8.2	8.9	12.1	29,888	.0090	914	3,645	3,351	2,901	56.4	29.6	28.6	29.7	11.5	21.2	3.2	9.2	2.3	10.3
Yazoo		12.1	.0068	3.6	4.0		13,476	.0040	1,114	3,743	3,369	3,311	49.9	22.9	27.5	26.9	14.4	23.5	4.7	11.7	3.5	15.0
Total Above Cities		629.3	.3533	177.6	220.8		679,669	.2639	1,395	4,953	3,879	4,097	37.1	13.8	27.3	21.6	22.4	29.5	7.8	15.7	5.4	19.4
State Total		2,130.0	1.1921	555.7	624.5	760.6	2,266,783	.8809	1,064	4,079	3,630	3,278	48.9	22.7	28.0	27.6	15.6	25.8	4.6	11.6	2.9	12.3

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Biloxi-Gulfport	115.9	.0649	29.3	31.1	103.3	173,110	.0519	1,494	5,908
△Greenville	74.4	.0416	21.1	23.1	44.3	80,317	.0241	1,080	3,806
Jackson	174.4	.0976	47.9	58.6	134.6	258,168	.0774	1,480	5,390
△Meridian	66.5	.0372	19.6	20.7	54.2	81,148	.0244	1,220	4,140
Total Above Areas	431.2	.2413	117.9	153.5	336.6	592,741	.1778	1,375	5,027

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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MISSOURI— (Other West North Central States: Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Adair		19.6	.0109	6.5	7.2	12.4	28,427	.0085	1,450	4,373	3,939	3,659	35.8	14.6	27.9	24.2	27.5	39.9	6.3	13.9	2.5	7.4
Kirksville		12.4	.0069	4.1	5.0		18,848	.0057	1,520	4,597	3,754	3,854	33.8	13.1	26.4	21.7	29.5	40.5	7.2	15.2	3.1	9.5
Andrew		11.3	.0064	3.7	3.7		17,927	.0054	1,586	4,845	4,759	4,166	32.3	11.5	26.3	20.0	28.7	36.5	7.9	15.5	4.8	16.5
Atchison		9.9	.0055	2.9	3.4		17,807	.0053	1,799	6,140	5,184	5,031	23.3	6.9	24.7	15.6	33.5	35.2	10.0	16.2	8.5	26.1
Audrain		27.2	.0152	8.9	9.4	17.5	49,346	.0148	1,814	5,544	5,203	4,957	21.5	6.5	23.5	15.1	36.9	39.3	11.2	18.3	6.9	20.8
Mexico		15.1	.0085	4.8	5.6		28,947	.0087	1,917	6,031	5,124	5,395	16.6	4.6	21.2	12.4	40.8	40.2	13.1	19.6	8.3	23.2
Barry		21.6	.0121	6.5	6.5	4.2	27,160	.0082	1,257	4,178	4,120	3,532	40.0	16.9	27.4	24.6	24.1	36.2	5.8	13.3	2.7	9.0
Barton		12.9	.0067	3.9	4.0	3.1	17,593	.0052	1,466	4,511	4,360	3,819	36.0	14.1	27.6	23.0	26.1	36.2	6.6	13.5	3.7	12.8
Bates		16.5	.0093	5.9	6.2	3.2	27,536	.0083	1,669	4,667	4,388	3,961	37.2	14.0	25.8	20.7	25.2	33.8	7.0	14.2	4.8	17.3
Benton		8.8	.0049	2.7	2.9		11,695	.0035	1,329	4,331	3,943	3,379	42.6	18.8	28.3	28.6	21.9	34.4	4.7	11.3	2.5	8.9
Bollinger		9.5	.0053	2.6	2.6		10,160	.0031	1,069	3,908	3,893	3,095	47.3	22.8	28.5	29.3	18.7	31.8	3.8	10.0	1.7	6.1
Boone		59.1	.0331	15.5	28.2	47.6	101,508	.0304	1,718	6,549	3,593	4,500	32.9	10.9	18.6	13.1	31.3	36.9	10.4	18.8	6.8	20.3
Columbia		47.6	.0266	13.1	26.1		92,036	.0276	1,934	7,606	3,523	4,768	30.4	9.5	16.1	10.7	33.9	37.8	11.8	20.0	7.8	22.0
Buchanan	136	103.6	.0580	32.7	37.6	94.0	193,374	.0580	1,867	5,914	5,136	5,259	19.7	5.6	21.3	12.8	38.2	38.5	12.5	19.3	8.3	23.8
▲St. Joseph		91.6	.0513	28.6	34.2		172,856	.0518	1,887	6,044	5,049	5,321	19.0	5.3	21.0	12.5	38.6	38.6	12.8	19.4	8.6	24.2
Butler		38.0	.0212	10.8	11.0	18.7	44,205	.0133	1,163	4,093	3,987	3,613	39.6	16.3	27.2	23.9	24.1	35.5	5.9	13.2	3.2	11.1
Poplar Bluff		18.7	.0105	5.8	5.9		24,326	.0073	1,301	4,194	4,079	3,937	35.5	13.4	26.3	21.2	27.0	36.3	7.1	14.7	4.1	14.4
Caldwell		9.2	.0052	3.3	3.4		14,131	.0042	1,536	4,282	4,065	3,580	36.9	15.4	29.0	25.7	25.7	38.1	6.0	13.5	2.4	7.3
Callaway		23.6	.0132	6.2	7.5	11.3	33,328	.0100	1,412	5,375	4,427	4,314	30.6	10.6	23.9	17.6	31.1	38.2	9.2	17.2	5.2	16.4
Fulton		11.3	.0063	2.2	3.8		16,298	.0049	1,442	7,408	4,214	5,294	21.1	5.9	18.1	10.8	38.9	39.0	13.1	20.1	8.8	24.2
Camden		7.6	.0042	2.1	2.2		8,945	.0027	1,177	4,260	3,979	3,489	42.9	18.3	27.3	24.8	21.2	32.3	5.3	12.2	3.3	12.4
Cape Girardeau		39.3	.0220	11.8	13.4	28.6	63,004	.0189	1,603	5,339	4,675	4,611	26.5	8.6	23.5	18.2	34.0	39.1	10.0	17.5	6.0	18.6
Cape Girardeau		25.3	.0142	7.6	9.2		42,709	.0128	1,688	5,620	4,619	4,876	24.0	7.3	22.3	14.5	35.8	39.0	10.9	18.1	7.0	21.1
Carroll		14.4	.0081	4.6	4.6	4.1	21,488	.0064	1,492	4,671	4,639	4,018	34.5	12.8	26.3	20.8	27.3	36.1	7.4	14.9	4.5	15.4
Carter		4.4	.0026	1.4	1.4		5,053	.0015	1,148	3,609	3,444	3,146	46.9	22.2	27.7	28.0	19.3	32.5	4.4	11.4	1.7	5.9
Cass		19.9	.0111	6.7	6.8	2.7	32,379	.0098	1,627	4,833	4,711	4,272	31.9	11.1	25.3	18.8	29.1	36.2	8.4	15.9	5.3	18.0
Cedar		10.3	.0058	3.4	3.5	2.5	13,193	.0039	1,281	3,880	3,765	3,197	44.6	20.8	29.1	28.9	20.6	34.0	4.2	10.8	1.5	5.5
Charlton		12.7	.0071	4.1	4.3		20,184	.0061	1,589	4,923	4,665	4,028	35.0	12.9	26.3	20.8	26.9	35.4	7.1	14.3	4.7	16.8
Christian		12.0	.0067	3.7	3.8		15,410	.0046	1,284	4,165	3,954	3,304	42.8	19.3	28.3	27.2	22.0	35.3	5.0	12.2	1.9	6.0
Clark		8.3	.0046	2.6	2.8		11,581	.0035	1,395	4,454	4,086	3,614	36.2	14.9	29.1	25.5	26.4	38.7	5.9	13.3	2.4	7.6
Clay	78	89.4	.0501	29.0	30.7	38.9	181,340	.0544	2,028	6,253	5,891	5,797	15.9	4.1	18.0	9.9	40.4	38.9	15.2	21.2	10.5	27.9
North Kansas City		6.2	.0035	2.3	2.4		14,567	.0044	2,350	6,333	5,973	5,848	13.3	3.4	18.2	9.9	42.2	38.3	16.2	22.5	10.1	25.9
1▲Kansas City																						
Clinton		10.6	.0059	3.5	3.8	3.1	18,096	.0054	1,708	5,167	4,725	4,360	30.7	10.5	26.3	19.1	28.7	35.0	8.4	15.6	5.9	19.8
Cole		42.2	.0236	11.5	13.6	33.9	70,387	.0211	1,668	6,121	5,166	5,323	19.4	5.4	21.7	12.9	37.3	37.3	12.7	19.3	8.9	25.1
Jefferson City		33.9	.0190	9.3	11.6		59,576	.0179	1,757	6,406	5,100	5,571	16.8	4.5	20.5	11.7	39.2	37.3	13.7	19.9	9.8	26.6
Cooper		15.1	.0085	4.7	5.4	6.3	26,207	.0079	1,736	5,576	4,821	4,633	27.9	9.0	23.9	16.4	31.6	36.1	9.9	17.3	6.7	21.2
Crawford		10.6	.0059	3.1	3.3	.4	14,067	.0042	1,327	4,538	4,229	3,741	37.8	15.0	27.5	23.4	25.2	35.7	5.9	12.8	3.6	13.1
Dade		8.3	.0046	2.6	2.9		11,093	.0033	1,337	4,267	3,825	3,185	47.0	22.0	27.4	27.4	19.2	32.0	4.2	10.6	2.2	8.0
Dallas		9.0	.0051	2.7	3.0		11,065	.0033	1,229	4,098	3,647	2,990	51.3	25.6	26.1	27.7	17.1	30.1	3.8	10.4	1.7	6.2
Daviess		9.8	.0055	3.2	3.5		15,157	.0046	1,547	4,737	4,331	3,771	38.4	15.2	26.3	22.2	24.7	34.6	6.7	14.4	3.9	13.6
De Kalb		7.1	.0039	2.3	2.4	.1	10,766	.0032	1,516	4,681	4,486	3,779	35.3	13.9	28.1	23.6	26.7	37.4	6.6	14.2	3.3	10.9
Dent		10.0	.0056	3.0	3.1	3.3	12,426	.0037	1,243	4,142	3,961	3,374	43.8	19.3	27.6	26.0	21.1	33.1	4.8	11.5	2.7	10.1
Douglas		9.7	.0055	2.8	2.8		11,188	.0034	1,153	3,996	3,930	3,092	47.3	22.8	28.6	29.4	18.4	31.4	4.0	10.6	1.7	5.8
Dunklin		39.3	.0220	11.0	11.1	12.8	43,949	.0132	1,118	3,995	3,939	3,585	41.0	17.0	27.4	24.2	22.6	33.6	5.6	12.6	3.4	12.6
Kennett		9.7	.0054	2.8	3.1		12,802	.0038	1,320	4,572	4,087	4,109	35.4	12.8	26.2	20.2	25.7	33.3	7.3	14.4	5.4	19.3
Franklin		40.5	.0226	12.3	13.1	14.2	63,726	.0191	1,573	5,181	4,844	4,570	25.5	8.3	25.2	17.5	33.9	39.4	9.8	17.3	5.6	17.5
Gasconade		13.1	.0073	4.1	4.5	2.7	19,094	.0057	1,458	4,657	4,207	3,927	31.2	11.8	27.2	22.0	30.9	41.8	7.8	15.7	3.1	8.7
Gentry		9.8	.0055	3.1	3.6		15,734	.0047	1,606	5,075	4,326	3,992	34.1	12.7	26.0	20.7	26.0	37.1	7.7	15.6	4.2	13.9
Greene	156	127.5	.0714	42.3	46.0	113.8	223,113	.0670	1,750	5,275	4,844	4,765	25.2	7.9	23.4	15.6	34.0	37.9	10.7	18.1	6.7	20.5
▲Springfield		105.0	.0588	35.7	40.8		195,200	.0586	1,859	5,468	4,774	4,897	23.8	7.3	22.7	14.8	35.2	37.9	11.2	18.5	7.1	21.5
Grundy		12.3	.0069	4.2	4.3	6.2	19,755	.0059	1,606	4,704	4,512	4,108	34.8	12.6	26.2	20.3	26.3	34.0	7.5	14.7	5.2	18.4
Trenton		6.2	.0035	2.3	2.2		10,543	.0032	1,700	4,584	4,616	4,423	30.9	10.4	25.2	18.1	29.4	35.2	8.4	15.4	6.1	20.9

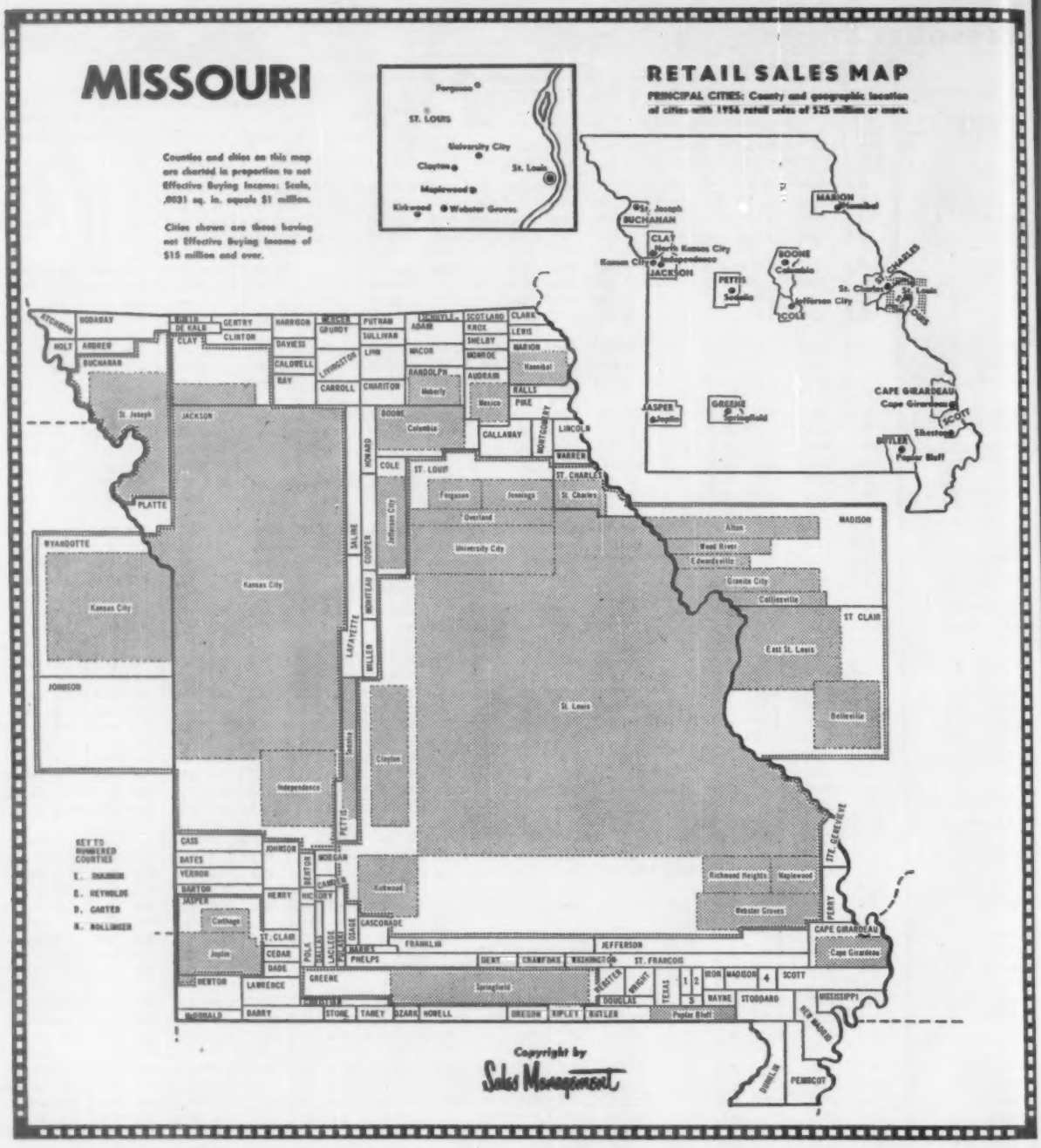
1 Kansas City is in Clay and Jackson counties.
For Retail Sales data, see Section 4 location on page 17.

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

MISSOURI



MISSOURI	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
												Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	Inc.	$2,500-3,999 % Hslds.	Inc.	$4,000-6,999 % Hslds.	Inc.	$7,000-9,999 % Hslds.	Inc.	$10,000& over % Hslds.	Inc.
Harrison		13.0	.0072	4.2	4.4	2.6	19,840	.0059	1,526	4,724	4,507	3,944	33.2	12.6	27.3	22.0	28.2	37.8	7.5	15.4	3.8	12.2
Henry		18.9	.0106	6.5	6.7	6.3	28,986	.0087	1,534	4,460	4,281	3,982	35.9	13.8	28.9	22.0	26.1	35.7	7.1	14.8	4.0	13.7
Clinton		6.3	.0035	2.4	2.3		10,656	.0032	1,691	4,440	4,487	4,239	32.9	11.6	25.5	19.1	27.9	34.8	8.3	15.9	5.4	18.6
Hickory		4.6	.0026	1.6	1.5		5,586	.0017	1,214	3,491	3,567	2,846	52.4	27.5	28.0	31.2	15.5	28.9	2.9	8.2	1.2	4.2
Holt		8.2	.0048	2.5	2.8		13,570	.0041	1,655	5,428	4,736	4,441	31.8	10.7	25.7	15.4	27.2	32.4	8.5	15.6	6.8	22.9
Howard		11.0	.0061	3.4	4.2	2.9	18,815	.0056	1,710	5,534	4,439	4,356	34.0	11.6	23.8	17.4	27.3	33.2	8.3	15.4	6.6	22.4
Howell		19.3	.0108	8.8	8.0	4.3	24,237	.0073	1,256	4,179	3,988	3,471	41.7	17.9	28.1	25.7	22.2	33.8	5.1	12.0	2.9	10.8

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.



"Are you selling something?"

If you are, then Sales Management's Survey of Buying Power (for which we do the researching and estimating) can be combined with our specialized research facilities to give you a wealth of vital information.

For example: we can determine your total potential market and how to reach it. We can establish your share of the total market, and the market's characteristics and location. We can forecast company and industry sales and make up-to-the-minute estimates and forecasts of business volume in your industry.

If you have a market problem, why not consult us without obligation.

MARKET STATISTICS, Inc. A Division of Bill Brothers Publications
630 Third Ave. • New York 17 • YUkon 6-8557

KCMO·TV

towers above
all others in
3 billion plus market.

CBS·TV affiliate



- Nation's 17th richest market.
- A 2-million-plus audience. Over 85% of all homes in area have TV sets.
- Best of film libraries: Paramount, M-G-M, RKO, 20th Century Fox, Warner Bros., Columbia and United Artists.
- Staff of outstanding "selling" personalities.
- America's tallest self-supported TV tower.

KCMO-TV channel 5

100,000 watts visual power

From Broadcasting House

Represented nationally by The Katz Agency.

Affiliated With "Better Homes & Gardens" and "Successful Farming" Magazines.

MISSOURI — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Iron		7.4	.0042	1.9	2.1		8,115	.0024	1,097	4,271	3,812	3,447	40.9	17.7	28.1	25.9	23.2	35.6	5.4	12.7	2.4	8.1
Jackson	78	627.1	.3509	211.8	249.9	610.3	1,435,628	.4306	2,289	6,785	5,743	6,099	13.8	3.4	17.9	9.3	40.5	35.2	15.4	20.5	12.4	31.6
Independence		58.9	.0330	19.5	20.5		118,281	.0355	2,008	6,066	5,762	5,694	16.3	4.3	18.4	10.3	40.5	37.7	14.8	21.1	10.0	26.6
1▲Kansas City		538.2	.3012	180.4	221.5		1,260,659	.3781	2,342	6,988	5,691	6,205	13.0	3.1	17.6	9.0	40.8	34.9	15.7	20.5	12.9	32.5
Jasper	234	83.0	.0465	28.0	29.8	61.0	130,151	.0415	1,684	4,830	4,628	4,415	29.0	9.8	25.2	18.1	31.5	37.9	8.8	16.1	5.5	18.1
Carthage		13.0	.0073	4.4	4.7		21,020	.0063	1,617	4,777	4,404	4,383	28.7	9.8	24.9	18.1	32.8	39.4	8.5	15.8	5.1	16.9
2△Joplin		43.4	.0237	14.9	16.2		77,853	.0234	1,836	5,225	4,799	4,765	26.0	8.1	23.6	15.7	33.3	37.1	10.1	17.2	7.0	21.9
Jefferson	137	66.5	.0372	19.8	19.9	25.1	109,338	.0328	1,644	5,522	5,494	5,157	20.1	5.8	20.8	12.8	39.1	40.2	12.5	19.7	7.5	21.5
Johnson		27.5	.0154	8.0	11.5	9.3	43,418	.0130	1,579	5,427	3,775	4,019	36.1	13.4	24.0	19.0	27.2	35.9	7.9	16.0	4.8	15.7
Knox		7.8	.0043	2.7	2.6		12,042	.0036	1,584	4,460	4,510	3,945	35.4	13.4	29.1	23.4	24.7	33.2	6.1	12.5	4.7	17.5
Laclede		19.7	.0110	6.6	6.1	12.2	25,615	.0077	1,300	4,269	4,156	3,724	38.4	15.4	27.7	23.6	24.5	34.9	5.7	12.4	3.7	13.7
Lebanon		12.2	.0068	4.2	4.4		18,002	.0054	1,476	4,286	4,068	3,980	35.6	13.3	27.2	21.7	26.2	35.0	6.4	13.0	4.6	17.0
Lafayette		24.2	.0136	7.7	8.4	8.3	40,735	.0122	1,683	5,290	4,834	4,544	26.6	8.7	24.7	17.2	33.3	38.9	9.7	17.4	5.7	17.8
Lawrence		21.9	.0123	7.2	7.5	4.6	31,645	.0095	1,445	4,395	4,218	3,737	35.2	14.0	28.0	23.8	27.3	38.9	6.6	14.2	2.9	9.1

1 Kansas City is in Clay and Jackson counties.
2 Joplin is in Jasper and Newton counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.
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KCMO Radio

only 50,000 watt station
in 3 billion plus market.

CBS Radio / 810 Kc.



- Potential audience of more than 2½ million.
- Dominant facilities in News, Sports, Farm and Programming departments.
- A staff of air personalities with a gift for **selling.**
- Complete merchandising plan available to food and drug advertisers.
- Saturation coverage.

KCMO·Radio the important voice of Mid-America

From Broadcasting House

Represented nationally by The Katz Agency.

Affiliated With "Better Homes and Gardens" and "Successful Farming" Magazines.



SIX SURE REASONS FOR USING MISSOURI RURALIST

A BILLION DOLLAR MARKET

TOP FARM CIRCULATION

AUTHORITATIVE EDITORIAL

EFFICIENT PAGE SIZE

DISTINCTIVE STYLING

PROVED RESULTS

MISSOURI RURALIST is one of 8 farm papers and 19 other properties owned and operated by Stauffer-Capper Publications in the farm magazine, daily newspaper, radio and television fields.
SALES OFFICES: New York, Cleveland, Chicago, Topeka, Los Angeles and San Francisco.

MISSOURI		SM POPULATION ESTIMATES. 1/1/60					SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Lewis		10.5	.0059	3.4	3.9		16,973	.0051	1,616	4,992	4,310	4,044	35.0	12.9	24.8	19.4	27.6	36.3	7.9	15.8	4.7	15.6
Lincoln		15.9	.0089	5.6	5.5		25,048	.0075	1,575	4,473	4,505	3,983	35.0	13.1	26.3	20.9	27.0	36.0	7.3	14.8	4.4	15.2
Linn		17.5	.0097	6.1	6.8	8.4	29,449	.0089	1,683	4,828	4,471	4,151	31.8	11.4	24.5	18.7	30.6	39.0	8.7	17.1	4.4	13.8
Livingston		15.9	.0089	5.1	5.8	9.6	26,951	.0080	1,695	5,285	4,617	4,426	32.1	10.8	25.5	18.3	27.2	32.5	8.5	15.6	6.7	22.8
Chillicothe		9.6	.0054	2.9	3.8		17,015	.0051	1,772	5,867	4,431	4,836	28.0	8.6	23.5	15.4	30.1	33.1	10.0	16.8	8.4	26.1
McDonald		14.1	.0079	4.2	4.3		16,381	.0049	1,162	3,900	3,755	3,216	44.6	20.7	28.4	28.1	20.8	34.2	4.4	11.0	1.8	6.0
Macon		20.9	.0117	7.2	7.5	4.9	31,317	.0094	1,498	4,350	4,167	3,751	36.9	14.6	27.3	23.1	25.7	36.4	6.7	14.5	3.4	11.4
Madison		10.1	.0057	2.9	3.0	3.7	13,923	.0042	1,379	4,801	4,549	4,238	32.6	11.5	23.6	17.7	30.2	37.7	8.5	16.3	5.1	16.8
Maries		7.0	.0039	2.1	2.1		8,871	.0027	1,267	4,224	4,182	3,420	41.1	17.9	28.8	28.8	22.5	34.8	5.2	12.3	2.4	8.2
Marion		29.8	.0167	9.9	11.0	21.5	51,961	.0156	1,744	5,249	4,687	4,626	25.5	8.2	24.6	18.9	34.0	38.9	9.9	17.4	6.0	18.6
3Hannibal		21.5	.0120	7.4	8.2		38,540	.0116	1,793	5,208	4,656	4,707	24.1	7.6	24.5	16.5	35.1	39.7	10.2	17.5	6.1	18.7
Mercer		5.9	.0033	2.0	1.9		8,573	.0025	1,453	4,287	4,358	3,555	40.1	16.8	28.0	25.0	23.6	35.1	5.4	12.4	2.9	10.7
Miller		14.2	.0079	4.4	4.3	3.0	17,914	.0054	1,262	4,071	4,078	3,508	38.5	16.3	28.2	25.6	25.5	38.5	5.7	13.2	2.1	6.4
Mississippi		20.8	.0117	5.5	5.7	7.9	24,454	.0073	1,176	4,446	4,229	3,930	39.2	14.9	25.6	20.7	23.8	32.0	6.3	13.0	5.1	19.4
Moniteau		10.0	.0056	3.2	3.3	2.5	14,100	.0043	1,410	4,406	4,230	3,631	37.4	15.4	27.6	24.1	26.6	38.8	5.8	13.0	2.6	8.7
Monroe		9.4	.0052	3.1	3.2		15,374	.0046	1,636	4,959	4,702	4,135	33.1	11.9	26.8	20.6	27.8	35.7	7.3	14.4	5.0	17.4
Montgomery		10.4	.0059	3.5	3.4		15,514	.0046	1,492	4,433	4,475	3,865	36.1	13.9	27.0	22.2	25.9	35.5	7.0	14.7	4.0	13.7
Morgan		9.1	.0050	2.9	2.9		11,654	.0035	1,281	4,019	3,886	3,325	42.8	19.2	28.9	27.6	21.2	33.7	4.9	12.1	2.2	7.4
New Madrid		34.6	.0194	8.9	9.4	4.9	35,644	.0107	1,030	4,050	3,783	3,432	43.8	19.0	27.0	25.0	21.0	32.4	5.1	12.1	3.1	11.5
4Sikeston																						
Newton	234	30.5	.0171	9.4	9.9	8.3	42,712	.0128	1,400	4,544	4,303	3,933	36.4	13.8	26.2	21.2	25.8	34.7	7.2	14.8	4.4	15.5
Neosho		7.0	.0039	2.5	2.6		11,918	.0036	1,703	4,767	4,427	4,405	28.7	9.7	24.6	17.7	31.5	37.9	9.8	18.1	5.4	16.6
2△Joplin																						
Nodaway		23.8	.0133	7.4	9.1	8.3	41,379	.0125	1,739	5,592	4,526	4,474	31.0	10.3	23.9	16.9	29.8	35.3	8.8	16.0	6.5	21.5
Maryville		8.3	.0046	2.8	3.7		16,912	.0051	2,038	6,040	4,482	5,062	25.6	7.5	20.6	12.9	34.1	35.8	10.9	17.4	8.8	26.4
Oregon		10.6	.0059	3.0	3.3		12,323	.0036	1,163	4,108	3,713	3,214	45.1	20.9	27.5	27.2	21.0	34.8	4.6	11.5	1.8	5.6
Osage		11.1	.0062	3.0	3.2		13,598	.0041	1,225	4,532	4,172	3,672	36.4	14.8	27.4	23.7	26.6	38.4	6.8	15.1	2.8	8.0
Ozark		9.7	.0055	2.5	2.8		9,757	.0030	1,006	3,903	3,412	2,967	52.0	26.1	26.7	28.6	16.3	29.1	3.2	8.7	1.8	7.5
Pemiscot		39.6	.0221	10.6	10.9	10.5	44,092	.0132	1,113	4,160	4,035	3,668	42.3	17.1	26.1	22.5	21.3	30.5	5.9	13.0	4.4	16.9
Perry		12.4	.0070	3.4	3.5	3.9	17,555	.0052	1,416	5,163	4,997	4,382	28.3	9.6	26.2	19.0	31.4	38.0	8.9	16.5	5.2	16.9
Pettis		36.6	.0205	12.6	13.2	27.8	52,718	.0189	1,714	4,978	4,719	4,450	28.5	9.5	25.0	17.8	31.9	38.2	9.0	16.3	5.6	18.2
Sedalia		27.8	.0156	9.6	10.6		49,140	.0147	1,768	5,119	4,599	4,623	26.3	8.5	24.2	16.6	33.8	38.7	9.6	16.9	6.1	19.3
Phelps		27.4	.0153	8.1	9.8	15.8	38,675	.0116	1,411	4,775	3,912	3,913	35.2	13.4	24.8	20.2	26.5	36.4	7.7	16.0	3.8	12.0
Rolla		15.8	.0088	4.5	7.4		28,049	.0084	1,775	6,233	3,766	4,442	29.0	9.7	20.9	14.9	34.1	40.8	10.4	18.9	5.6	15.7
Pike		17.0	.0095	5.9	6.0	4.5	28,817	.0086	1,695	4,884	4,774	4,371	31.9	10.9	25.5	18.5	28.1	34.0	8.4	15.6	6.1	21.0
Platte		22.9	.0128	6.9	7.3		37,314	.0112	1,629	5,408	5,075	4,837	28.3	8.7	22.3	14.6	30.6	33.6	10.8	18.1	8.0	25.0
Polk		14.7	.0082	4.7	5.1	3.3	20,456	.0061	1,392	4,352	3,984	3,428	43.9	19.1	27.4	25.4	20.9	32.3	4.7	11.1	3.1	12.1
Pulaski		38.1	.0214	9.1	29.2		67,404	.0202	1,769	7,408	3,557	3,557	39.2	16.4	27.6	24.6	24.9	37.1	5.7	12.9	2.6	9.0
Putnam		8.4	.0047	2.8	3.0		12,152	.0037	1,447	4,340	3,940	3,454	40.6	17.5	28.0	25.7	23.4	36.0	5.6	13.1	2.4	7.7
Ralls		7.8	.0043	2.2	2.7	.1	12,436	.0037	1,594	5,653	4,547	4,302	30.5	10.6	26.1	19.2	29.2	36.1	8.7	16.3	5.5	17.8
3Hannibal																						
Randolph		23.1	.0130	8.0	8.5	14.6	42,395	.0127	1,835	5,299	4,981	4,717	26.9	8.5	23.4	15.7	32.6	38.6	10.3	17.8	6.8	21.4
Moberly		14.6	.0082	5.1	5.5		28,028	.0084	1,920	5,496	5,061	5,005	23.6	7.0	22.0	14.0	35.1	37.2	11.6	18.7	7.7	23.1
Ray		15.4	.0086	5.4	5.6	4.3	25,599	.0077	1,662	4,741	4,571	4,103	32.2	11.7	26.5	20.5	29.1	37.6	7.7	15.2	4.5	15.0
Reynolds		5.6	.0031	1.5	1.6		5,741	.0017	1,025	3,827	3,461	2,991	50.5	26.1	26.9	28.6	17.6	31.1	3.5	9.5	1.5	5.7

2 Joplin is in Jasper and Newton counties.
3 Hannibal is in Marion and Ralls counties.
4 Sikeston is in New Madrid and Scott counties.

© SM, 1960.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

ST. LOUIS' TOP TELEVISION BUY . . .



Now better than ever . . .

Two years ago, April 21, 1958 to be exact, KSD-TV put its new million dollar tower and transmitter on the air. The tower, 1152 feet above ground, is 1649 feet above sea level—the maximum height permitted in the area. More important to all advertisers, however, is the fact that KSD-TV added 7,000 square miles to its service area and increased its viewing audience potential by more than 100,000 television homes.

St. Louis' FIRST* Television Station has many FIRSTS** audience-wise; is FIRST† choice in St. Louis among most National Advertisers; has the added PLUS that puts it far out front as St. Louis' Top Television Value.

NOTE: KSD-TV CONTINUES the SINGLE RATE policy it has had since the station began in 1947.

*On the air February 8, 1947. **ARB reports, 1958, 1959. †Rorabaugh Reports, 1958, 1959.

REPRESENTED NATIONALLY BY NBC SPOT SALES

ST. LOUIS POST-DISPATCH TELEVISION STATION

5 KSD-TV

MISSOURI — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Hi-come Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Ripley		19.0	.0056	3.0	3.2		11,587	.0035	1,189	3,862	3,588	3,129	47.0	22.4	27.4	27.8	19.6	33.4	4.3	11.0	1.7	5.4
St. Charles	137	40.9	.0229	11.7	13.2	23.7	67,827	.0204	1,658	5,797	5,133	5,126	20.2	5.9	20.4	12.8	39.3	40.8	12.8	20.2	7.3	20.5
St. Charles		23.7	.0133	6.9	8.1		41,684	.0125	1,759	6,041	5,141	5,391	17.4	4.8	18.8	11.1	41.7	40.9	14.0	21.1	8.1	22.1
St. Clair		8.8	.0049	2.9	2.9		12,015	.0036	1,365	4,143	4,096	3,356	44.5	19.8	27.7	26.2	20.5	32.4	4.5	10.8	2.8	10.8
St. Francois		39.4	.0221	11.6	11.7	15.2	59,401	.0178	1,508	5,121	5,057	4,745	23.9	7.5	21.2	14.2	37.8	42.3	11.4	19.4	5.7	16.6
5St. Louis	137	1,508.7	.8443	465.9	533.1	1,362.5	3,173,526	.9519	2,103	6,812	5,952	6,263	13.6	3.2	16.9	8.6	40.0	33.9	16.2	20.9	13.3	33.4
Clayton		19.4	.0109	5.9	7.7		71,373	.0214	3,679	12,097	9,246	11,059	8.6	1.2	7.4	2.1	24.2	11.6	16.9	12.3	42.9	72.8
Ferguson		17.3	.0096	4.7	4.8		33,902	.0102	1,971	7,213	7,045	6,887	9.9	2.1	12.7	5.9	41.9	32.3	19.8	23.3	15.7	36.4
Jennings		21.3	.0119	5.8	6.3		41,815	.0125	1,963	7,209	6,617	6,723	9.5	2.1	12.8	6.0	43.6	34.5	19.6	23.6	14.5	33.8
Kirkwood		30.3	.0170	8.7	9.7		69,752	.0209	2,302	8,017	7,124	7,456	10.0	2.0	12.8	5.5	37.8	26.8	19.4	21.1	20.0	44.6
Maplewood		14.2	.0079	4.5	4.9		31,158	.0093	2,194	6,924	6,269	6,417	10.7	2.5	14.1	7.0	43.8	36.1	18.6	23.5	12.8	30.9
Overland		20.6	.0115	5.8	6.1		38,701	.0116	1,879	6,673	6,262	6,303	11.9	2.8	14.5	7.3	43.9	36.9	17.3	22.3	12.4	30.7
Richmond Heights		17.4	.0097	5.1	6.0		43,581	.0131	2,505	8,545	7,180	7,891	9.3	1.8	10.4	4.2	37.4	25.0	20.2	20.8	22.7	48.2
△St. Louis		870.1	.4870	270.3	330.3		1,834,596	.5503	2,108	6,787	5,554	6,027	13.4	3.3	17.8	9.4	41.3	36.3	15.9	21.4	11.6	29.6
University City		58.6	.0328	17.7	19.2		146,211	.0439	2,495	8,261	7,578	7,780	11.2	2.1	12.6	5.1	35.3	24.1	18.3	19.1	22.6	49.6
Webster Groves		29.4	.0165	8.4	9.7		73,691	.0221	2,506	8,773	7,572	8,091	10.4	1.9	10.6	4.2	35.3	23.1	19.2	19.2	24.5	51.6
Wellston		12.5	.0070	3.9	4.4		23,861	.0072	1,909	6,118	5,416	5,665	12.7	3.3	18.6	10.4	44.8	41.9	15.2	21.8	8.7	22.6

5 St. Louis county combined with independent city of St. Louis. For Retail Sales data, see Section 4 location on page 17.

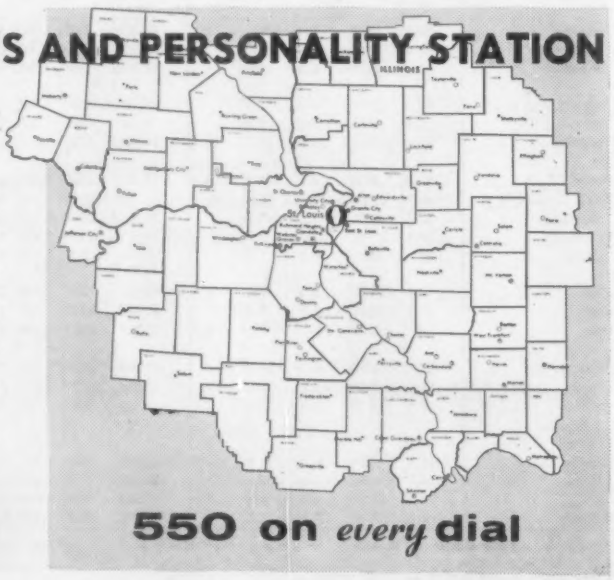
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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

ST. LOUIS' NUMBER ONE NEWS AND PERSONALITY STATION

delivers *top sales results* with . . .

1. St. Louis' largest local radio news staff — ten experienced newsmen.
2. The most complete weather information in St. Louis — U.S. Weather Bureau forecasts and, nine times each weekday, specialized weather data from the offices of a private St. Louis firm, Weather Corporation of America.
3. St. Louis' top air sales personalities — Ed Wilson, Russ David, Bill Crable, Harry Gunther and Howard DeMore.
4. NBC's famous "News On The Hour" broadcasts, compiled from the reports of 400 correspondents strategically located throughout the world, and NBC's distinguished new "Emphasis" series.
5. St. Louis' only "live audience" radio program, the highly merchandisable "Playhouse Party", with Russ David.
6. The largest consistent coverage — 72 counties — within the KSD listening area.



ST. LOUIS POST-DISPATCH RADIO STATION

KSD-RADIO

REPRESENTED NATIONALLY BY NBC SPOT SALES

An Active Marketing Force in Select Metropolitan Markets

NAEGELE

OUTDOOR ADVERTISING COMPANY

(National Sales Office Representing)

MILWAUKEE • MADISON • ST. LOUIS
MINNEAPOLIS • ST. PAUL • WICHITA
LOUISVILLE • EVANSVILLE • LINCOLN
OAKLAND - EAST BAY • LAS VEGAS

3338 University Ave., S.E.
Minneapolis 14, Minn.

MISSOURI

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

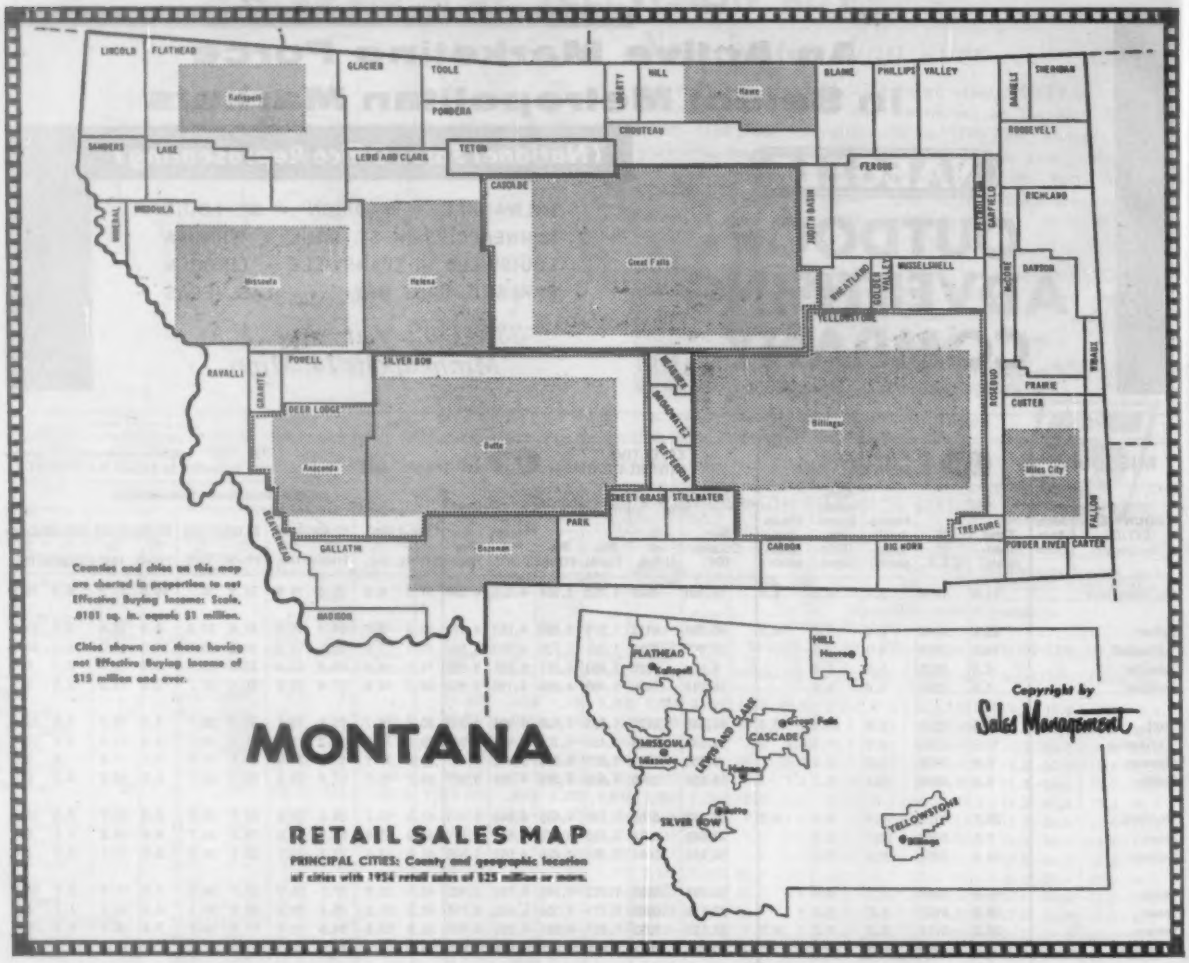
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Ste. Genevieve		11.8	.0068	3.1	3.3	4.2	16,434	.0049	1,393	5,301	4,938	4,806	27.2	8.8	24.6	16.9	31.9	36.7	10.0	17.7	6.3	19.9
Saline		25.9	.0145	8.0	8.7	13.3	40,786	.0123	1,575	5,093	4,652	4,432	29.9	9.7	24.8	17.8	31.6	37.8	9.1	16.6	5.6	18.1
Marshall		10.5	.0059	3.3	4.2		18,907	.0057	1,801	5,729	4,502	4,846	23.3	7.2	23.2	15.2	36.1	39.5	10.6	17.7	6.8	20.4
Schuyler		4.5	.0025	1.6	1.5		6,674	.0020	1,483	4,171	4,251	3,539	38.8	16.4	29.4	26.4	23.6	35.1	5.5	12.7	2.7	9.4
Scotland		7.0	.0040	2.4	2.4		10,214	.0030	1,459	4,256	4,195	3,538	39.4	16.6	27.4	24.6	25.1	37.7	5.6	12.8	2.5	8.3
Scott		30.6	.0171	8.8	8.8	16.8	40,546	.0122	1,325	4,608	4,600	4,243	30.6	10.7	25.6	19.1	20.4	38.1	8.6	16.3	4.8	15.8
4Sikeston		15.8	.0088	4.8	5.0		22,562	.0068	1,428	4,700	4,484	4,359	29.4	10.0	25.2	18.4	31.4	38.2	8.9	16.5	5.1	16.9
Shannon		6.4	.0036	1.7	2.0		6,902	.0021	1,078	4,060	3,342	2,827	52.5	27.7	27.6	31.0	16.6	31.8	2.7	7.8	.6	2.5
Shelby		8.8	.0049	3.1	3.2		13,534	.0040	1,538	4,366	4,181	3,627	38.1	15.7	27.2	23.8	25.2	36.7	6.6	14.8	2.9	9.0
Stoddard		30.7	.0172	8.4	8.6	4.2	34,315	.0103	1,118	4,068	3,945	3,473	41.3	17.7	28.3	25.8	22.6	34.6	5.0	11.7	2.8	10.2
Stone		9.4	.0052	2.7	2.8		10,643	.0032	1,132	3,942	3,690	3,121	47.0	22.4	27.5	28.0	19.8	33.7	4.2	10.8	1.5	5.1
Sullivan		10.0	.0056	3.3	3.5		14,611	.0044	1,461	4,428	4,092	3,502	40.8	17.4	27.7	25.1	23.5	35.6	5.2	12.1	2.8	9.8
Taney		10.6	.0060	3.1	3.4		12,861	.0039	1,213	4,149	3,754	3,422	43.1	18.7	27.1	25.2	22.1	34.3	4.9	11.6	2.8	10.2
Texas		18.9	.0105	5.7	5.8		22,138	.0066	1,171	3,884	3,612	3,184	45.2	21.2	28.3	28.2	20.6	34.3	4.2	10.7	1.7	5.6
Vernon		20.7	.0116	6.3	7.3	8.7	31,192	.0093	1,507	4,951	4,263	4,002	35.6	13.3	24.5	19.4	27.4	36.2	7.9	16.1	4.6	15.0
Nevada		8.7	.0049	3.0	3.5		16,084	.0048	1,849	5,361	4,186	4,514	29.5	9.8	22.4	15.3	31.6	37.1	10.0	18.0	6.3	19.3
Warren		7.6	.0043	2.4	2.3		10,779	.0033	1,418	4,491	4,564	3,957	33.0	12.4	26.8	21.5	28.8	38.5	7.7	15.8	3.7	11.8
Washington		14.1	.0079	3.8	3.9		14,420	.0043	1,023	3,795	3,687	3,284	42.6	19.5	29.1	28.4	22.2	35.9	4.5	11.1	1.6	5.1
Wayne		8.4	.0052	2.4	2.7		10,106	.0030	1,075	4,210	3,763	3,283	43.2	19.6	27.9	27.0	22.7	36.7	4.7	11.6	1.5	5.1
Webster		14.0	.0079	4.2	4.3		16,999	.0061	1,214	4,047	3,991	3,200	43.2	19.5	29.2	28.2	21.0	34.0	4.5	11.0	2.1	7.3
Worth		4.9	.0027	1.6	1.5		6,930	.0021	1,414	4,331	4,431	3,740	36.0	14.4	28.8	24.4	25.8	36.5	6.1	13.2	3.3	11.5
Wright		13.2	.0074	4.1	4.2	2.6	18,127	.0049	1,222	3,933	3,811	3,162	47.8	22.5	27.1	27.2	18.8	31.5	4.1	10.6	2.2	8.2
Total Above Cities		2,328.3	1.3032	737.0	891.5		4,892,659	1.4678	2,101	6,639	5,488	5,899	16.1	4.1	18.4	9.9	39.1	35.2	14.8	20.3	11.6	30.5
State Total		4,400.1	2.4625	1,373.6	1,569.6	2,864.1	8,068,095	2.4201	1,834	5,874	5,173	5,216	22.9	6.6	21.1	12.8	34.8	35.3	12.2	16.9	9.0	28.4

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Joplin	113.5	.0636	38.0	39.7	69.9	180,863	.0543	1,594	4,760
Kansas City	1,050.7	.5880	344.7	387.2	918.1	2,296,408	.6894	2,188	6,668
St. Joseph	103.6	.0580	32.7	37.6	94.0	193,374	.0580	1,867	5,914
St. Louis	2,089.3	1.1692	642.5	723.9	1,741.8	4,274,416	1.2822	2,046	6,653
Springfield	127.5	.0714	42.3	46.0	113.8	223,113	.0670	1,750	5,275
Total Above Areas	3,484.6	1.9502	1,100.2	1,234.4	2,937.6	7,170,174	2.1509	2,058	6,517

4 Sikeston is in New Madrid and Scott counties.
For Retail Sales data, see Section 4 location on page 17.

Before using these figures read foreword, page 19.
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All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.



MONTANA— (Other Mountain States: Arizona, Colorado, Idaho, Nevada, New Mexico, Utah, Wyoming.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Beaverhead		6.8	.0038	2.7	2.6	3.4	11,547	.0034	1,698	4,277	4,339	3,998	38.1	12.7	28.1	21.6	24.6	31.7	6.1	12.1	6.1	21.9
Big Horn		10.5	.0059	2.8	2.9		14,365	.0043	1,368	5,130	4,926	4,647	29.3	9.1	25.8	17.1	27.5	30.5	8.2	13.9	9.1	29.4
Blaine		8.3	.0048	2.6	2.8		13,080	.0039	1,578	5,031	4,670	4,441	30.1	9.8	23.3	16.2	30.6	35.4	9.0	15.9	7.0	22.7
Broadwater		2.3	.0013	.7	.7		3,763	.0012	1,636	5,376	5,315	4,850	25.8	7.7	25.7	16.3	30.0	31.9	8.8	14.2	9.7	29.9
Carbon		8.0	.0045	2.4	2.4	2.2	10,996	.0033	1,375	4,582	4,429	3,973	33.0	12.0	27.0	21.0	28.4	36.7	6.7	13.2	4.9	17.1
Carter		2.6	.0014	.8	.7		3,972	.0012	1,528	4,965	5,240	4,651	29.4	9.1	29.9	19.8	23.1	25.5	7.8	12.8	10.0	32.8
Cascade	228	75.4	.0422	23.1	28.0	56.6	145,810	.0437	1,934	6,312	5,196	5,099	17.6	4.6	18.5	10.2	39.7	36.3	12.7	17.8	11.5	31.1
△Great Falls		64.6	.0306	17.2	20.0		111,060	.0333	2,034	6,457	5,544	5,317	15.2	3.8	17.3	9.2	41.6	36.7	13.6	18.4	12.3	31.9
Cheuteau		7.6	.0043	2.4	2.5		17,834	.0054	2,347	7,431	7,041	6,584	19.8	4.3	20.6	9.6	27.1	21.2	12.2	14.6	20.3	50.3
Custer		12.5	.0070	4.0	4.3	10.1	21,673	.0065	1,734	5,418	5,009	4,874	24.4	7.2	22.0	13.9	34.7	36.7	10.4	16.8	8.5	25.4
Miles City		10.1	.0057	3.2	3.4		17,684	.0053	1,751	5,526	5,153	5,013	22.8	6.6	21.1	13.0	36.2	37.0	11.0	17.3	8.9	26.1
Daniels		3.9	.0022	1.0	1.0		5,022	.0015	1,288	5,022	4,637	4,288	36.5	12.4	22.8	16.5	25.7	31.1	7.3	13.4	7.7	26.6
Dawson		10.7	.0060	3.3	3.5	8.9	19,424	.0058	1,815	5,886	5,369	5,208	19.9	5.5	21.2	12.5	37.8	37.1	12.6	19.2	9.4	26.7
Glendive		8.9	.0050	2.8	3.3		17,085	.0051	1,920	6,102	5,177	5,410	17.4	4.6	20.3	11.5	39.4	37.5	13.8	18.6	10.1	27.8
Deer Lodge	204	22.1	.0123	8.4	8.7	17.0	37,723	.0113	1,707	5,894	5,619	5,402	13.1	3.5	17.3	9.9	48.6	46.1	12.8	18.7	8.2	21.8
△Anaconda		17.0	.0096	6.3	6.9		31,943	.0096	1,879	6,027	5,369	5,503	11.8	3.1	16.8	9.4	49.7	46.5	13.2	18.9	8.5	22.1
See Butte-Anaconda																						
Fallon		3.8	.0022	1.1	1.2		8,637	.0020	1,747	6,034	5,235	5,336	20.2	5.5	22.7	13.1	35.9	33.7	10.3	15.9	11.3	31.8
Fergus		13.5	.0075	4.4	4.7	9.1	28,911	.0081	1,993	6,116	5,712	5,415	22.4	6.0	22.8	12.8	32.5	30.9	10.0	14.6	12.5	35.7
Lewistown		9.1	.0051	2.8	3.4		17,609	.0053	1,935	6,289	5,179	5,591	19.2	5.0	21.4	11.8	35.3	32.5	11.1	15.6	13.0	35.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (△) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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LOOK AT THE FIGURES AND SEE WHY WESTERN MONTANA IS TRULY A

"EXPANDING MARKET BONANZA BUY"

Households	MISSOULA	New York	Chicago	Seattle-Tacoma
% change 1959 vs 1950	24.4	19.9	23.8	22.9
Rank based on % change	56	83	58	66

KMSO-TV'S AUDIENCE IS GROWING

Gained 14,000 TV homes because of shutdown Kalispell station

18 Boosters rebroadcast KMSO-TV programs

Best lineup of programs in Montana.

98% dominance of Western Montana homes

* Source—100 FASTEST GROWING MARKETS TELEVISION MAG. (FEB. 1960)

CBS · NBC · ABC

NATIONAL REPRESENTATIVES FORJOE-TV, Inc

KMSO-TV MISSOULA, MONTANA

MONTANA

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Flathead		32.6	.0182	10.4	10.4	14.8	52,067	.0158	1,597	5,006	4,999	4,624	23.3	7.3	23.4	15.8	35.9	41.1	10.1	17.1	8.3	18.9
Kalispell		11.1	.0062	3.7	3.8		18,859	.0057	1,699	5,097	4,918	4,741	24.0	7.3	21.9	14.2	36.8	40.0	10.1	16.7	7.2	21.8
Gallatin		24.7	.0139	7.8	9.3	12.7	45,614	.0137	1,847	5,848	4,905	5,021	23.7	6.8	20.3	12.4	35.5	36.5	11.3	17.7	9.2	26.6
Bozeman		12.7	.0071	3.9	5.4		25,197	.0076	1,984	6,461	4,666	5,333	22.3	6.0	16.6	9.6	37.8	36.5	12.6	18.5	10.7	29.4
Garfield		2.1	.0011	.6	.7		3,630	.0011	1,729	6,050	4,939	4,942	35.7	10.4	23.6	14.4	20.6	21.4	7.3	11.7	13.4	42.1
Glacier		10.6	.0061	3.0	3.2	4.2	16,816	.0050	1,557	5,605	5,206	5,014	22.2	6.4	26.3	12.5	37.9	36.8	11.0	17.3	8.6	25.8
Golden Valley		1.5	.0008	.4	.5		2,500	.0007	1,667	6,250	5,000	5,559	25.0	6.5	21.8	12.1	29.0	26.9	9.8	13.5	14.8	41.0
Granite		3.1	.0018	1.0	1.0		5,101	.0016	1,645	5,101	5,101	4,523	26.0	8.3	24.6	16.7	34.0	38.8	8.7	15.1	6.7	21.1
Hill		18.1	.0101	5.5	5.5	12.2	31,381	.0094	1,734	5,706	5,635	5,301	24.1	6.6	19.8	11.5	32.7	31.8	12.1	17.9	11.3	32.4
Havre		12.2	.0068	3.9	4.0		22,606	.0068	1,853	5,796	5,614	5,418	22.8	6.1	18.8	10.7	34.1	33.3	12.7	18.4	11.6	32.5
Jefferson		4.3	.0024	1.0	1.0		4,897	.0015	1,139	4,897	4,668	4,144	34.3	12.0	26.5	19.7	25.4	31.5	7.1	13.4	6.7	23.4
Judith Basin		2.9	.0016	.7	.9		6,132	.0018	2,114	8,760	6,813	6,740	16.2	3.5	19.0	8.7	31.2	23.7	13.1	15.3	20.5	49.8
Lake		12.9	.0072	3.7	3.7		15,856	.0048	1,229	4,285	4,194	3,654	36.2	14.3	28.9	24.4	25.3	35.5	5.8	12.6	3.8	13.2
Lewis and Clark		30.5	.0171	10.3	10.8	26.7	59,799	.0179	1,961	5,806	5,497	5,402	20.1	5.4	19.1	10.9	37.1	35.3	13.0	18.9	10.7	29.5
Helena		26.7	.0149	8.8	9.4		52,226	.0137	1,956	5,935	5,532	5,480	19.1	5.0	18.7	10.5	37.9	35.6	13.3	19.1	11.0	29.8
Liberty		2.7	.0015	.5	.8		5,505	.0016	2,039	11,010	6,372	7,686	9.9	1.9	12.1	4.8	34.3	23.0	19.0	19.5	24.7	50.8
Lincoln		11.2	.0063	3.4	3.5		16,631	.0050	1,485	4,891	4,695	4,480	25.9	8.4	22.0	15.1	36.6	42.0	9.8	17.1	5.7	17.4
McCone		3.4	.0019	1.0	1.1		6,435	.0020	1,893	6,435	5,850	5,593	24.4	6.3	22.0	12.1	27.2	25.6	12.2	17.2	14.2	38.4
Madison		5.7	.0032	1.8	2.0		9,255	.0027	1,624	5,142	4,628	4,455	26.4	8.6	27.0	18.7	31.7	35.5	8.1	14.3	6.8	21.9
Meagher		2.8	.0016	1.0	1.0		4,621	.0014	1,650	4,621	4,216	4,064	30.4	10.8	30.6	23.2	27.0	34.2	6.5	12.5	5.5	19.3
Mineral		2.7	.0015	.9	.9		4,266	.0013	1,580	4,740	4,425	4,352	23.4	7.8	25.1	17.8	37.7	44.8	9.2	16.6	4.6	13.2
Missoula		45.0	.0251	14.7	16.6	31.7	78,201	.0235	1,738	5,320	4,709	4,765	24.5	7.4	21.7	14.0	35.7	38.8	10.5	17.4	7.6	22.8
Missoula		28.6	.0160	8.8	11.7		53,496	.0160	1,870	6,079	4,552	5,051	22.3	6.4	19.4	11.9	37.8	38.3	11.8	18.3	8.8	25.1
Musselshell		5.1	.0029	1.6	1.7	2.7	9,060	.0027	1,776	5,663	5,225	4,997	23.4	6.8	21.8	13.4	35.1	36.1	10.5	16.5	9.2	27.2
Park		13.3	.0074	3.6	4.5	9.5	19,412	.0058	1,460	5,392	4,283	4,916	21.0	6.2	22.2	13.9	38.4	40.2	10.7	17.1	7.7	22.6
Livingston		9.5	.0053	2.8	3.4		16,342	.0049	1,720	5,836	4,795	5,115	18.1	5.1	20.9	12.6	41.1	41.3	11.7	18.0	8.2	23.0
Petroleum		.8	.0005	.3	.2		1,608	.0005	2,010	5,360	6,022	4,959	23.5	6.8	18.3	11.4	39.2	40.6	10.8	17.2	8.2	24.0
Phillips		6.4	.0036	2.0	2.1		10,224	.0031	1,598	5,112	4,793	4,358	32.6	10.8	22.6	16.0	29.4	34.6	8.2	14.8	7.2	23.3
Pondera		7.2	.0040	2.0	2.3		15,899	.0047	2,208	7,950	6,827	6,847	14.9	3.1	17.6	7.9	34.4	28.0	12.4	14.2	20.7	46.8
Powder River		2.6	.0015	.8	.8		5,275	.0016	2,029	6,594	6,594	5,736	25.1	6.6	19.6	10.5	27.5	24.6	11.2	15.4	15.6	42.9
Powell		7.7	.0043	2.2	2.3	4.6	11,784	.0035	1,530	5,356	5,101	4,890	29.8	6.1	20.5	12.9	40.3	42.4	11.4	18.3	7.8	29.3
Prairie		2.5	.0014	.7	.8		4,196	.0013	1,678	5,994	5,245	5,066	24.1	6.9	21.9	13.3	35.1	35.5	8.6	13.4	10.3	30.9
Ravalli		12.5	.0070	4.0	3.9	2.5	17,425	.0052	1,394	4,356	4,408	3,651	32.8	12.3	29.0	23.2	27.5	38.8	8.5	13.2	4.2	14.5
Richland		11.0	.0061	2.9	2.9	4.3	15,333	.0046	1,394	5,287	5,128	4,631	26.8	8.3	26.0	17.3	30.2	33.6	8.9	15.1	8.1	25.7
Roosevelt		11.3	.0063	3.0	3.0	3.0	15,790	.0048	1,397	5,263	5,196	4,712	28.7	8.6	23.7	15.5	29.8	32.5	8.8	14.7	9.0	28.5
Rosebud		6.7	.0038	2.0	2.1		10,311	.0031	1,539	5,156	4,756	4,646	30.0	9.3	22.9	15.2	29.7	32.9	8.8	14.5	8.9	28.1
Sanders		8.1	.0045	2.5	2.6		11,099	.0033	1,370	4,440	4,215	3,947	30.4	11.1	23.0	21.9	30.2	39.4	7.3	14.5	4.1	13.1
Sheridan		5.6	.0033	1.8	2.0		10,847	.0032	1,585	6,026	5,317	4,845	26.8	8.0	23.9	15.2	31.0	33.0	8.6	13.9	9.7	29.9
Silver Bow	294	57.1	.0320	20.5	20.7	40.4	104,991	.0315	1,839	5,122	5,060	4,835	21.7	6.5	20.0	12.8	40.6	43.2	10.9	17.6	6.8	19.9
△Butte		34.7	.0194	11.7	13.4		66,755	.0200	1,924	5,706	4,978	5,090	18.8	5.3	18.4	11.3	43.5	43.8	12.0	18.5	7.6	21.2
△Butte-Anaconda		61.7	.0289	17.0			98,700	.0296	1,909	5,806												
Stillwater		5.6	.0032	1.8	1.8		9,243	.0028	1,594	5,135	4,959	4,657	30.1	9.3	24.7	16.3	28.2	31.3	7.6	12.8	9.4	30.3
Sweet Grass		3.2	.0018	.9	1.1		5,731	.0017	1,791	6,366	5,210	5,013	24.3	7.0	24.7	15.2	30.8	31.6	9.8	15.3	10.4	30.9
Teton		7.7	.0043	2.3	2.2		13,965	.0042	1,814	6,072	6,133	5,815	24.1	8.3	23.9	13.4	28.7	26.7	9.1	13.9	14.2	40.8
Toole		5.1	.0046	2.5	2.7	3.6	17,139	.0051	2,116	6,854	6,268	6,196	14.1	3.3	16.3	8.1	41.0	34.0	13.8	17.4	14.8	37.2

For Retail Sales data, see Section 4 location on page 17.
SM Standard (△) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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MONTANA

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Treasure		1.2	.0006	.3	.3		2,090	.0007	1,742	6,967	6,967	6,399	12.7	2.9	19.9	9.6	39.5	31.7	10.9	13.4	17.0	42.4
Valley		14.0	.0079	4.2	4.2	6.9	22,873	.0068	1,634	5,446	5,396	4,923	23.6	6.9	22.9	14.3	34.4	35.9	10.3	16.5	8.8	26.4
Glasgow		6.8	.0038	2.2	2.3		11,476	.0034	1,688	5,216	4,957	5,002	21.4	6.2	22.7	14.0	36.3	37.3	10.9	17.1	8.7	25.4
Wheatland		2.9	.0016	.9	1.0		5,421	.0017	1,869	6,023	5,421	5,165	23.1	6.5	24.0	14.3	31.3	31.1	10.7	16.3	10.9	31.8
Wibaux		1.7	.0010	.4	.5		2,639	.0008	1,552	6,596	4,970	5,065	21.1	6.0	23.1	13.9	35.0	35.5	11.3	17.4	9.5	27.2
Yellowstone	195	78.8	.0441	25.3	25.4	47.4	143,898	.0431	1,826	5,688	5,395	5,380	18.9	5.1	20.1	11.5	38.2	38.5	12.4	18.1	10.4	26.8
△Billings		43.8	.0245	14.3	15.6		88,056	.0264	2,010	6,158	5,629	5,710	16.2	4.1	18.8	10.1	39.4	35.5	13.7	18.8	11.9	31.5
Total Above Cities		285.8	.1599	91.4	105.0		550,396	.1651	1,926	6,022	5,242	5,412	18.3	4.9	18.8	10.7	40.0	37.9	12.6	18.4	10.3	28.1
State Total		687.5	.3848	213.9	228.0	332.4	1,193,714	.3580	1,736	5,581	5,236	5,037	22.8	6.5	21.5	13.2	35.7	36.4	10.8	16.8	9.2	27.1

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Billings	78.8	.0441	25.3	25.4	47.4	143,898	.0431	1,826	5,688
△Butte-Anaconda	79.2	.0443	26.9	27.5	57.4	142,714	.0428	1,802	5,306

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Great Falls	75.4	.0422	23.1	28.0	54.6	145,810	.0437	1,934	6,312
Total Above Areas	233.4	.1306	75.3	80.9	159.4	432,422	.1296	1,853	5,743

NEBRASKA— (Other West North Central States: Iowa, Kansas, Minnesota, Missouri, North Dakota, South Dakota.)

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adams		30.7	.0171	9.3	10.0	24.4	49,353	.0148	1,608	5,307	4,912	4,621	23.4	7.5	27.6	19.0	34.4	39.4	9.0	15.8	5.6	18.3
Hastings		24.4	.0137	7.9	8.6		40,093	.0120	1,643	5,075	4,637	4,618	23.2	7.5	27.6	19.0	34.6	39.7	9.1	15.9	5.5	17.9
Antelope		11.2	.0063	3.5	3.6		16,429	.0049	1,467	4,694	4,530	3,969	35.6	13.4	29.2	23.3	23.8	31.8	6.6	13.5	4.8	18.0
Arthur		.3	.0004	.2	.3		1,472	.0006	1,840	7,360	4,292	5,201	24.9	7.1	32.3	19.7	24.4	25.0	6.6	10.2	11.8	38.0
Banner		1.7	.0010	.5	.4		3,457	.0010	2,034	6,914	7,113	6,692	19.8	4.4	23.8	11.3	26.3	20.9	11.2	13.6	18.9	49.8
Blaine		1.2	.0007	.2	.3		2,095	.0007	1,746	10,475	5,819	6,481	15.7	3.7	24.9	11.8	32.9	27.0	10.9	13.6	16.5	43.9
Boone		9.7	.0054	2.8	2.8		13,242	.0039	1,365	4,729	4,596	4,007	33.9	12.6	32.4	25.7	22.7	30.0	5.9	11.9	5.1	19.8
Box Butte		12.9	.0072	3.7	3.7	8.6	22,481	.0068	1,743	6,076	6,029	5,597	20.1	5.4	23.6	13.4	34.2	32.3	11.1	16.1	11.0	32.8
Alliance		8.6	.0048	2.6	2.6		15,095	.0045	1,755	5,806	5,071	5,550	19.6	5.3	22.9	13.1	35.6	33.9	11.5	16.8	10.4	30.9
Boyd		4.6	.0026	1.3	1.4		6,460	.0019	1,391	4,923	4,454	3,854	34.8	13.4	30.2	24.9	24.9	34.1	6.4	13.5	3.9	14.1
Brown		4.6	.0026	1.4	1.5		8,049	.0024	1,750	5,749	5,352	5,041	24.8	7.3	25.8	18.1	26.3	29.9	8.6	13.8	9.5	30.9
Buffalo		27.0	.0151	8.5	9.3	15.1	43,044	.0129	1,594	5,064	4,623	4,421	29.1	9.8	28.9	20.7	26.3	33.8	7.7	14.2	6.1	21.5
Kearney		15.1	.0085	4.6	5.6		24,957	.0075	1,653	5,425	4,437	4,639	27.3	8.8	27.7	19.0	29.6	33.8	8.3	14.5	7.1	23.9
Burt		11.5	.0064	3.5	3.7		19,273	.0058	1,676	5,507	5,171	4,801	24.0	7.4	30.1	19.9	29.5	32.6	8.8	14.9	7.6	25.2
Butler		11.0	.0062	3.3	3.5		15,028	.0045	1,366	4,554	4,210	3,769	35.3	14.0	31.8	26.8	23.8	33.8	5.4	11.8	3.7	14.1
Cass		18.6	.0104	5.9	6.0	5.6	29,719	.0089	1,598	5,037	4,933	4,523	23.3	7.7	31.1	21.8	31.4	36.8	8.7	15.7	5.5	18.0
Cedar		13.8	.0077	3.7	3.9		19,828	.0060	1,437	5,359	5,029	4,529	27.1	8.9	29.5	20.7	29.3	34.3	7.7	13.7	6.4	22.4
Chase		4.4	.0025	1.3	1.4		7,624	.0023	1,733	5,865	5,313	4,869	26.6	8.1	28.0	18.3	28.1	30.6	8.8	14.6	8.5	29.4
Cherry		8.8	.0049	2.6	2.7	3.0	14,930	.0044	1,697	5,742	5,481	5,101	25.8	7.5	31.2	19.4	25.2	26.3	7.0	11.0	10.8	35.8
Cheyenne		18.2	.0102	5.5	6.0	9.0	37,433	.0113	2,057	6,806	6,207	6,219	16.0	3.8	24.1	12.3	33.5	28.6	11.9	15.6	14.5	39.8
Sidney		9.0	.0050	2.4	3.3		19,603	.0059	2,178	8,168	5,923	6,979	9.1	1.9	19.5	8.9	39.1	39.7	14.9	17.3	17.4	42.2
Clay		9.5	.0053	3.2	3.2		13,737	.0041	1,446	4,293	4,291	3,737	33.3	13.3	34.0	28.9	23.7	33.4	5.7	12.4	3.3	12.0
Colfax		10.5	.0059	3.3	3.6	3.0	18,629	.0056	1,774	5,645	5,069	4,784	22.6	7.0	30.9	20.5	30.0	33.4	9.3	15.7	7.2	23.4
Cuming		13.4	.0075	3.8	3.9	2.8	20,563	.0061	1,535	5,411	5,267	4,729	27.5	8.7	28.8	18.0	29.2	32.7	9.0	15.4	7.5	25.2
Custer		17.9	.0100	5.5	5.6	3.4	28,198	.0085	1,575	5,127	4,780	4,329	30.2	10.4	31.0	22.8	25.5	31.1	7.1	13.4	6.2	22.3
Dakota		12.5	.0070	3.8	3.8	6.8	18,580	.0056	1,484	5,153	5,068	4,643	24.2	7.8	28.5	19.5	32.0	36.5	9.2	16.1	6.1	20.1
Dawes		9.2	.0051	2.8	3.1	4.6	15,969	.0047	1,736	5,703	5,039	5,019	22.4	6.7	25.6	16.2	33.9	35.8	10.2	16.4	7.9	24.9
Dawson		20.7	.0116	6.4	6.8	11.9	34,835	.0105	1,683	5,443	5,354	4,902	23.3	7.1	29.3	19.0	30.4	32.9	9.0	14.8	8.0	26.2
Lexington		6.4	.0036	1.8	2.2		10,960	.0033	1,713	6,089	4,915	5,188	20.2	5.8	27.0	16.5	33.8	34.6	10.1	15.8	8.9	27.3
Deuel		3.0	.0017	.9	1.0		6,062	.0018	2,021	6,736	6,062	5,617	17.4	4.5	24.5	13.4	34.3	31.2	11.6	16.1	12.2	34.8
Dixon		8.7	.0049	2.6	2.5		12,329	.0037	1,417	4,742	4,777	4,099	33.1	12.0	29.9	23.2	24.7	32.0	7.2	14.2	5.1	18.6
Dodge		30.9	.0173	10.0	10.8	19.9	55,641	.0167	1,801	5,564	5,118	4,966	23.3	7.0	29.0	18.5	30.4	32.2	8.6	14.0	8.7	28.3
Fremont		19.3	.0108	6.2	7.6		38,355	.0115	1,987	6,186	4,982	5,388	19.6	5.4	27.4	16.2	33.0	32.4	9.6	14.5	10.4	31.5

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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For a profitable selection of markets and media study both the Survey data and the Survey advertisements.



NEBRASKA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Douglas	114	337.3	.1887	103.4	120.4	329.9	671,509	.2014	1,991	6,494	5,573	5,829	15.3	3.9	22.3	12.2	38.0	34.6	13.2	18.3	11.2	31.0
▲Omaha		314.4	.1760	95.3	114.9		633,001	.1899	2,013	6,643	5,507	5,909	14.5	3.7	22.0	11.8	38.5	34.6	13.5	18.5	11.5	31.4
Dundy		3.5	.0020	1.0	1.0		5,526	.0017	1,579	5,536	5,263	4,956	21.8	6.6	31.7	20.3	29.6	31.6	8.4	13.7	8.5	27.8
Fillmore		10.1	.0056	3.5	3.5		14,642	.0044	1,450	4,183	4,060	3,630	36.2	14.9	32.8	28.7	22.9	33.3	5.0	11.1	3.1	12.0
Franklin		6.3	.0036	2.0	1.9		8,938	.0027	1,419	4,468	4,539	3,890	33.5	12.8	31.9	26.0	24.2	33.2	6.4	13.2	4.0	14.8
Frontier		5.2	.0029	1.4	1.6		8,261	.0024	1,589	5,901	5,065	4,680	27.7	8.8	27.7	18.8	28.8	32.8	8.3	14.3	7.5	25.3
Furnas		8.8	.0049	2.9	2.9		13,484	.0041	1,532	4,650	4,498	4,048	31.1	11.4	30.6	24.0	26.8	35.2	7.2	14.4	4.3	15.0
Gage		28.0	.0157	8.4	9.1	13.1	42,779	.0128	1,528	5,093	4,653	4,439	25.0	8.4	30.1	21.5	31.1	37.2	8.5	15.5	5.3	17.4
Beatrice		13.1	.0073	4.2	4.9		22,560	.0068	1,722	5,371	4,569	4,726	22.1	7.0	29.0	19.5	33.0	37.1	9.6	16.4	6.3	20.0
Garden		4.0	.0022	1.3	1.3		6,791	.0020	1,698	5,224	4,953	4,715	26.3	8.3	32.5	21.9	25.1	28.4	7.8	13.3	8.3	28.1
Garfield		2.8	.0016	.8	.8		4,008	.0013	1,431	5,010	4,612	4,275	29.8	10.4	32.7	24.3	25.3	31.4	6.1	11.5	6.1	22.4
Gosper		2.5	.0014	.7	.8		4,391	.0013	1,756	6,273	5,489	4,993	24.1	7.2	33.3	21.2	24.4	25.8	8.5	13.8	9.7	32.0
Grant		1.1	.0006	.2	.4		1,992	.0006	1,811	9,960	4,980	7,145	8.5	1.7	22.0	9.8	34.5	25.8	15.5	17.6	19.5	45.3
Greeley		5.7	.0032	1.6	1.7		7,674	.0023	1,346	4,796	4,514	4,001	31.8	11.8	31.7	25.2	25.8	34.2	6.4	13.0	4.3	15.8

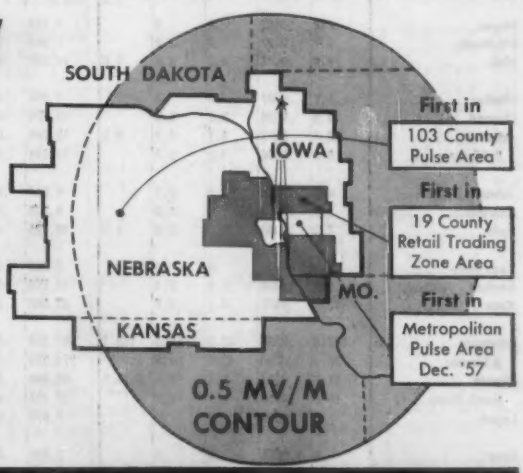
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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BIG *RADIO* WOW ALONE

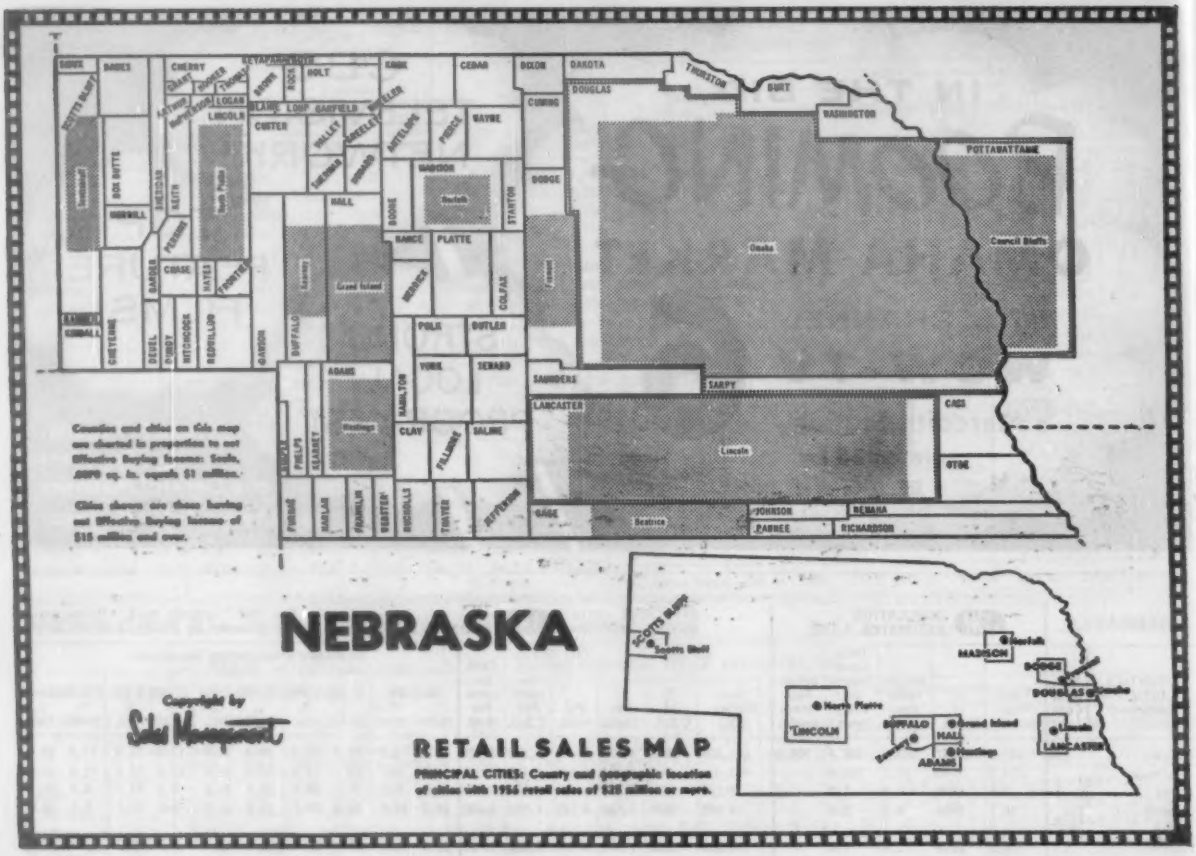
(Gives you (For at least the 8th year in a row!)

30% OF THE RADIO FAMILIES IN THE NEBRASKA-IOWA WOW AREA



REGIONAL RADIO — A MEREDITH STATION **WOW**

FRANK P. FOGARTY, Vice President & General Mgr.
BILL WISEMAN, Sales Manager
JOHN BLAIR & COMPANY, Representatives



NEBRASKA	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.											
													Income Breakdown of Households											
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000& over			
													% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.		
Hall		38.3	.0214	12.8	13.0	28.5	87,693	.0203	1,767	5,841	5,196	5,073	20.2	8.9	26.7	18.7	36.0	36.5	10.3	18.5	7.8	24.4		
Grand Island		28.5	.0160	9.0	10.1		51,191	.0154	1,796	5,688	5,068	5,152	19.2	8.6	26.4	16.3	35.6	36.5	10.7	16.6	8.1	24.6		
Hamilton		9.3	.0062	3.1	3.1		15,747	.0047	1,693	5,080	5,060	4,448	25.6	8.6	30.6	21.8	30.0	35.7	8.4	15.3	5.5	18.6		
Harlan		6.7	.0032	1.8	2.0		10,573	.0032	1,855	5,874	5,100	5,010	20.5	6.1	27.0	17.1	34.8	38.8	10.2	18.4	7.5	23.6		
Hayes		2.2	.0012	.6	.6		4,185	.0012	1,902	6,370	6,053	6,237	15.8	3.8	22.0	11.2	34.3	29.1	13.7	17.6	14.2	38.1		
Hitchcock		4.7	.0027	1.4	1.6		7,961	.0024	1,694	5,686	5,293	4,851	23.6	7.2	27.5	18.0	31.2	34.1	10.6	17.7	7.2	23.0		
Holt		14.6	.0081	4.1	4.3	3.0	18,562	.0066	1,282	4,532	4,316	3,905	35.6	13.9	31.0	25.9	23.0	32.6	6.4	13.6	4.0	14.8		
Hooker		1.2	.0007	.3	.3		1,646	.0005	1,372	5,487	5,487	4,474	25.4	8.5	31.2	22.1	26.4	33.7	9.2	16.6	5.8	19.1		
Howard		6.9	.0038	2.3	2.3		10,826	.0032	1,569	4,707	4,570	4,000	33.0	12.3	32.5	25.8	23.0	30.6	6.7	13.5	4.8	17.8		
Jefferson		12.6	.0071	4.1	4.2	6.5	19,286	.0058	1,531	4,704	4,592	4,141	29.1	10.5	30.2	23.2	28.9	36.9	7.5	14.7	4.3	14.7		
Fairbury		6.5	.0036	2.3	2.5		11,194	.0034	1,722	4,867	4,478	4,419	26.3	8.8	29.5	21.2	30.8	37.0	8.2	15.1	5.3	17.9		
Johnson		6.5	.0036	2.0	2.1		9,807	.0030	1,509	4,904	4,802	4,079	27.6	10.1	33.0	25.7	26.2	36.7	7.2	14.3	4.9	13.2		
Kearney		6.9	.0033	1.9	1.9		9,340	.0028	1,353	4,916	4,748	4,150	28.4	10.2	31.2	23.9	28.6	36.4	7.4	14.5	4.4	15.0		
Keith		7.8	.0044	2.5	2.5	3.3	18,135	.0048	2,099	6,454	6,444	6,020	19.0	4.7	26.9	14.2	30.2	26.6	9.4	12.6	14.5	41.9		
Keya Paha		2.1	.0011	.4	.6		2,687	.0008	1,280	5,718	4,479	4,607	29.1	9.4	31.6	21.3	23.6	27.2	7.2	12.7	8.5	29.9		
Kimball		6.9	.0039	1.9	2.4		14,828	.0044	2,149	7,804	5,957	6,088	16.3	3.6	23.6	11.2	31.1	24.3	10.9	13.2	18.1	47.2		
Knox		13.7	.0077	4.1	4.6		23,098	.0070	1,685	5,631	4,950	4,651	28.5	9.1	27.9	19.0	27.3	31.1	8.7	15.1	7.6	25.7		
Lancaster	87	148.5	.0831	47.3	56.5	123.7	297,382	.0692	2,003	6,287	5,050	5,439	19.7	5.4	23.2	13.5	35.4	34.5	11.8	17.8	9.8	29.5		
ΔLincoln		130.4	.0730	42.2	54.8		274,359	.0633	2,104	6,501	4,999	5,552	18.7	5.0	22.5	12.9	36.1	34.5	12.4	18.1	10.3	29.5		
Lincoln		31.5	.0176	9.6	10.4	19.6	55,858	.0167	1,773	5,819	5,337	5,213	21.0	6.9	25.1	15.3	34.4	35.1	10.7	16.6	8.8	27.0		
North Platte		19.6	.0110	6.3	6.9		37,436	.0112	1,910	5,942	5,354	5,506	18.3	5.0	23.7	13.1	37.4	35.9	11.9	17.5	9.7	25.5		
Logan		1.2	.0007	.4	.3		2,079	.0007	1,733	5,198	5,634	4,672	31.7	10.1	30.4	20.6	20.8	23.7	7.9	13.6	9.2	32.0		
Loup		.9	.0005	.3	.2		1,399	.0004	1,554	4,663	5,661	4,117	32.0	11.6	34.8	26.9	21.0	27.1	6.3	12.3	5.9	22.1		
McPherson		.5	.0003	.1	.1		868	.0002	1,738	5,800	6,077	4,483	27.5	9.1	29.6	20.8	29.9	34.1	7.7	13.9	6.3	22.1		
Madison		25.4	.0147	8.1	8.7	14.2	40,331	.0121	1,523	4,979	4,601	4,408	27.4	9.3	29.1	21.0	29.9	35.7	8.1	15.0	5.5	19.0		
Norfolk		14.3	.0079	4.3	5.4		23,864	.0072	1,681	5,550	4,383	4,783	22.7	7.1	27.3	18.1	33.7	37.4	9.7	16.4	6.6	21.0		

For Retail Sales data, see Section 4 location on page 17.
SM Standard (Δ) and Potential (△) Metropolitan County Areas.

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YOU'RE ONLY **HALF-COVERED**

IN NEBRASKA

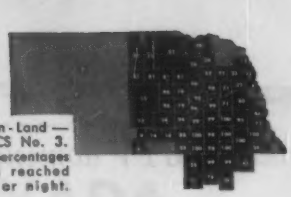
IF YOU DON'T USE

KOLN-TV

Hunt around Nebraska all you like; you'll find just two big television markets. One is in the extreme East where *three* top TV stations beckon to your budget.

The other big market — Lincoln-Land — is acknowledged to be KOLN-TV country, with no serious challengers in sight. Latest Nielsen credits KOLN-TV with *65,500 TV HOMES* during prime 6 to 9 p.m. viewing time. Compare this figure with that of *ANY* Omaha station!

Avery-Knodel will give you all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke .....98,000 homes
Father Knows Best.....86,500 homes
6:00 p.m. News.....84,400 homes
10:00 p.m. News.....74,400 homes

*November Lincoln NSI

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

NEBRASKA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Marrick		8.6	.0049	2.8	2.8		14,279	.0043	1,660	5,100	4,980	4,525	28.9	8.9	30.2	21.2	28.1	32.9	8.4	15.0	6.4	22.0
Morrill		7.7	.0043	2.2	2.3		11,489	.0035	1,492	5,222	4,996	4,523	24.7	8.1	29.0	20.4	32.5	38.1	8.3	14.8	5.5	18.6
Nance		6.5	.0036	1.8	1.7		7,889	.0023	1,214	4,383	4,427	3,755	30.0	11.9	35.2	29.8	26.5	37.4	5.7	12.3	2.6	8.6
Nemaha		10.2	.0057	3.1	3.7	3.1	16,788	.0051	1,644	5,409	4,521	4,339	29.9	10.3	29.8	21.8	26.4	32.2	7.9	14.7	6.0	21.0
Nuckolls		9.7	.0054	2.8	3.2	3.2	14,181	.0042	1,462	5,065	4,386	4,153	27.3	9.8	32.0	24.5	29.9	38.1	6.6	12.8	4.2	14.8
Otoe		18.3	.0103	5.9	6.0	7.8	30,158	.0091	1,648	5,112	5,000	4,534	26.1	8.3	30.8	21.6	29.8	34.7	8.3	14.9	6.0	20.5
Nebraska City		7.6	.0043	2.4	2.6		12,502	.0038	1,645	5,209	4,745	4,647	23.7	7.6	29.7	20.3	31.5	35.9	8.9	15.5	6.2	20.7
Pawnee		5.4	.0030	1.9	1.8		8,136	.0024	1,507	4,282	4,293	3,563	38.5	16.1	31.8	29.3	21.3	31.8	5.2	11.9	3.2	11.9
Perkins		4.0	.0022	1.1	1.2		7,826	.0023	1,907	6,933	6,160	5,771	23.3	6.0	23.0	12.7	29.4	27.0	11.1	15.6	13.2	38.7
Phelps		10.2	.0058	3.3	3.4	5.3	17,911	.0054	1,756	5,428	5,165	4,809	22.6	7.0	30.0	19.8	31.4	34.6	8.3	14.9	7.2	23.7
Holdrege		5.3	.0030	1.8	1.9		10,029	.0030	1,892	5,572	5,256	5,152	20.5	5.9	28.0	17.3	32.9	33.8	9.8	15.4	8.8	27.6
Pierce		8.7	.0048	2.6	2.6		12,950	.0038	1,489	4,981	4,924	4,219	32.5	11.5	29.9	22.5	25.1	31.4	6.7	12.9	5.8	21.7
Platte		24.0	.0135	7.1	7.1	12.5	35,208	.0106	1,467	4,959	4,924	4,499	25.5	8.5	29.9	21.1	30.8	36.0	8.3	15.0	5.7	19.4
Columbus		12.5	.0070	3.3	4.2		20,041	.0060	1,603	6,073	4,739	5,077	17.9	5.3	28.2	17.6	36.2	37.8	10.2	16.3	7.5	23.0
Polk		8.1	.0045	2.6	3.0		14,684	.0044	1,813	5,648	4,895	4,851	26.0	8.3	29.5	20.2	28.9	32.9	8.6	15.0	7.0	23.6
Redwillow		12.8	.0072	4.0	4.2	8.7	22,346	.0067	1,748	5,587	5,237	4,998	23.3	6.9	26.0	16.5	32.1	34.1	10.6	17.2	8.0	25.3
McCook		8.7	.0049	2.7	3.2		15,981	.0048	1,837	5,919	4,954	5,196	20.8	6.0	24.9	15.2	34.2	34.9	11.5	17.9	8.6	26.0
Richardson		14.6	.0081	4.7	4.9	6.3	24,578	.0074	1,683	5,229	4,951	4,576	23.7	8.4	29.2	20.2	30.7	35.6	8.1	14.4	6.3	21.4
Falls City		6.3	.0035	2.1	2.3		11,131	.0033	1,767	5,300	4,840	4,786	23.3	7.2	28.0	18.6	33.1	36.7	8.7	14.8	6.9	22.7
Rock		2.7	.0015	.8	.8		3,975	.0012	1,472	4,969	4,743	4,035	37.1	13.7	29.0	22.8	21.9	28.7	6.3	12.7	5.7	22.1
Saline		14.6	.0082	5.0	5.3	3.9	23,991	.0072	1,643	4,798	4,484	4,125	28.7	10.4	32.7	25.1	27.3	35.1	6.8	13.3	4.5	16.1
Sarpy	114	32.0	.0179	7.5	14.9	9.9	55,032	.0165	1,720	7,338	3,683	5,165	22.3	6.4	22.7	14.0	34.8	35.6	11.7	18.4	8.5	25.6
Saunders		17.7	.0099	5.7	6.3	3.4	31,263	.0094	1,766	5,485	4,951	4,675	22.5	7.2	30.3	20.6	32.0	38.3	9.0	15.6	6.2	20.3
Scotts Bluff		35.6	.0199	10.6	11.0	17.9	60,607	.0178	1,674	5,623	5,404	5,133	21.6	6.3	26.4	16.3	33.1	34.3	9.9	15.6	8.8	27.5
Scottsbluff		14.5	.0081	4.5	5.1		26,864	.0081	1,853	5,970	5,267	5,442	18.5	5.1	23.9	13.9	36.8	35.8	11.2	16.7	9.6	28.5
Seward		13.3	.0075	4.2	4.6	3.2	20,956	.0063	1,576	4,990	4,487	4,182	28.4	10.1	31.8	24.1	27.8	35.3	7.3	14.1	4.7	16.4
Sheridan		10.1	.0056	3.0	3.4		18,441	.0056	1,826	6,147	5,421	5,309	23.6	6.9	27.6	18.5	28.3	28.3	9.5	14.5	11.0	34.1
Sherman		6.0	.0034	1.6	1.9		8,454	.0025	1,409	5,284	4,428	3,980	31.2	11.7	29.2	23.3	27.9	37.2	7.8	15.9	3.9	11.9
Sioux		2.3	.0013	.8	.8		3,744	.0011	1,628	6,240	5,787	5,073	24.8	7.3	28.7	18.0	23.4	29.7	8.3	13.2	9.8	31.8
Stanton		5.4	.0030	1.6	1.6		9,029	.0027	1,672	5,643	5,368	4,700	27.2	8.6	31.6	21.3	24.8	28.0	8.2	14.2	8.2	27.9
Thayer		10.1	.0057	3.1	3.2		14,907	.0045	1,468	4,776	4,587	4,071	29.5	10.8	33.5	26.1	26.0	33.9	6.5	12.9	4.5	16.3
Thomas		1.4	.0007	.5	.5		2,741	.0008	1,958	5,482	4,702	5,077	19.7	5.8	33.8	21.1	29.2	30.5	8.1	13.0	9.2	29.6
Thurston		7.7	.0044	2.2	2.2		11,891	.0036	1,544	5,405	5,250	4,815	29.7	9.2	28.6	17.5	25.7	28.4	9.2	15.5	8.8	29.4
Valley		6.9	.0038	2.0	2.1		9,403	.0028	1,363	4,702	4,478	3,916	34.0	12.9	28.5	23.1	26.7	36.3	6.9	14.2	3.9	13.5
Washington		12.2	.0068	3.8	4.2	4.1	20,545	.0061	1,684	5,407	4,811	4,597	24.4	7.9	30.4	21.0	30.6	35.3	8.3	14.6	6.3	21.2
Wayne		10.4	.0059	3.0	3.8	3.9	18,254	.0055	1,755	6,085	4,711	4,878	26.3	8.0	26.7	17.4	29.2	31.7	9.3	15.5	8.5	27.4

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.

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only KMTV dominates both

Omaha & Lincoln

see petry for the reach story

NEBRASKA

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Webster		6.9	.0038	2.3	2.3		9,173	.0028	1,329	3,988	3,872	3,399	41.2	18.1	32.0	29.9	19.5	30.3	4.5	10.7	2.8	11.0
Wheeler		1.2	.0007	.3	.2		1,347	.0004	1,123	4,490	5,241	4,346	33.8	11.6	31.7	23.1	19.1	23.4	7.9	14.8	7.5	27.1
York		14.5	.0081	4.6	5.0	6.7	23,533	.0070	1,623	5,116	4,678	4,361	25.7	8.8	31.3	22.8	29.6	35.8	8.3	15.5	5.1	17.1
York		6.7	.0037	2.2	2.5		11,079	.0033	1,654	5,036	4,324	4,453	25.1	8.4	30.5	21.8	30.3	35.9	8.6	15.7	5.5	18.2
Total Above Cities		671.1	.3757	208.1	251.2		1,310,295	.3932	1,952	6,296	5,216	5,556	17.5	4.7	23.6	13.5	36.7	34.9	12.1	17.7	10.1	29.2
State Total		1,449.4	.8111	443.0	495.8	769.0	2,539,056	.7616	1,752	5,732	5,123	5,003	22.9	6.8	26.9	17.0	32.0	34.1	10.0	16.1	8.2	26.0

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Lincoln	148.5	.0831	47.3	58.8	133.7	297,362	.0882	2,003	6,287
Omaha	444.3	.2486	134.0	169.9	394.0	853,867	.2561	1,922	6,372
Total Above Areas	592.8	.3316	181.3	218.7	527.7	1,151,209	.3453	1,942	6,350

NEVADA—

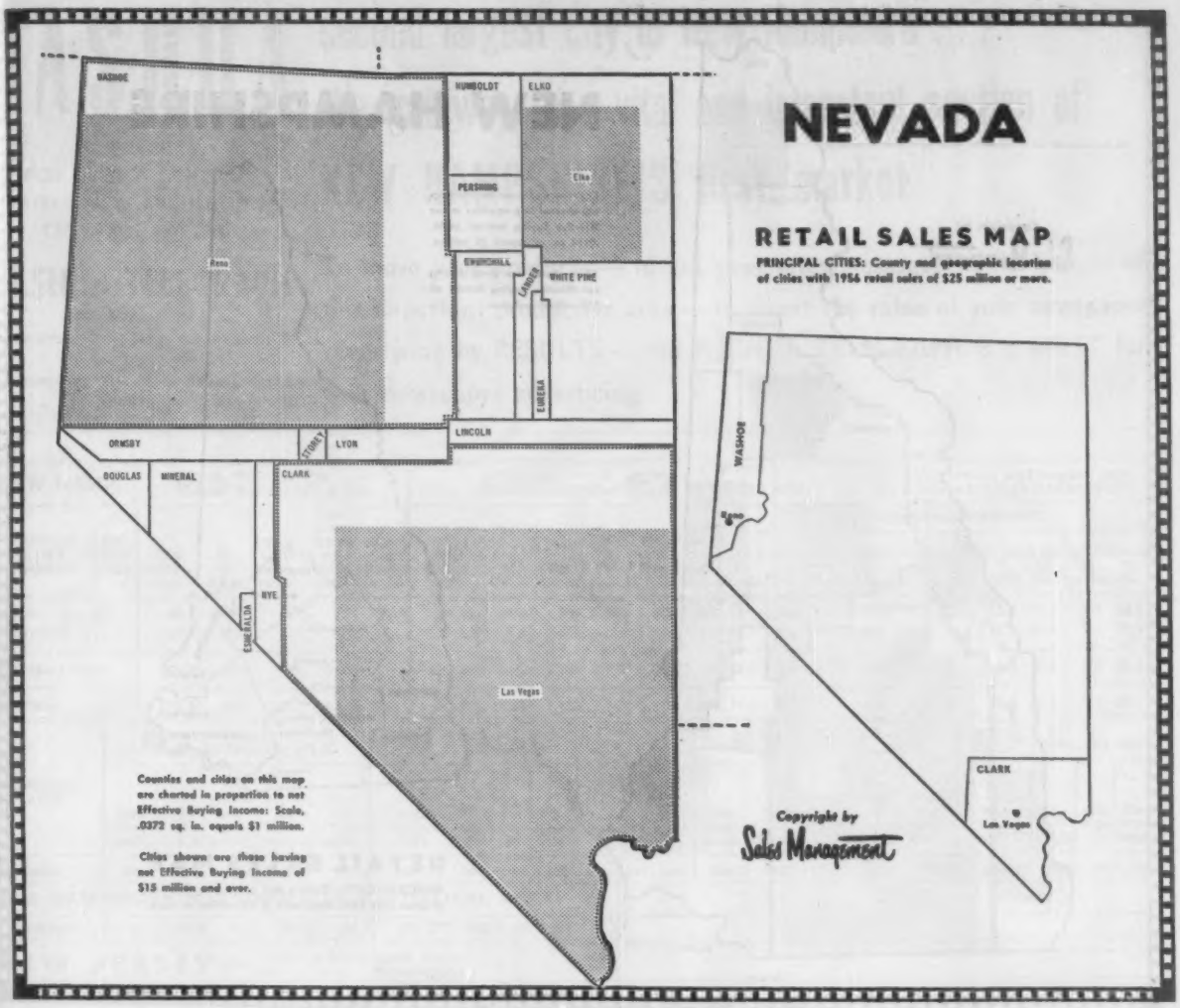
(Other Mountain States: Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Wyoming.)

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Churchill		6.7	.0038	1.9	2.5		13,141	.0040	1,961	6,916	5,178	5,515	21.8	6.0	23.7	13.9	30.1	29.6	14.4	21.6	10.0	28.9
Clark	242	130.8	.0732	41.4	53.9	79.7	290,422	.0871	2,220	7,015	5,388	6,004	15.1	3.8	20.5	10.9	35.7	31.8	17.4	23.6	11.3	29.9
△Las Vegas		57.4	.0321	19.2	24.8		136,322	.0409	2,375	7,063	5,488	6,176	15.1	3.7	20.6	10.8	34.9	30.5	17.4	23.3	12.0	31.7
Douglas		2.4	.0013	.8	.9		4,486	.0013	1,869	5,972	4,777	6,223	20.7	5.1	18.7	9.7	32.0	27.8	14.1	18.7	14.5	38.7
Elko		13.8	.0077	4.2	5.7	7.2	32,559	.0098	2,358	7,752	5,705	6,692	11.8	2.7	19.1	9.2	36.4	29.5	18.0	22.2	14.7	36.4
Elko		7.2	.0040	2.0	3.0		18,394	.0055	2,555	9,197	5,990	7,551	9.4	1.9	14.4	6.2	35.9	25.7	21.1	23.1	19.2	43.1
Esmeralda		.9	.0003	.2	.2		810	.0002	1,620	4,050	4,050	3,575	46.5	19.7	27.0	24.5	18.0	24.2	6.5	15.0	4.0	16.6
Eureka		.7	.0004	.2	.3		1,539	.0006	2,199	7,695	4,949	5,409	23.3	6.5	30.7	18.4	23.3	23.3	10.8	16.5	11.9	35.3
Humboldt		4.9	.0027	1.4	1.9	2.9	9,342	.0028	1,907	6,673	4,716	5,456	24.0	6.7	21.0	12.4	31.1	30.9	14.1	21.3	9.8	28.7
Lander		1.6	.0009	.4	.7		3,324	.0010	2,078	8,310	4,450	6,108	10.5	2.6	21.8	11.6	40.9	38.2	16.0	21.7	10.8	27.9
Lincoln		3.4	.0019	.9	1.1		5,887	.0018	1,731	6,541	5,352	5,741	10.1	2.7	21.2	12.0	44.8	42.2	16.8	24.2	7.1	18.9
Lyon		4.0	.0023	1.2	1.5		5,937	.0017	1,484	4,948	3,883	4,058	34.7	13.0	28.7	22.9	24.8	32.7	7.9	18.1	4.2	15.3
Mineral		6.3	.0035	1.9	2.4		11,973	.0036	1,900	6,302	4,875	5,496	13.0	3.8	20.7	12.2	43.2	42.5	16.8	25.2	6.3	16.5
Nye		2.5	.0014	.9	1.0		4,406	.0014	1,762	4,896	4,307	4,237	34.6	12.4	27.6	21.1	23.4	29.9	9.2	17.9	5.2	18.7
Ormsby		6.2	.0035	1.8	2.1	4.7	11,870	.0035	1,915	6,594	5,552	5,911	17.2	4.4	20.5	11.2	35.1	32.2	16.5	23.1	10.7	29.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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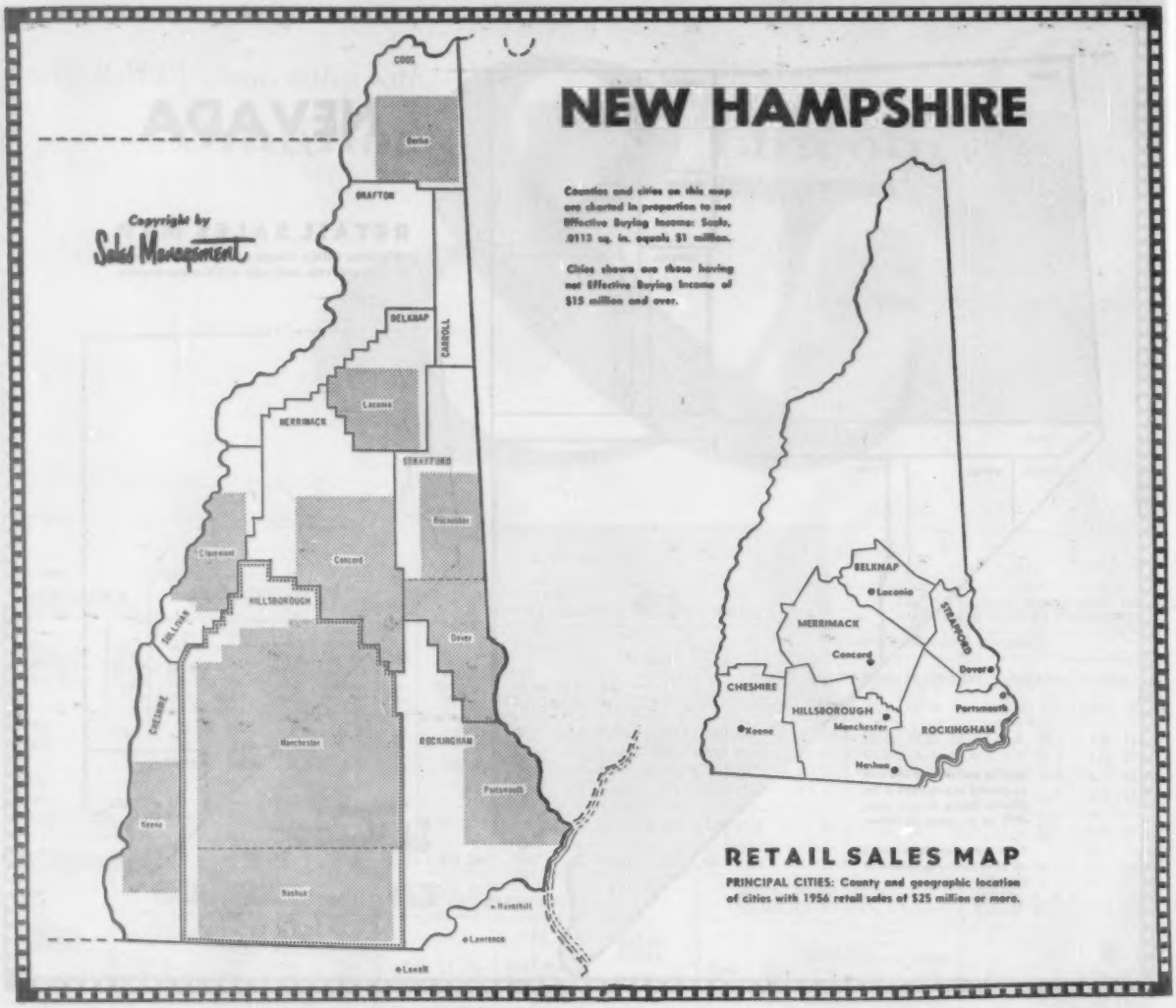


NEVADA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Pershing		3.8	.0021	1.1	1.5		6,924	.0021	1,822	6,295	4,374	4,992	21.6	6.6	27.5	17.8	31.6	34.3	12.5	20.6	6.8	20.7
Storey		.8	.0003	.2	.1		956	.0003	1,593	4,780	6,373	5,116	38.0	10.7	22.1	14.0	17.5	18.4	13.4	21.6	11.0	35.3
Washoe	278	84.6	.0474	28.0	34.7	65.6	207,494	.0622	2,453	7,411	5,976	6,576	14.3	3.3	18.3	9.9	35.2	29.0	18.0	22.6	14.2	36.1
△Reno		54.8	.0307	18.2	24.4		144,385	.0433	2,635	7,933	5,917	6,877	12.0	2.6	16.9	8.0	36.5	28.8	19.2	23.0	15.4	37.6
White Pine		11.5	.0064	3.4	4.1	5.7	23,319	.0070	2,028	6,859	5,637	5,999	9.7	2.5	18.2	9.9	46.1	41.4	17.7	24.4	8.3	21.8
Ely		5.7	.0032	1.6	1.9		10,703	.0032	1,878	6,689	5,436	6,039	9.8	2.5	18.4	9.9	45.6	40.8	17.5	23.9	8.7	22.9
Total Above Cities		125.1	.0700	41.1	54.1		309,804	.0929	2,476	7,538	5,727	6,550	13.2	3.1	18.6	9.2	36.0	29.7	18.4	23.2	13.8	34.8
State Total		284.3	.1591	89.6	114.6	165.8	634,389	.1903	2,231	7,080	5,536	6,154	15.4	3.8	20.0	10.5	35.7	31.3	17.1	23.0	11.8	31.4

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Las Vegas	130.8	.0732	41.4	53.9	79.7	290,422	.0871	2,220	7,015	Total Above Areas	215.4	.1206	69.4	88.8	145.3	497,916	.1493	2,312	7,175
△Reno	84.6	.0474	28.0	34.7	65.6	207,494	.0622	2,453	7,411										

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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NEW HAMPSHIRE— (Other New England States: Connecticut, Maine, Massachusetts, Rhode Island, Vermont.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Belknap		27.3	.0153	8.1	9.4	15.6	47,888	.0144	1,753	5,908	5,047	5,186	19.3	5.5	23.8	14.4	36.8	37.3	12.6	19.7	7.7	22.6
Laconia		15.6	.0087	4.5	5.3		27,456	.0082	1,760	6,101	5,149	5,348	17.6	4.9	22.5	13.4	38.5	38.0	13.3	20.2	8.1	23.5
Carroll		16.1	.0090	4.9	5.5		24,794	.0074	1,540	5,060	4,480	4,404	27.5	9.3	27.4	19.8	30.5	35.6	9.3	17.0	5.3	17.1
Cheshire		42.6	.0238	12.7	13.5	17.3	72,188	.0217	1,696	5,684	5,342	5,221	19.4	5.5	23.5	14.3	36.0	36.6	13.2	20.4	7.9	23.2
Keene		17.3	.0097	5.3	6.0		32,469	.0097	1,877	6,126	5,408	5,602	17.0	4.5	21.4	13.1	37.6	35.6	14.4	20.8	9.6	27.0
Coos		37.2	.0208	10.4	11.4	18.1	59,188	.0177	1,591	5,691	5,179	5,150	19.2	5.6	23.2	14.3	36.9	37.9	13.3	20.9	7.4	21.3
Berlin		18.1	.0101	5.2	5.4		30,164	.0090	1,667	5,801	5,512	5,423	16.1	4.4	22.7	13.3	38.8	38.0	14.2	21.3	8.2	23.1
Grafton		46.2	.0259	12.9	17.2	12.9	82,615	.0248	1,788	6,404	4,803	5,261	22.5	6.4	21.6	13.0	34.2	34.4	12.7	19.6	9.0	26.6
Lebanon		9.0	.0050	2.5	3.3		16,429	.0049	1,825	6,572	4,978	5,585	17.6	4.7	20.7	11.8	37.8	35.8	14.2	20.6	9.7	27.1
Hillsborough	98	168.2	.0941	50.3	57.6	128.0	328,193	.0984	1,951	6,525	5,690	5,695	14.3	3.6	19.7	10.6	39.4	35.6	15.9	21.8	10.7	28.4
▲Manchester		84.9	.0475	26.4	29.9		172,765	.0518	2,035	6,544	5,706	5,979	14.0	3.5	19.3	10.2	39.3	34.9	16.2	22.0	11.2	29.4
Nashua		39.1	.0219	11.7	13.1		75,414	.0226	1,929	6,446	5,723	5,927	13.9	3.3	19.5	10.4	41.1	36.7	16.1	22.0	10.4	27.6
Merrimack		64.6	.0362	18.3	21.1	40.1	111,708	.0335	1,729	6,104	5,282	5,306	18.8	5.2	21.3	12.6	37.2	36.5	14.1	21.2	8.6	24.5
Concord		28.8	.0161	7.8	9.2		51,383	.0154	1,784	6,588	5,583	5,878	14.5	3.7	19.2	10.3	39.7	35.9	16.1	22.1	10.5	28.0
Rockingham		87.6	.0490	26.7	33.0	35.3	160,998	.0483	1,838	6,030	4,872	5,289	19.3	5.5	22.6	13.6	36.7	36.9	13.3	20.5	8.1	23.5
Portsmouth		24.7	.0138	7.9	8.4		46,040	.0138	1,864	5,828	5,441	5,459	16.6	4.5	21.1	12.3	39.3	38.2	14.7	21.7	8.4	23.3
Strafford		54.0	.0302	15.2	19.1	44.2	97,026	.0291	1,797	6,383	5,060	5,482	17.1	4.6	20.6	11.9	38.8	37.6	14.7	21.6	8.8	24.1
Dover		18.9	.0106	5.4	6.1		33,542	.0101	1,775	6,211	5,499	5,662	16.2	4.3	21.2	11.9	38.0	35.6	14.8	21.1	9.8	27.1
Rochester		15.3	.0085	4.8	5.2		27,515	.0083	1,810	5,962	5,257	5,361	15.9	4.4	21.6	12.8	40.3	39.8	14.6	22.0	7.7	21.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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NEW HAMP. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Sullivan		28.8	.0161	8.7	9.5	18.6	50,654	.0152	1,756	5,822	5,296	5,283	17.5	4.9	23.6	14.2	37.2	37.4	13.8	21.1	7.9	22.4
Claremont		14.8	.0083	4.6	5.0		27,674	.0083	1,870	6,016	5,495	5,496	15.2	4.1	23.0	13.3	38.3	37.0	14.8	21.7	8.7	23.9
Total Above Cities		286.4	.1602	85.9	96.9	-	540,851	.1621	1,888	6,296	5,582	5,734	15.1	3.9	20.5	11.3	39.2	36.3	15.3	21.7	9.9	26.8
State Total		572.5	.3204	168.2	197.3	330.1	1,035,215	.3105	1,808	6,155	5,247	5,448	17.9	4.9	21.7	12.6	37.4	36.4	14.1	21.8	8.9	25.1

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Manchester	168.2	.0941	50.3	57.6	126.0	328,193	.0954	1,951	6,525

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Total Above Area	168.2	.0941	50.3	57.6	126.0	328,193	.0954	1,951	6,525

NEW HAMPSHIRE METROPOLITAN STATISTICAL AREA

Manchester	91.1	.0510	27.9	32.0	86.7	163,327	.0650	2,012	6,571

NEW JERSEY — (Other Middle Atlantic States: New York, Pennsylvania.) — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Atlantic	11	160.9	.0845	47.3	57.7	127.9	296,674	.0880	1,966	6,272	5,135	5,475	21.6	6.0	20.9	12.4	35.7	35.2	12.4	18.7	9.4	27.7
▲Atlantic City		63.6	.0356	19.9	27.3		126,749	.0380	1,993	6,369	4,630	5,252	22.9	6.6	21.4	13.2	35.7	36.8	11.6	18.3	8.4	25.1
Hammonton		9.6	.0054	2.5	3.0		17,289	.0062	1,801	6,916	5,713	6,139	15.5	3.8	17.7	9.4	39.1	34.5	16.0	21.5	11.7	30.8
Pleasantville		13.9	.0078	4.0	4.7		25,500	.0076	1,835	6,375	5,340	5,637	16.7	4.5	19.7	11.3	40.9	39.2	13.9	20.4	8.8	24.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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THINK TWICE ABOUT BERGEN!

...America's Sixth Wealthiest Market

This is the Bergen Market:

Population	806,800
Households	247,200
Effective Buying Income	$2,111,022,000
Per Household	$8,540
N. J. Average	$7,688

Retail Sales:

(See Bergen's listing in the second section for fantastic evidence that grow-power means sales-power. Bergen residents not only have plenty of money to spend but they spend it where they live —in Bergen County.)

THIS PRIME N. J. MARKET IS REACHED EXCLUSIVELY AND COMPLETELY BY . . .



This is Bergen County . . . 70 towns with a buying potential of more than $2.1 billion.

Bergen Evening Record

CIRCULATION NOW AT AN ALL-TIME HIGH — NEARLY 100,000

Nationally represented by WARD-GRIFFITH COMPANY, INC.

NEW JERSEY		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Bergen	116	806.8	.4515	247.2	299.8	709.8	2,111,022	.6332	2,617	8,540	8,125	8,084	9.2	1.7	11.8	4.7	37.1	24.8	20.0	20.5	21.9	48.3
Bergenfield		24.8	.0139	7.7	7.8		66,344	.0199	2,675	8,616	8,471	8,183	8.0	1.5	10.5	4.1	38.2	25.2	21.5	21.8	21.8	47.4
Cliffside Park		18.3	.0102	5.7	6.3		48,942	.0147	2,674	8,586	7,683	7,976	9.2	1.8	12.0	4.9	37.3	25.2	20.1	20.8	21.4	47.3
Dumont		18.9	.0106	5.2	5.7		46,324	.0139	2,451	8,908	8,072	8,271	7.4	1.4	9.6	3.8	37.6	24.5	23.1	23.1	22.3	47.2
East Paterson		22.0	.0123	6.3	6.3		51,107	.0153	2,323	8,112	8,005	7,779	8.2	1.6	12.1	5.0	39.8	27.8	20.3	21.5	19.6	44.1
Englewood		26.7	.0149	7.9	10.1		81,269	.0244	3,044	10,287	8,046	9,256	8.8	1.4	9.7	3.4	32.1	18.7	19.5	17.5	29.9	59.0
Fair Lawn		35.0	.0196	10.6	10.9		94,360	.0283	2,696	8,902	8,657	8,452	7.4	1.3	10.2	3.9	37.1	23.8	21.9	21.4	23.4	49.6
Fort Lee		24.0	.0134	7.4	8.4		65,326	.0196	2,722	8,828	7,777	8,185	9.4	1.7	11.7	4.6	35.6	23.6	20.5	20.7	22.8	49.4
Garfield		30.9	.0173	9.1	9.6		66,943	.0201	2,166	7,356	6,933	6,875	8.9	2.0	15.1	7.1	42.5	33.4	19.3	23.2	14.2	34.3
Hackensack		33.3	.0186	9.7	11.8		82,306	.0247	2,472	8,485	6,950	7,656	9.5	1.9	13.2	5.6	38.2	27.0	19.4	20.9	19.7	44.6
Little Ferry		6.6	.0037	1.9	2.0		13,942	.0042	2,112	7,338	6,971	6,821	11.0	2.5	14.4	6.8	41.0	32.5	19.0	23.0	14.6	35.2
Lodi		23.8	.0133	6.8	7.1		48,274	.0145	2,028	7,427	6,752	6,917	8.7	1.9	14.5	6.8	43.3	33.9	19.1	22.8	14.4	34.6
Lyndhurst Township		22.5	.0126	7.0	*		63,810	.0191	2,836	9,116	*	*	*	*	*	*	*	*	*	*	*	*
North Arlington		19.1	.0107	5.6	6.2		47,917	.0144	2,509	8,557	7,729	8,019	7.4	1.4	9.8	4.0	39.3	26.5	22.9	23.6	20.6	44.5
Palisades Park		12.6	.0071	4.1	4.2		34,384	.0103	2,729	8,386	8,187	8,034	9.1	1.7	11.4	4.6	37.2	25.0	20.8	21.4	21.5	47.3
Paramus		23.0	.0129	6.3	7.1		52,018	.0156	2,262	8,257	7,231	7,626	9.4	1.9	11.9	5.1	39.7	28.0	19.7	21.4	19.3	43.6
Ridgefield		11.5	.0064	3.5	3.8		30,538	.0092	2,655	8,725	8,036	8,197	8.9	1.7	11.0	4.3	36.8	24.2	20.8	21.0	22.5	48.8
Ridgefield Park		13.1	.0073	3.8	4.2		33,146	.0096	2,454	8,430	7,601	7,911	9.0	1.7	10.9	4.4	39.0	26.7	20.5	21.4	20.6	45.8
Ridgewood		25.6	.0143	8.0	9.1		91,702	.0275	3,583	11,463	10,077	10,678	8.1	1.2	8.9	2.7	36.5	13.4	19.4	15.0	37.1	67.7

For Retail Sales data, see Section 4 location on page 17.

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0 TO 10,000

NET PAID DAILY CIRCULATION

IN JUST 17 MONTHS

This is the tremendous growth story of THE LEVITTOWN TIMES Burlington County's ONLY DAILY NEWSPAPER

REPRESENTED NATIONALLY by BOTTINELLI-KIMBALL, INC. New York Philadelphia Pittsburgh Detroit Chicago

NOTE: TO SPACE BUYERS
Due to our rapid growth we suggest you check current SRDS for latest figures!



S. W. CALKINS President Co-Pub.

The Levittown Times

BURLINGTON COUNTY'S ONLY DAILY NEWSPAPER

MURRAY C. HOTCHKISS Vice President Co-Pub.

NEW JERSEY

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
River Edge		13.8	.0077	4.1	4.2		41,347	.0124	2,996	10,085	9,754	9,609	6.7	1.1	7.6	2.6	31.4	17.9	24.7	21.4	29.6	57.0
Rutherford		21.9	.0123	6.7	7.6		64,765	.0194	2,957	9,666	8,417	8,909	8.3	1.4	9.7	3.5	33.2	20.2	21.8	20.2	27.0	54.7
Teaneck Township		41.6	.0233	12.0	*		135,949	.0408	3,268	11,329	*	*	*	*	*	*	*	*	*	*	*	*
Tenafly		14.5	.0081	4.3	4.6		49,305	.0148	3,400	11,466	10,718	10,860	8.3	1.2	8.8	2.6	25.5	12.7	19.6	14.9	37.8	68.6
Westwood		8.8	.0049	2.9	2.8		24,939	.0074	2,821	8,562	8,660	8,261	9.4	1.7	11.8	4.6	34.9	22.9	20.8	20.8	23.1	50.0
Burlington	**119**	**187.3**	**.1048**	**47.1**	**73.0**	**81.0**	**377,288**	**.1132**	**2,014**	**8,010**	**5,161**	**6,373**	**14.6**	**3.5**	**15.4**	**7.8**	**41.0**	**34.9**	**16.0**	**20.7**	**13.0**	**33.1**
Burlington		15.0	.0084	4.0	4.7		26,908	.0081	1,794	6,727	5,725	6,027	15.5	3.9	18.6	10.0	39.9	35.8	15.0	20.6	11.0	29.7
Camden	**119**	**370.7**	**.2075**	**109.6**	**119.9**	**319.8**	**788,229**	**.2384**	**2,126**	**7,192**	**6,571**	**6,862**	**11.2**	**2.6**	**15.8**	**7.7**	**41.7**	**33.8**	**17.6**	**21.9**	**13.7**	**34.0**
Camden		132.7	.0743	37.6	44.6		266,603	.0800	2,009	7,091	5,942	6,333	10.6	2.5	17.3	8.8	43.6	37.3	17.0	22.2	11.5	29.2
Collingswood		18.8	.0105	6.1	6.7		51,397	.0154	2,734	8,426	7,639	7,770	9.4	1.8	11.8	4.9	39.0	27.2	19.9	21.1	19.9	45.0
Gloucester City		14.5	.0081	3.7	4.2		26,146	.0078	1,803	7,066	6,188	6,324	10.4	2.5	16.6	8.5	44.7	38.3	17.1	22.3	11.2	28.4
Haddonfield		13.1	.0073	4.0	4.5		39,313	.0118	3,001	9,828	8,725	9,192	9.2	1.5	9.8	3.4	31.7	18.8	20.4	18.3	28.9	58.0
Merchantville		5.6	.0031	1.9	2.1		16,607	.0050	2,966	8,741	7,908	8,251	8.5	1.6	10.8	4.2	37.1	24.3	20.8	20.9	22.8	49.0
Pennsauken Township		28.8	.0161	9.1	9.0		64,470	.0193	2,239	7,085	7,097	6,796	10.4	2.3	14.2	6.8	42.4	33.6	19.1	23.3	13.9	34.0
Cape May		**47.5**	**.0266**	**15.5**	**17.3**	**21.7**	**84,587**	**.0254**	**1,781**	**5,457**	**4,878**	**4,939**	**28.3**	**8.7**	**23.4**	**15.3**	**30.5**	**33.5**	**9.8**	**16.4**	**8.0**	**26.1**
Ocean City		7.6	.0043	2.6	2.6		14,610	.0044	1,922	5,619	5,472	5,264	32.9	9.5	21.9	13.5	24.3	25.1	9.3	14.5	11.6	37.4
Wildwood		6.0	.0034	2.1	2.3		11,354	.0034	1,892	5,407	4,937	4,843	27.7	8.7	24.5	16.4	30.7	34.3	9.8	16.7	7.3	23.9
Cumberland	**294**	**105.4**	**.0589**	**31.5**	**35.1**	**79.9**	**193,567**	**.0581**	**1,836**	**6,145**	**5,504**	**5,533**	**18.7**	**5.1**	**21.1**	**12.3**	**36.2**	**37.3**	**13.2**	**19.8**	**8.8**	**25.5**
△Bridgeton		20.9	.0117	6.5	7.4		39,064	.0117	1,869	6,010	5,275	5,464	19.3	5.4	20.9	12.4	38.2	37.7	13.0	19.7	8.6	24.8
Millville		18.3	.0102	5.7	6.1		34,160	.0102	1,867	5,993	5,569	5,508	17.6	4.9	20.9	12.3	39.4	38.6	13.8	20.7	8.3	23.5
△Vineland		38.0	.0213	11.0	14.0		75,373	.0226	1,984	6,852	5,384	5,932	14.8	3.8	19.3	10.5	40.8	37.3	14.7	20.5	10.4	27.9
Essex	**106**	**986.9**	**.5524**	**293.8**	**337.0**	**980.4**	**2,399,920**	**.7168**	**2,422**	**8,135**	**7,091**	**7,526**	**9.5**	**1.9**	**14.1**	**6.1**	**38.9**	**28.0**	**18.4**	**20.2**	**19.1**	**43.8**
Belleville		36.2	.0203	10.2	11.1		81,613	.0245	2,255	8,001	7,343	7,521	9.2	1.9	12.9	5.6	39.5	28.3	20.0	21.9	18.4	42.3
Bloomfield		54.6	.0306	16.6	18.3		136,471	.0409	2,499	8,221	7,429	7,685	9.1	1.8	12.5	5.3	38.7	27.2	20.2	21.7	19.5	44.0
Caldwell		6.9	.0039	2.0	2.6		20,884	.0063	3,027	10,442	8,033	9,411	5.0	.8	12.1	4.2	31.7	18.2	21.0	18.4	30.2	58.4
East Orange		85.2	.0477	27.4	34.0		244,902	.0735	2,874	8,938	7,203	8,060	9.4	1.8	11.7	4.7	37.0	24.8	19.7	20.2	22.2	48.5
Irvington		63.1	.0353	20.0	21.6		100,649	.0482	2,546	8,032	7,437	7,548	9.0	1.8	12.6	5.4	39.6	28.4	20.4	22.3	18.4	42.1
Maplewood Township		27.0	.0151	7.5	*		88,506	.0265	3,278	11,801	*	*	*	*	*	*	*	*	*	*	*	*
Millburn Township		17.6	.0098	5.3	*		74,290	.0223	4,221	14,017	*	*	*	*	*	*	*	*	*	*	*	*
Montclair		46.8	.0262	13.8	17.1		142,020	.0426	3,035	10,291	8,270	9,419	9.4	1.5	11.5	4.0	30.5	17.4	17.3	15.2	31.3	61.9
▲Newark		468.8	.2624	134.7	168.7		1,043,823	.3131	2,227	7,749	6,186	6,892	9.6	2.1	16.0	7.5	41.6	32.7	17.7	21.2	15.1	36.5
Nutley		31.2	.0175	8.9	9.9		83,956	.0252	2,691	9,433	8,399	8,812	8.0	1.4	9.9	3.6	33.8	20.8	22.1	20.7	26.2	53.5
Orange		41.1	.0230	11.9	14.3		94,965	.0285	2,311	7,980	6,637	7,257	9.6	2.0	15.4	6.9	39.9	29.8	17.6	20.0	17.5	41.3
South Orange		16.3	.0091	4.5	5.9		57,246	.0172	3,512	12,721	9,673	11,785	8.5	1.1	8.4	2.3	23.2	10.6	15.8	11.1	44.1	74.9
Verona		13.0	.0073	3.5	3.8		33,474	.0100	2,575	9,564	8,674	9,042	8.1	1.4	12.1	4.3	31.6	18.8	20.1	18.4	28.1	57.1
West Orange		34.7	.0194	9.8	11.0		92,966	.0279	2,679	9,486	8,416	8,861	8.6	1.5	11.1	4.0	33.4	20.5	20.0	18.6	26.9	55.4
Gloucester	**119**	**128.3**	**.0718**	**38.4**	**41.3**	**66.0**	**252,363**	**.0757**	**1,967**	**6,572**	**6,099**	**6,076**	**16.5**	**4.1**	**17.1**	**9.1**	**39.7**	**35.4**	**15.4**	**20.9**	**11.3**	**30.5**
Woodbury		13.3	.0074	4.1	4.7		34,288	.0103	2,578	8,363	7,295	7,628	9.4	1.9	11.9	5.0	40.3	28.6	19.3	20.9	19.1	43.6

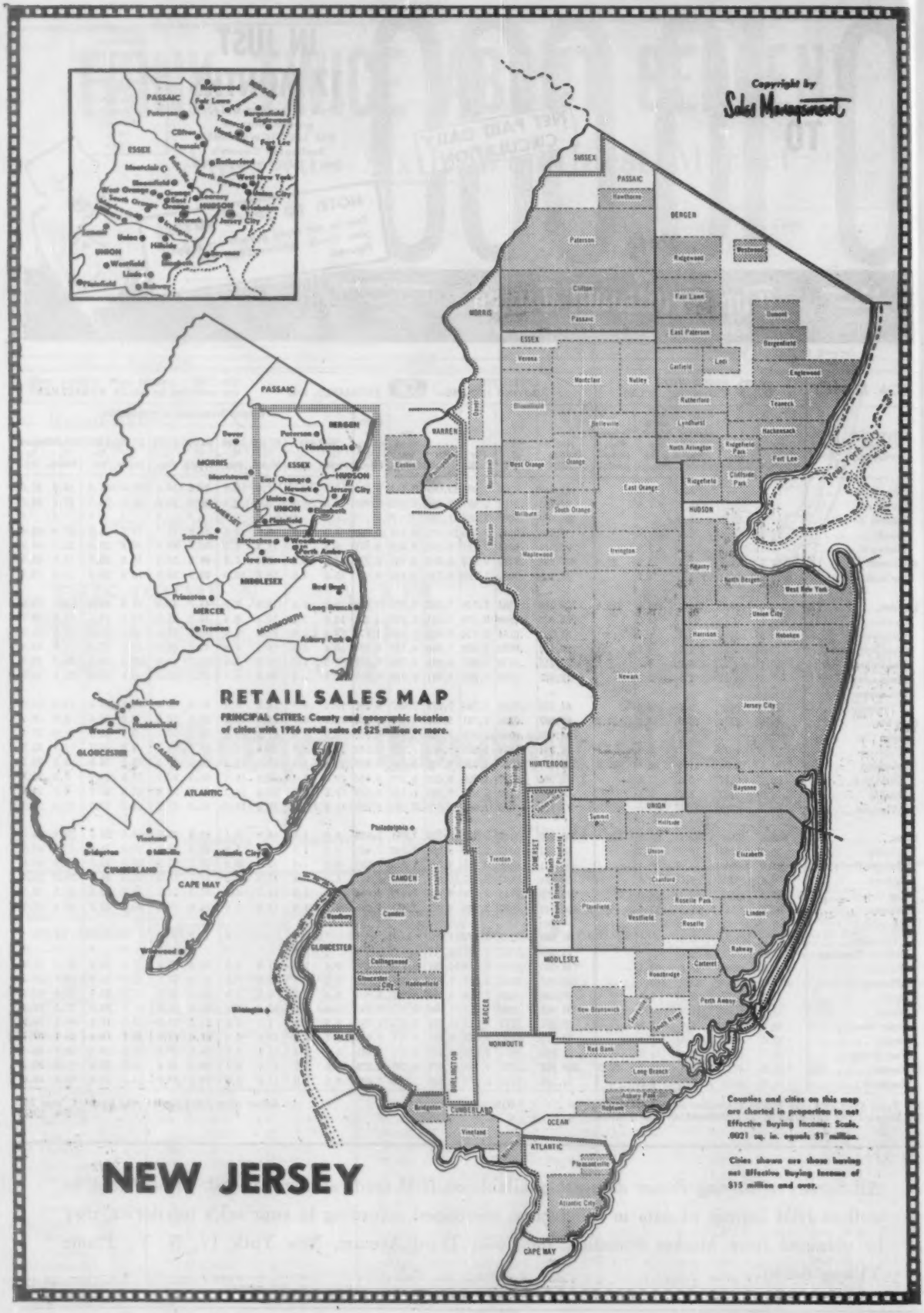
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

* Data not available.

Before using these figures read foreword, page 19.

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Sales Management
RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
NEW JERSEY
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0021 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
SUSSEX
PASSAIC
BERGEN
MORRIS
ESSEX
HUDSON
WARREN
HUNTERDON
SOMERSET
UNION
MIDDLESEX
MERCER
MONMOUTH
OCEAN
BURLINGTON
CAMDEN
GLOUCESTER
ATLANTIC
CAPE MAY
CUMBERLAND
SALEM
New York City
Philadelphia

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WOW!

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$7,645

—Sales Management, 1959

PER FAMILY

THE BAYONNE TIMES

BAYONNE, NEW JERSEY

NATIONALLY REPRESENTED BY BOGNER and MARTIN

Read By 3-Out-Of-4 Families

NEW JERSEY

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Hudson	75	646.4	.3617	190.4	216.7	641.1	1,369,295	.4108	2,118	7,192	6,259	6,681	10.0	2.3	15.8	7.7	43.2	35.0	17.7	22.0	13.3	33.0
Bayonne		80.0	.0448	22.8	25.7		174,307	.0523	2,179	7,645	6,782	7,090	9.5	2.0	13.0	5.9	42.6	32.6	19.3	22.5	15.6	37.0
Harrison		13.1	.0073	3.4	4.1		25,401	.0076	1,939	7,471	6,147	6,687	9.6	2.2	14.9	7.2	43.8	35.4	18.4	22.8	13.3	32.4
Hoboken		51.8	.0290	15.5	19.2		108,442	.0325	2,093	6,996	5,637	6,181	11.0	2.7	17.9	9.4	44.2	38.6	16.2	21.7	10.7	27.6
▲Jersey City		305.1	.1707	88.8	102.7		648,808	.1946	2,127	7,306	6,313	6,690	9.6	2.2	15.8	7.6	43.2	34.9	17.9	22.1	13.5	33.2
Kearny		40.4	.0226	11.7	12.7		87,433	.0262	2,164	7,473	6,884	7,010	9.5	2.1	13.6	6.3	42.5	32.8	19.2	22.6	15.2	36.2
North Bergen Township		44.0	.0246	13.4	*		103,796	.0311	2,359	7,746	*	*	*	*	*	*	*	*	*	*	*	*
Union City		53.8	.0301	17.8	20.2		123,338	.0370	2,293	6,929	6,106	6,379	11.6	2.8	16.8	8.5	42.7	36.2	16.9	21.9	12.0	30.6
West New York		37.6	.0210	12.4	13.2		88,920	.0267	2,365	7,171	6,697	6,749	9.6	2.2	15.8	7.6	42.7	34.2	18.1	22.1	13.8	33.9
Hunterdon		49.3	.0276	14.9	16.1	8.8	92,422	.0277	1,875	6,203	5,732	5,611	19.0	5.2	21.7	12.5	36.1	34.8	13.5	19.8	9.7	27.7
Flemington		3.6	.0020	.9	1.4		8,666	.0026	2,407	9,629	6,018	7,583	9.4	1.9	13.9	5.9	38.6	27.6	18.4	20.0	19.7	44.6
Mercer	168	272.2	.1524	73.5	92.7	229.4	611,119	.1833	2,245	8,315	6,589	7,370	9.4	1.9	13.0	5.7	40.6	29.9	19.2	21.5	17.8	41.0
Hightstown		4.4	.0025	1.3	1.5		10,728	.0032	2,438	8,252	6,989	7,314	10.6	2.2	13.4	6.0	40.7	30.0	17.8	20.1	17.5	41.7
Princeton		14.6	.0082	3.1	9.2		38,460	.0115	2,634	12,406	4,175	7,331	8.4	1.7	23.9	10.5	26.2	19.5	16.7	18.8	24.8	49.5
▲Trenton		136.4	.0763	35.3	45.3		293,095	.0879	2,149	8,303	6,465	7,336	9.5	2.0	13.5	5.9	40.1	29.6	19.2	21.7	17.7	40.8
Middlesex	259	368.2	.2060	105.9	121.0	314.1	810,670	.2432	2,202	7,655	6,695	7,012	9.6	2.1	13.4	6.2	42.9	33.0	18.9	22.3	15.2	36.4
Carteret		10.5	.0092	4.3	5.4		33,282	.0100	2,017	7,740	6,089	6,857	9.1	2.0	14.5	6.8	43.7	34.9	18.3	22.1	14.4	34.6
Highland Park		12.6	.0071	3.8	4.4		36,270	.0109	2,879	9,545	8,243	8,748	9.0	1.6	9.5	3.5	34.0	21.1	21.3	20.1	26.2	53.7
Metuchen		16.0	.0090	4.7	5.3		42,799	.0128	2,675	9,106	8,074	8,444	8.4	1.5	9.8	3.7	35.9	23.1	22.1	21.6	23.8	50.1
△New Brunswick		43.1	.0241	11.9	17.8		101,363	.0304	2,352	8,518	5,668	7,079	9.4	2.0	11.5	5.3	43.8	33.4	19.5	22.8	15.8	36.5
△Perth Amboy		44.3	.0248	13.0	14.7		96,477	.0289	2,178	7,421	6,533	6,783	9.5	2.1	14.7	7.9	43.6	34.8	18.4	22.4	13.8	33.7
Sayreville		16.1	.0090	4.7	4.8		37,438	.0112	2,325	7,966	7,730	7,544	8.6	1.7	12.1	5.2	41.3	29.6	20.1	22.0	17.9	41.5
South River		13.9	.0078	3.6	4.3		30,395	.0091	2,187	8,443	7,021	7,616	8.3	1.7	11.2	4.7	40.2	28.6	21.8	23.7	18.5	41.3
Woodbridge Township		52.5	.0294	13.8	*		116,865	.0351	2,226	8,468	*	*	*	*	*	*	*	*	*	*	*	*
Monmouth		310.5	.1738	83.0	111.1	182.5	662,282	.1986	2,133	7,121	5,960	6,319	15.9	3.8	17.5	9.0	38.2	32.7	15.2	19.8	13.2	34.7
Asbury Park		19.5	.0109	5.9	8.3		44,500	.0133	2,282	7,542	5,353	6,346	13.3	3.2	17.4	8.9	41.1	35.1	15.4	20.0	12.8	32.8

*Not available

For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

THE PRESS COVERS THE FASTEST GROWING AREA IN NEW JERSEY!

MONMOUTH & OCEAN COUNTIES OFFER YOU MORE THAN 550 MILLION DOLLAR MARKET.



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NEW JERSEY

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000 & over % Hslds.	% Inc.
Belmar		6.0	.0034	2.1	2.1		13,089	.0039	2,182	6,233	6,233	5,919	19.1	4.9	20.6	11.3	34.7	31.7	13.9	19.4	11.7	32.7
Freehold		7.8	.0043	2.4	3.3		15,386	.0046	2,022	6,403	6,432	6,162	16.9	4.2	19.0	10.0	37.0	32.3	14.7	19.8	12.4	33.7
Long Branch		30.5	.0171	9.0	10.5		64,076	.0192	2,101	7,120	6,102	6,440	14.2	3.3	17.2	8.6	39.5	33.3	15.7	20.1	13.4	34.7
Neptune Township		20.6	.0115	6.7	*		43,734	.0131	2,123	6,527	*	*	*	*	*	*	*	*	*	*	*	*
Red Bank		15.3	.0085	4.8	5.6		38,147	.0114	2,510	7,947	6,767	7,220	11.2	2.4	14.6	6.6	39.3	29.3	17.5	20.1	17.4	41.6
Morris	106	226.3	.1266	63.3	71.9	121.9	510,804	.1533	2,256	8,071	7,106	7,420	9.5	1.9	14.4	6.3	39.6	28.9	18.3	20.4	18.2	42.5
Boonton		8.0	.0045	2.3	2.7		17,944	.0054	2,243	7,802	6,646	7,084	9.6	2.0	15.1	6.9	40.1	30.6	19.2	22.4	16.0	38.1
Dover		13.4	.0069	3.3	4.1		27,005	.0081	2,178	8,184	6,535	7,216	8.2	1.7	15.4	6.9	40.8	30.6	18.8	21.6	16.8	39.2
Madison		14.8	.0083	4.0	4.3		39,620	.0119	2,677	9,905	8,087	9,075	8.1	1.3	11.5	4.1	31.6	18.9	20.2	18.4	28.6	57.3
Morristown		19.0	.0106	5.7	7.1		45,608	.0146	2,558	8,528	6,774	7,684	9.5	1.9	13.2	5.6	38.4	26.9	18.8	20.3	20.1	45.3
Ocean		84.6	.0474	27.8	30.5	25.3	152,074	.0456	1,798	5,470	4,978	4,985	25.2	7.7	22.1	14.3	34.4	37.3	11.2	18.6	7.1	22.1
Point Pleasant		7.7	.0043	2.5	2.5		13,950	.0042	1,812	5,580	5,367	5,179	21.3	6.3	21.6	13.5	37.9	39.5	12.1	19.3	7.1	21.4
Point Pleasant Beach		5.1	.0029	1.8	2.0		10,514	.0032	2,062	7,009	5,202	5,834	17.3	4.5	18.9	10.5	39.5	36.7	14.0	19.8	10.3	28.5
Passaic	118	378.8	.2119	117.7	130.0	363.8	870,979	.2612	2,301	7,400	6,696	6,866	9.8	2.2	15.0	7.1	42.2	33.2	18.4	22.2	14.6	35.3
▲Clifton		80.4	.0450	24.2	25.7		195,214	.0586	2,428	8,067	7,577	7,602	8.5	1.7	12.1	5.1	39.9	28.4	21.0	22.9	18.5	41.9
Hawthorne		16.9	.0095	5.2	5.7		42,180	.0127	2,496	8,112	7,409	7,592	9.4	1.9	11.4	4.9	40.0	28.5	20.5	22.3	18.7	42.4
▲*Passaic-Clifton*		*141.1*	*.0790*	*49.9*			*338,648*	*.1016*	*2,400*	*7,895*												
▲Passaic		60.7	.0340	18.7	22.0		143,434	.0430	2,363	7,670	6,507	6,993	9.6	2.1	15.0	6.9	41.7	32.3	18.3	21.6	15.4	37.1
▲Paterson		146.1	.0818	45.1	52.8		325,071	.0975	2,225	7,208	6,145	6,528	10.2	2.4	16.6	8.2	43.0	35.7	17.6	22.3	12.6	31.4
Pompton Lakes		8.4	.0047	2.5	3.3		19,951	.0060	2,375	7,980	6,235	6,990	8.7	1.9	12.2	5.7	44.1	34.0	20.3	24.0	14.7	34.4
Salem	178	57.5	.0321	17.3	19.1	25.5	115,767	.0394	2,013	6,692	6,050	6,110	15.9	4.0	17.3	9.1	40.1	35.5	15.2	20.6	11.5	30.8
Penns Grove		7.4	.0041	2.3	2.6		16,016	.0048	2,164	6,963	6,160	6,406	13.0	3.1	14.2	7.2	43.4	36.7	17.3	22.3	12.1	30.7
Salem		9.8	.0055	3.1	3.6		20,442	.0061	2,086	6,594	5,678	5,890	17.0	4.4	19.0	10.4	38.7	35.6	14.7	20.6	10.6	29.0
Somerset	259	131.8	.0736	38.7	41.9	77.3	282,813	.0847	2,144	7,701	6,744	7,056	9.5	2.1	14.6	6.7	41.3	31.5	18.9	22.2	15.7	37.5
Bound Brook		9.7	.0054	2.7	3.1		20,740	.0062	2,138	7,681	6,485	6,995	9.5	2.1	14.2	6.6	42.9	33.1	18.1	21.4	15.3	36.8
North Plainfield		15.8	.0088	4.6	5.3		37,534	.0113	2,376	8,160	7,082	7,437	9.4	1.9	11.5	5.0	40.1	29.3	21.2	23.5	17.8	40.3
Somerville		13.9	.0078	4.3	5.1		34,148	.0102	2,457	7,941	6,696	7,211	9.1	1.9	12.7	5.7	40.8	30.6	21.0	24.1	16.4	37.7
Sussex		30.8	.0222	12.0	12.9	11.0	69,778	.0210	1,753	5,815	5,384	5,278	20.1	5.8	24.1	14.8	36.4	37.3	11.4	17.8	8.0	24.3
Newton		5.2	.0035	1.7	2.3		13,335	.0037	1,990	7,256	5,276	6,060	12.7	3.2	18.5	9.9	43.0	38.3	15.2	20.8	10.6	27.8
Union	106	508.5	.2834	149.5	165.2	466.2	1,301,184	.3803	2,569	8,703	7,872	8,128	9.0	1.7	11.5	4.6	36.6	24.3	20.6	21.0	22.3	48.4
Cranford Township		24.1	.0135	7.1	*		70,960	.0213	2,944	9,993	*	*	*	*	*	*	*	*	*	*	*	*
Elizabeth		123.8	.0693	3877	41.8		292,630	.0878	2,364	8,107	7,036	7,516	9.5	1.9	13.1	5.6	39.1	28.2	19.7	21.7	18.6	42.6
Hillside Township		23.3	.0130	6.9	*		62,514	.0188	2,683	9,060	*	*	*	*	*	*	*	*	*	*	*	*
Linden		39.3	.0220	10.8	12.4		93,546	.0281	2,380	8,662	7,499	8,023	7.2	1.4	10.1	4.1	39.0	26.2	22.9	23.6	20.8	44.7
Plainfield		48.0	.0269	14.0	16.5		126,740	.0380	2,640	9,053	7,681	8,294	9.4	1.7	11.1	4.3	35.6	23.2	20.3	20.3	23.6	50.5
Rahway		27.1	.0152	7.8	9.0		67,202	.0202	2,480	8,616	7,410	8,003	8.4	1.6	10.0	4.1	38.4	25.8	22.2	23.0	21.0	45.5
Roselle		24.0	.0134	6.8	8.1		62,091	.0186	2,587	9,131	7,666	8,330	7.5	1.4	10.3	3.9	35.9	23.3	23.5	23.4	22.9	48.0
Roselle Park		15.3	.0085	4.3	4.9		39,484	.0118	2,596	9,182	8,053	8,466	7.9	1.4	10.8	4.1	34.9	22.4	22.5	21.9	23.9	50.2
Summit		21.5	.0119	6.1	7.2		65,980	.0204	3,197	11,162	9,407	10,318	8.6	1.3	9.5	3.0	27.9	14.6	18.5	14.8	35.5	66.3
Union Township		53.6	.0294	15.0	*		138,811	.0416	2,639	9,254	*	*	*	*	*	*	*	*	*	*	*	*
Westfield		27.2	.0152	8.0	8.9		86,539	.0260	3,182	10,817	9,652	10,162	8.5	1.3	9.4	3.0	27.5	14.6	20.3	16.5	34.3	64.6
Warren	4	62.5	.0380	19.1	20.9	32.0	121,999	.0368	1,952	6,367	5,638	5,864	15.5	4.0	19.1	10.5	40.3	37.2	15.3	21.5	9.8	26.8
Easton (Pa.)-Wilson (Pa.)-Phillipsburg (N. J.)		*80.7*	*.0073*	*10.0*			*181,717*	*.0404*	*2,680*	*7,680*												

For Retail Sales data, see Section 4 location on page 17.
* Data not available.

Before using these figures read foreword, page 19.
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NEW JERSEY

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Phillipsburg		20.7	.0116	5.9	6.9		42,367	.0127	2,047	7,181	6,109	6,487	9.8	2.3	15.2	7.6	44.9	37.5	18.2	23.2	11.9	29.4
Washington		5.3	.0030	1.7	1.9		10,312	.0031	1,946	6,066	5,324	5,493	15.9	4.4	21.6	12.7	40.9	40.3	13.8	29.8	7.8	21.8
Total Above Cities		3,847.9	2.1536	1,128.1	1,218.8		9,170,623	2.7506	2,383	8,129	7,524	7,280	10.1	2.1	14.3	6.4	39.7	29.4	18.6	21.1	17.3	41.0
State Total		5,918.0	3.3120	1,751.5	1,993.1	4,884.0	13,464,686	4.0389	2,275	7,688	6,756	7,067	11.4	2.5	14.9	6.8	39.4	30.2	17.9	20.9	16.4	39.6

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Atlantic City	150.9	.0945	47.3	57.7	127.9	296,674	.0890	1,966	6,272
1Camden									
Jersey City	648.4	.3617	190.4	218.7	641.1	1,369,295	.4108	2,118	7,192
△New Brunswick —Perth Amboy	500.0	.2798	142.6	162.9	391.4	1,093,283	.3279	2,187	7,667
New York—Northeastern New Jersey Standard Consolidated Area									
New Jersey portion only	*4,051.5*	*2.2673*	*1,204.5*	*1,345.6*	*3,673.5*	*9,646,567*	*2.8935*	*2,381*	*8,009*
Newark	1,719.7	.9624	509.6	574.2	1,568.4	4,201,988	1.2604	2,443	8,294
Paterson-Clifton-Passaic	1,185.4	.6634	364.9	389.8	1,072.6	2,982,001	.8944	2,516	8,172
Trenton	272.2	.1524	73.5	92.7	22.94	611,119	.1833	2,245	8,315
△Vineland-Bridgeton	105.4	.0589	31.5	35.1	79.9	193,567	.0581	1,836	6,145
Total Above Areas	4,580.0	2.5631	1,356.8	1,531.1	4,110.7	10,747,927	3.2239	2,347	7,922

NEW MEXICO— (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, Utah, Wyoming.)

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Bernalillo	3	252.8	.1415	70.9	82.2	220.3	474,824	.1424	1,878	6,697	5,773	6,053	16.1	4.0	22.4	11.9	34.6	30.6	14.1	19.0	12.8	34.5
▲Albuquerque		206.1	.1153	62.3	69.0		403,303	.1210	1,957	6,474	5,844	5,965	17.0	4.3	22.8	12.3	34.0	30.4	13.7	18.8	12.5	34.2
Catron		3.1	.0017	.7	.9		3,516	.0010	1,134	5,023	3,729	4,062	40.1	14.8	26.6	21.0	20.4	27.9	6.5	13.1	6.4	24.1
Chaves		58.1	.0326	16.1	21.2	40.1	109,140	.0325	1,861	6,717	5,096	5,789	20.6	5.3	24.7	13.7	30.8	27.9	11.8	16.6	12.9	36.6
Roswell		40.1	.0224	12.1	13.0		74,575	.0224	1,860	6,163	5,728	5,728	21.0	5.5	25.0	14.0	30.0	28.0	11.6	16.6	12.4	35.9
Colfax		13.5	.0075	3.5	3.7	6.8	20,435	.0061	1,514	5,839	5,441	5,308	24.1	6.8	25.8	15.6	29.0	29.2	10.6	16.3	10.5	32.1
Curry		32.1	.0180	9.3	12.8	27.6	64,337	.0193	2,004	6,918	4,994	5,705	20.4	5.4	24.7	13.9	31.3	29.4	11.7	16.8	11.9	34.5
Clovis		27.6	.0154	8.3	8.8		50,045	.0150	1,813	6,030	5,860	5,707	20.4	5.4	24.7	13.9	31.3	29.4	11.7	16.8	11.9	34.5
De Baca		2.5	.0014	.8	.7		3,978	.0012	1,591	4,973	5,173	4,729	28.7	9.1	25.9	17.6	23.4	32.2	9.6	16.6	7.4	24.5
Dona Ana		48.9	.0273	12.3	16.6	22.5	80,180	.0240	1,640	6,519	4,290	4,838	30.5	9.5	26.2	17.4	25.0	27.6	9.2	15.6	9.1	29.9
Las Cruces		22.5	.0126	6.4	6.4		31,754	.0095	1,411	4,962	4,962	4,754	29.8	9.4	26.7	18.0	25.8	29.2	9.3	15.9	8.4	27.5
Eddy		47.3	.0265	13.7	13.5	44.2	90,778	.0273	1,919	6,628	6,684	6,193	15.7	3.8	19.3	10.2	37.1	32.2	14.3	18.9	13.1	34.9
Artesia		15.1	.0085	4.3	4.7		29,865	.0090	1,978	6,945	6,354	6,427	15.0	3.5	20.3	10.2	36.1	30.0	14.0	17.9	14.6	38.4
Carlsbad		29.1	.0163	8.7	8.7		55,320	.0166	1,901	6,360	6,323	6,121	15.9	3.9	19.3	10.1	37.7	33.0	14.6	19.5	12.5	33.5
Grant		17.2	.0096	4.6	4.7	9.1	26,769	.0080	1,556	5,819	5,614	5,365	18.6	5.2	22.8	13.6	36.9	36.9	13.3	20.3	8.4	24.0
Silver City		9.1	.0051	2.8	3.1		16,729	.0050	1,838	5,975	5,292	5,475	18.7	5.1	22.4	13.1	36.3	35.5	13.5	20.2	9.1	26.1
Guadalupe		6.7	.0038	1.5	1.8		7,015	.0021	1,047	4,677	4,282	4,083	36.8	13.6	28.2	22.1	22.5	29.5	6.8	13.6	5.7	21.2
Harding		1.8	.0010	.3	.4		2,337	.0007	1,298	7,790	5,843	5,659	33.8	9.0	20.1	11.3	21.0	20.0	9.4	13.5	15.7	46.2
Hidalgo		5.3	.0030	1.3	1.5	3.8	7,946	.0024	1,499	6,112	5,294	5,258	20.4	5.8	27.2	16.8	32.2	32.8	11.0	17.1	9.2	27.7
Lea		50.1	.0288	14.6	15.9	38.2	104,850	.0314	2,093	7,182	6,589	6,609	10.7	2.4	15.6	7.5	42.2	34.3	17.7	21.9	13.8	33.9
Hobbs		29.6	.0166	9.0	9.6		63,352	.0190	2,140	7,039	6,533	6,586	11.2	2.5	15.8	7.7	41.7	34.0	17.5	21.7	13.8	34.1
Lincoln		8.7	.0049	2.1	2.4		11,927	.0036	1,371	5,680	4,888	4,869	26.7	8.3	26.5	17.5	29.0	31.8	9.7	16.3	8.1	26.1

1 Included in Philadelphia Metropolitan area.
For Retail Sales data, see Section 4 location on page 17.

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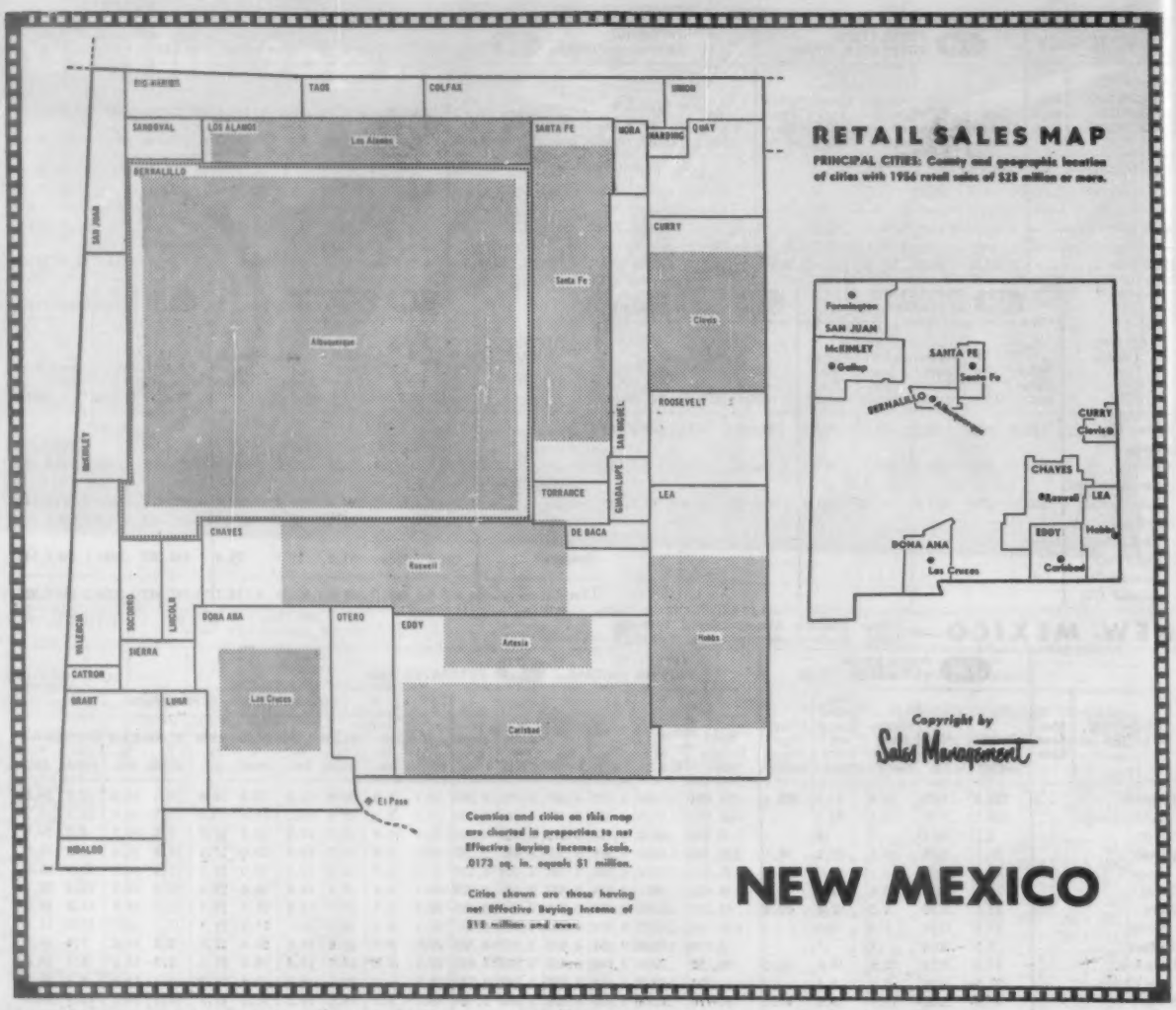
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

The City That Doesn't Get Credit For Eating

While Albuquerque, the major city of New Mexico, gets full credit for the biggest percentage of growth of any city in the nation, it does not get credit for the groceries it eats. Eighty percent of the retail food sales are credited to El Paso and Lubbock in wholesale purchases due to chain store headquarters and distribution problems. Check your advertising budget and be sure your advertising dollars are working where people are eating.

KOAT-TV

Channel 7 — The nation's highest Antenna and the state's highest-rated station—6 p.m. to midnight—Albuquerque, N. M.



NEW MEX.		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Los Alamos		13.3	.0074	3.5	4.9	13.3	34,798	.0105	2,616	9,942	7,064	8,558	3.8	.7	10.8	4.0	34.8	21.8	25.3	24.2	25.3	49.3
Los Alamos		13.3	.0074	3.5	4.9		34,798	.0105	2,616	9,942	7,064	8,558	3.8	.7	10.8	4.0	34.8	21.8	25.3	24.2	25.3	49.3
Luna		11.4	.0064	3.1	3.1	7.6	15,849	.0047	1,390	5,113	5,014	4,739	24.4	7.8	27.4	18.5	31.5	35.6	10.3	17.8	6.4	20.3
McKinley		42.4	.0237	8.9	9.6	16.8	41,146	.0124	970	4,623	4,252	4,163	34.7	12.6	28.6	22.0	23.5	30.1	7.6	15.0	5.6	20.3
Gallup		12.6	.0071	3.6	3.6		18,565	.0056	1,473	5,157	5,116	4,876	25.6	7.9	27.5	18.1	28.7	31.5	10.3	17.3	7.9	25.2
Mora		6.0	.0034	1.4	1.5		5,509	.0016	918	3,935	3,550	3,050	52.7	26.0	29.2	30.7	12.3	21.6	2.8	7.4	3.0	14.3
Otero		46.4	.0259	11.9	15.4	21.1	71,722	.0215	1,546	6,027	4,637	5,194	21.8	6.3	26.6	16.4	31.4	32.4	11.1	17.5	9.1	27.4
Alamagordo		21.1	.0118	6.1	6.3		35,856	.0108	1,699	5,878	5,611	5,548	17.2	4.7	26.2	15.2	34.4	33.0	12.2	18.0	10.0	29.1
Quay		12.9	.0073	3.7	3.9	9.0	20,241	.0061	1,569	5,471	5,150	4,986	24.3	7.5	29.0	19.0	29.1	31.7	9.6	16.1	8.0	25.7
Tucumcari		9.6	.0054	2.6	2.9		14,473	.0043	1,508	5,568	4,992	5,047	23.5	6.7	28.0	17.6	30.6	32.5	10.5	17.0	8.4	26.0
Rio Arriba		27.9	.0156	6.1	6.2		24,565	.0074	881	4,030	3,950	3,499	38.9	16.7	32.8	29.9	20.5	31.3	5.2	12.1	2.8	10.0
Roosevelt		15.7	.0088	4.0	6.6	10.4	27,883	.0083	1,778	6,971	4,202	4,918	24.4	7.6	28.6	18.7	28.9	31.3	10.0	16.6	8.1	25.9
Portales		10.4	.0058	3.4	3.5		17,697	.0053	1,702	5,205	5,010	4,844	25.1	7.9	28.9	19.3	28.5	31.5	9.7	16.3	7.8	25.2
Sandoval		10.2	.0057	2.1	2.1		7,975	.0024	782	3,798	3,628	3,036	49.6	24.6	28.1	30.8	15.6	27.4	3.8	10.3	1.9	6.9
San Juan		64.3	.0360	14.7	14.7	20.5	64,132	.0193	997	4,363	4,358	3,950	36.6	13.9	30.4	24.7	21.5	29.2	6.6	13.6	4.9	18.6
Farmington		20.5	.0115	5.5	5.5		25,321	.0076	1,235	4,604	4,599	4,358	32.5	11.2	28.8	21.2	24.2	29.8	8.1	15.1	6.4	22.7
San Miguel		23.9	.0128	5.2	5.9	12.2	23,114	.0069	1,005	4,445	3,998	3,747	42.0	16.9	29.4	24.3	18.4	26.3	6.3	13.7	4.9	18.8
Santa Fe		41.2	.0231	10.7	12.4	35.1	68,927	.0201	1,824	6,255	5,384	5,568	22.0	5.9	24.6	14.2	29.8	28.7	12.0	17.6	11.6	33.6
Santa Fe		35.1	.0196	9.1	10.8		58,091	.0174	1,655	6,384	5,363	5,682	21.2	5.6	24.2	13.6	30.1	28.5	12.4	17.8	12.1	34.5
Sierra		6.1	.0034	2.0	2.0	4.0	8,429	.0025	1,381	4,213	4,063	3,861	40.9	15.6	29.4	24.4	19.4	27.0	6.6	12.7	3.2	20.3

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.



The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW MEX. — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Socorro		11.2	.0063	2.7	3.1	5.0	12,270	.0037	1,096	4,544	3,935	3,910	36.5	14.0	31.1	25.5	21.6	29.6	6.0	12.6	4.8	18.3
Taos		16.2	.0090	3.4	3.7		13,606	.0041	840	4,002	3,664	3,327	44.6	20.2	31.3	30.1	16.6	26.9	4.4	10.8	3.1	12.0
Torrance		6.6	.0037	1.5	1.5		7,372	.0022	1,117	4,915	4,787	4,201	30.8	11.0	31.5	24.0	25.3	32.2	7.5	14.7	5.1	18.1
Union		5.6	.0032	1.6	1.6	2.8	9,067	.0027	1,619	5,667	5,618	4,954	27.5	6.4	28.3	18.3	26.1	28.3	8.7	14.3	9.4	30.7
Valencia		35.4	.0198	7.7	8.6	7.1	34,327	.0103	970	4,458	4,261	4,020	34.4	12.9	29.5	23.6	24.3	32.2	7.1	14.5	4.7	16.8
Total Above Cities		501.5	.2808	147.7	160.5		930,758	.2790	1,853	6,295	5,793	5,630	18.6	4.8	23.0	12.7	33.2	30.4	13.2	18.5	12 0	33.6
State Total		943.9	.5283	245.9	286.3	578.1	1,465,981	.4487	1,585	6,084	5,225	5,350	23.3	6.5	24.6	14.8	30.4	30.2	11.5	17.7	10.2	30.7

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Albuquerque	252.8	.1415	70.9	82.2	220.3	474,824	.1424	1,878	6,697

METRO. AREA	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Total Above Area	252.8	.1415	70.9	82.2	220.3	474,824	.1424	1,878	6,697

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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ONLY ONE ALBANY NEWSPAPER PARALLELS THE DECADE OF GROWTH IN ALBANY AND THE CAPITAL DISTRICT--NEW YORK STATE'S 3rd MARKET

1950-1959

* Household Growth Albany Standard Metro Area . . . . . 18%+

** TIMES-UNION Circulation Growth, Albany C. & R.T.Z. . 18.9%

** Knick-News Circulation Growth, Albany C. & R.T.Z. 5.1%

THE TIMES-UNION IS FIRST IN TOTAL NET PAID CIRCULATION . . .

ALSO FIRST IN . . . NATIONAL, RETAIL, CLASSIFIED, TOTAL ADVERTISING . . AND VERY IMPORTANT, 1st IN RETAIL GROCERY & RETAIL DRUG ADVERTISING

** Estimated. **A.B.C. Audits 1950-1959.*

THE ALBANY TIMES-UNION

THE CAPITAL DISTRICT'S MORNING AND SUNDAY FAMILY NEWSPAPER
Represented Nationally by
HEARST ADVERTISING SERVICE, INC.

NEW YORK— (Other Middle Atlantic States New Jersey, Pennsylvania)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Albany	2	276.2	.1548	87.7	90.4	216.0	581,410	.1774	2,141	6,744	6,537	6,436	12.0	2.8	14.7	7.3	42.6	35.0	17.4	21.9	13.3	33.0
▲Albany		144.4	.0808	45.9	51.6		324,897	.0975	2,250	7,094	6,296	6,575	9.9	2.3	14.1	6.8	44.5	35.7	17.8	22.0	13.7	33.2
Cohoes		21.5	.0120	6.3	6.3		41,130	.0123	1,913	6,529	6,529	6,334	11.7	2.8	14.4	7.2	43.7	36.5	17.7	22.6	12.5	30.9
Menands		2.6	.0015	.7	*		6,014	.0018	2,313	8,591	*	*	*	*	*	*	*	*	*	*	*	*
Watervliet		15.0	.0084	4.4	4.5		29,882	.0090	1,992	6,791	6,640	6,516	10.0	2.3	13.0	6.3	44.9	36.5	19.2	23.9	12.9	31.0
Allegany		45.4	.0254	13.3	15.2	6.9	80,674	.0242	1,777	6,086	5,286	5,331	17.5	4.9	19.4	11.5	42.1	41.9	13.3	20.2	7.7	21.5
Wellsville		6.9	.0039	2.2	2.3		15,069	.0045	2,184	6,850	6,552	6,477	12.6	2.9	14.7	7.2	42.1	34.5	16.8	21.0	13.8	34.4
1Bronx	119	1,408.3	.7871	432.1	44.80	1,408.3	3,111,814	.9334	2,212	7,202	6,945	6,932	10.0	2.1	12.6	5.8	41.4	31.7	20.1	23.4	15.9	37.0
Broome	19	267.8	.1161	82.1	84.4	155.5	428,753	.1280	2,057	6,872	6,525	6,517	10.3	2.4	13.4	6.5	44.8	36.4	18.4	22.9	13.1	31.8
▲Binghamton		85.5	.0479	24.0	27.9		177,639	.0533	2,078	7,402	6,356	6,769	9.5	2.1	12.2	5.7	44.4	34.9	19.2	22.9	14.7	34.4
Endicott		19.5	.0100	6.0	6.3		42,432	.0127	2,176	7,072	6,735	6,745	9.2	2.0	12.6	5.9	44.8	35.3	19.1	22.9	14.3	33.9
Johnson City		19.4	.0109	5.8	6.4		40,815	.0122	2,104	7,037	6,377	6,546	9.2	2.1	11.8	5.7	46.2	37.5	20.1	24.8	12.7	29.9
Cattaraugus		84.2	.0472	23.1	26.6	37.4	163,058	.0459	1,818	6,093	5,746	5,611	16.1	4.3	18.1	10.2	42.2	39.9	14.6	21.0	9.0	24.6
Olean		20.0	.0146	7.8	8.3		49,665	.0140	1,910	6,367	6,033	5,997	14.4	3.6	16.0	8.5	42.4	37.4	16.2	21.9	11.0	28.6
Salamanca		5.9	.0050	2.7	2.8		16,653	.0050	1,871	6,168	5,948	5,824	13.9	3.6	16.4	8.9	43.9	40.0	16.2	22.5	9.6	25.0
Cayuga	189	74.2	.0415	21.9	22.7	38.5	134,134	.0402	1,808	6,125	5,899	5,698	15.3	4.0	17.3	9.6	43.0	40.1	15.1	21.4	9.3	24.9
△Auburn		38.5	.0215	11.0	11.6		71,525	.0215	1,858	6,502	6,127	6,136	11.3	2.7	14.7	7.6	46.1	39.9	17.0	22.5	10.9	27.3

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

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WATCH OUT!

If you use "U.S. Standard Metropolitan Areas".

If you set sales and advertising plans on the basis of "U.S. Standard Metropolitan Areas" please remember you are doing business on a 1950 basis . . . not 1960. The government's selection of these areas is based upon *1950* corporate city population being 50,000 or more. Elmira, N.Y., had 49,716. Nearly 20,000 more living in contiguous areas, literally across the street from the city limits, separated only by the thickness of a sign post, were ignored. So Elmira which does over $88 million in Retail Sales, its County doing $116 million, its Urban Area of 79,000 people, isn't in the official government list of Metropolitan Areas . . . even in the latest Census of Business just now being released in 1960.

But Sales Management knows and so includes Elmira as a recommended Metropolitan Area. Preliminary releases of latest U.S. Census of Retail Sales shows Chemung County gained 6.76% over the last. Some of Elmira's contiguous "across the street" suburbs gained as high as 22.38%.

Elmira is one of the two key cities in the great seven county "Southern Tier" New York market which totals 552,492 people, $617.9 millions in retail sales, has grown 79.9% in industrial production between the last two census reports compared with 57% national average.

You cannot cover this market without the Elmira newspapers. No other medium will take you into over 70% of the homes.

THE ELMIRA STAR-GAZETTE & ADVERTISER • THE SUNDAY TELEGRAM

Represented by Gannett Advertising Sales, Inc., a Division of

The Gannett Newspapers

Offices: New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

NEW YORK — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Chautauqua	233	149.6	.0837	47.5	47.5	88.6	286,612	.0860	1,916	6,034	6,024	5,713	14.9	3.9	17.0	9.4	43.6	40.5	15.3	21.7	9.2	24.5
Dunkirk-Fredonia		*27.5*	*.0154*	*8.5*			*53,855*	*.0162*	*1,968*	*6,489*												
Dunkirk		19.6	.0110	5.9	6.1		36,666	.0110	1,871	6,215	5,992	5,862	11.6	3.0	15.6	8.4	47.5	42.9	16.3	22.5	9.0	23.2
△Jamestown		42.4	.0237	14.1	15.2		95,718	.0287	2,258	6,789	6,297	6,355	10.2	2.4	13.6	6.8	46.4	38.7	17.9	22.8	11.9	29.3
Chemung	216	98.5	.0551	30.4	31.4	73.0	192,790	.0578	1,957	6,342	6,126	5,992	13.6	3.4	16.0	8.5	43.3	38.2	16.4	22.2	10.7	27.7
△Elmira		55.7	.0312	16.9	18.5		110,817	.0332	1,990	6,557	5,979	6,086	12.4	3.0	15.4	8.0	44.4	38.7	16.8	22.4	11.0	27.9
Chenango		44.7	.0251	13.4	14.1	9.8	81,458	.0245	1,822	6,079	5,766	5,582	16.4	4.4	18.9	10.7	42.0	39.9	13.6	19.7	9.1	25.3
Norwich		9.8	.0055	3.2	3.3		19,850	.0060	2,026	6,203	5,954	5,791	14.5	3.7	17.2	9.5	43.6	39.8	14.9	20.9	9.8	26.1
Clinton		65.8	.0368	15.4	20.1	22.4	99,932	.0300	1,519	6,489	4,956	5,573	15.6	4.2	18.0	10.3	43.2	41.1	14.5	21.0	8.7	23.4
Plattsburg		19.0	.0106	4.9	7.2		36,834	.0110	1,939	7,517	5,078	6,175	9.6	2.3	14.5	7.5	47.7	40.9	17.2	22.6	11.0	26.7
Columbia		48.3	.0270	15.0	15.4	12.8	87,354	.0262	1,809	5,824	5,672	5,478	16.7	4.6	19.1	11.0	42.0	40.7	13.7	20.3	8.5	23.4
Hudson		12.8	.0072	3.9	4.2		24,677	.0074	1,928	6,327	5,830	5,888	13.2	3.3	16.8	9.0	44.3	40.0	15.7	21.6	10.0	26.1
Cortland		40.0	.0224	12.1	13.2	24.0	73,818	.0221	1,845	6,101	5,562	5,565	15.8	4.2	18.7	10.7	42.8	40.8	13.9	20.2	8.8	24.1
Cortland		20.5	.0115	6.7	7.6		41,299	.0124	2,015	6,164	5,426	5,650	15.0	4.0	18.0	10.1	43.6	40.9	14.3	20.5	9.1	24.5
Delaware		46.4	.0260	13.9	14.9	9.3	81,336	.0244	1,753	5,852	5,452	5,265	17.8	5.0	19.9	12.0	42.0	42.4	12.9	19.9	7.4	20.7
Dutchess	272	172.0	.0962	45.6	52.1	68.1	324,780	.0974	1,888	7,122	6,226	6,537	10.2	2.3	13.7	6.8	44.5	36.1	18.2	22.6	13.4	32.4
Beacon		15.4	.0086	4.0	4.4		29,590	.0089	1,921	7,398	6,638	6,932	8.9	1.9	11.0	5.0	43.7	33.5	21.0	24.5	15.4	35.1
△Poughkeepsie		42.5	.0238	13.1	14.8		95,833	.0287	2,255	7,315	6,475	6,756	9.4	2.1	12.4	5.8	44.4	34.8	19.3	23.2	14.5	34.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

Ads and Data Go Together

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local developments and trends behind the SM estimates. The ads and the data go together.

HERKIMER is Herkimer County—Herkimer City Zone a self-contained market of high-income families

covered only by The Evening Telegram

HERKIMER COUNTY		HERKIMER CITY ZONE
65,300	Population	26,700
20,000	Households	8,300
$119,503,000	Total Income	$54,459,000
$5,975	Family Income	$7,576

The heavy buying power of this sales-active market is concentrated in the Herkimer City Zone. Sales indexes lead upstate New York consistently and are constantly stimulated by advertising where it counts . . . Herkimer's own Evening Telegram . . . read by 87% of the families in the city zone which includes three adjoining communities.

First in Daily Circulation in Herkimer County

The Evening Telegram Herkimer, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Erie	24	1,104.3	.6180	325.3	340.3	906.8	2,262,969	.6758	2,040	6,926	6,619	6,571	10.2	2.3	13.0	6.3	44.7	36.0	16.6	23.0	13.5	32.4
▲Buffalo		603.8	.3379	176.0	190.2		1,247,790	.3743	2,067	7,090	6,359	6,589	9.4	2.1	12.6	6.1	45.9	36.9	18.8	23.1	13.3	31.8
East Aurora		7.3	.0041	2.3	2.3		15,618	.0047	2,139	7,099	7,029	6,677	12.0	2.7	13.6	6.5	40.5	33.2	19.1	23.1	14.8	35.5
Hamburg		8.9	.0050	2.6	2.5		19,516	.0059	2,193	7,506	7,632	7,449	9.2	1.8	10.7	4.6	39.6	28.1	21.6	23.5	18.9	42.0
Kenmore		21.6	.0121	6.7	6.7		53,620	.0158	2,436	7,854	7,781	7,590	6.7	1.3	9.0	3.8	42.2	29.4	23.3	24.9	18.8	40.6
Lackawanna		29.5	.0165	8.4	8.2		60,590	.0182	2,054	7,213	7,339	6,688	9.3	2.1	11.2	5.3	45.2	35.8	20.5	24.8	13.8	32.0
Lancaster		11.8	.0066	3.5	3.5		23,822	.0068	1,934	6,521	6,355	6,266	9.6	2.3	13.1	6.6	47.6	40.3	18.7	24.2	11.0	26.6
Tonawanda		21.5	.0120	6.5	6.6		44,614	.0134	2,075	6,864	6,744	6,570	9.5	2.2	12.1	5.9	45.6	36.6	19.8	24.5	13.0	30.8
Williamsville		6.6	.0037	2.0	1.9		14,855	.0045	2,251	7,428	7,583	7,415	9.5	1.9	10.8	4.6	38.9	27.9	22.0	24.0	18.8	41.6
See North Tonawanda-Tonawanda																						
Essex		38.4	.0215	11.2	11.2	9.1	89,970	.0180	1,562	5,354	5,350	5,084	18.9	5.5	20.8	13.0	41.7	43.5	12.1	19.3	6.5	18.7
2Saranac Lake																						
Franklin		44.6	.0250	12.3	13.9	21.1	74,462	.0223	1,670	6,054	5,345	5,394	17.3	4.8	20.0	11.8	41.7	41.0	12.7	19.1	8.3	23.3
Malone		10.2	.0057	2.9	3.6		18,376	.0055	1,802	6,337	5,054	5,466	15.7	4.3	18.9	11.0	43.4	42.0	13.8	20.5	8.3	22.2
2Saranac Lake		7.1	.0040	3.4	2.5		14,327	.0043	2,018	5,970	5,731	5,613	17.7	4.7	19.5	11.0	39.8	37.6	13.1	18.9	9.9	27.8
Fulton		49.7	.0278	18.5	18.4	35.9	95,542	.0287	1,922	5,790	5,799	5,532	16.5	4.4	18.4	10.8	42.3	40.7	14.2	20.7	8.6	23.6
Gloversville		24.2	.0135	8.1	8.4		47,821	.0143	1,976	5,904	5,669	5,583	16.1	4.3	18.2	10.4	42.7	40.4	14.2	20.6	8.8	24.3
Johnstown		11.5	.0064	3.6	3.9		22,673	.0068	1,972	6,298	5,763	5,848	13.5	3.4	16.6	9.0	44.5	40.3	15.7	21.8	9.7	25.5
Gloversville-Johnstown		*35.7*	*.0199*	*11.7*			*70,494*	*.0211*	*1,975*	*6,035*												
Genesee		54.0	.0302	18.7	18.8	24.3	109,422	.0301	1,980	6,396	6,280	6,001	12.8	3.2	15.7	8.3	44.9	39.6	16.2	21.9	10.4	27.0
Batavia		18.6	.0104	6.4	6.9		37,605	.0113	2,022	6,964	6,339	6,470	9.5	2.3	13.6	6.7	46.7	38.2	17.6	22.0	12.6	30.9
Greene		30.8	.0173	9.4	9.7	8.9	48,779	.0146	1,584	5,139	5,018	4,814	21.0	6.5	21.7	14.3	40.0	44.1	11.7	19.7	5.6	15.4
Catskill		8.9	.0033	1.8	3.1		10,734	.0032	1,851	5,963	5,111	5,302	18.1	4.2	18.3	10.8	41.2	43.3	14.8	22.3	7.6	19.4
Hamilton		4.4	.0024	1.4	1.3		7,156	.0022	1,626	5,111	5,254	4,991	19.0	5.7	21.8	13.8	41.8	44.4	11.4	18.5	6.0	17.6
Herkimer	169	66.3	.0368	20.0	20.0	40.4	119,603	.0358	1,830	5,975	5,961	5,661	16.0	4.2	18.0	10.1	42.3	39.6	14.3	25.5	9.4	25.6
Herkimer-Ilion		*19.9*	*.0107*	*6.7*			*37,630*	*.0115*	*1,965*	*6,612*												
Herkimer		9.5	.0053	3.0	3.3		19,098	.0059	2,073	7,576	5,969	6,643	9.0	2.0	11.5	5.5	46.0	36.7	20.0	24.4	13.5	31.4
Little Falls		9.8	.0055	3.1	3.1		18,554	.0056	1,893	5,985	5,985	5,781	13.5	3.5	17.3	9.5	44.9	41.1	15.0	21.0	9.3	34.9
Jefferson	286	88.2	.0493	27.0	28.3	40.6	160,721	.0482	1,822	5,953	5,677	5,522	17.0	4.6	18.7	10.7	41.6	40.0	13.9	20.4	8.8	24.3
△Watertown		36.2	.0203	11.3	12.8		75,794	.0227	2,094	6,767	5,889	6,211	11.6	2.8	15.3	7.8	44.7	38.1	16.6	21.7	11.8	29.6
1Kings	110	2,538.3	1.4206	777.8	814.7	2,538.3	5,513,779	1.6539	2,172	7,091	6,768	6,782	10.0	2.3	13.4	6.3	41.7	32.5	19.1	22.9	15.2	36.0
Lewis		23.3	.0130	6.8	6.8	3.9	36,764	.0111	1,578	5,570	5,397	5,049	19.8	5.8	21.1	13.3	40.4	42.4	12.1	19.4	6.6	19.1
Livingston		45.6	.0256	12.3	13.0	13.4	74,347	.0223	1,630	6,044	5,700	5,561	16.8	4.4	18.5	10.6	41.5	39.6	14.5	21.1	8.9	24.3

1 The City of New York includes Bronx, K'ngs, Queens, New York and Richmond Counties.
2 Saranac Lake is in both Essex and Franklin Counties.
For Retail Sales data, see Section 4 location on page 17.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

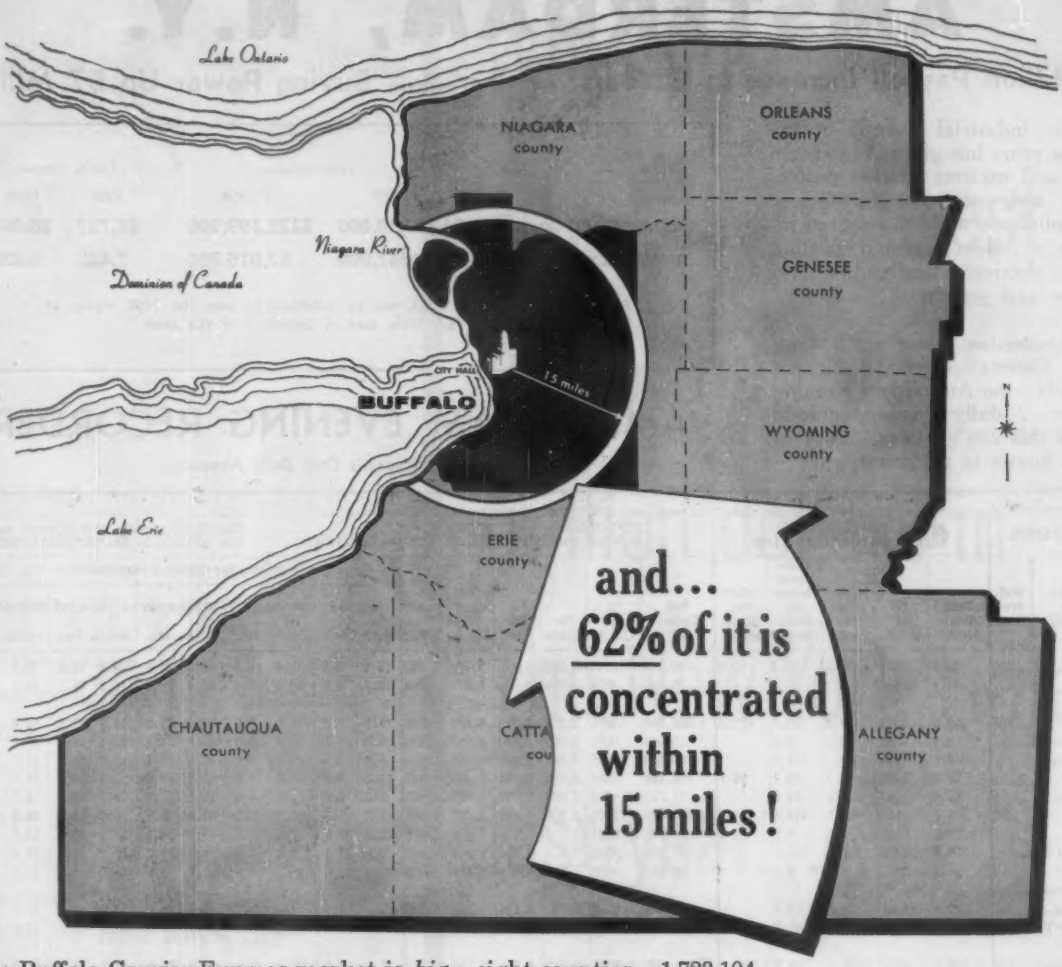
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

© SM, 1960.

Definition of Cash Income Per Household

Cash Income Per Household is a mathematical average—total cash *actually available for spending* divided by total households. Cash Income is net Effective Buying Income less non-cash items such as food and fuel produced and consumed by farmers, imputed rentals of owner-occupied homes, income received by trusts, pension and welfare funds and income of non-profit institutions.

BUFFALO is an 8-County Market of 1,723,104



The Buffalo Courier-Express market is *big*—eight counties—1,723,104 people—extending out about 60 miles.

The standard metropolitan area embraces two counties—1,327,000 people within about 30 miles of Buffalo.

Buffalo and its true suburbs all lie within 15 miles of City Hall, housing 1,068,334, or 62% of all the people in the 8 counties. 71.2% of the 8-county population growth—over 21,000 per year for the last 9 years—has been in this area.

These 15 solidly-populated miles give you a compact heart at which to aim your prime sales and merchandising activities—an ideal base for advertising and selling in the entire 8-county market. And the Buffalo Courier-Express, Western New York's fastest growing newspaper, is your ideal medium for advertising both to the heart and hinterlands of this market.

TWO WAYS TO SELL WESTERN NEW YORK

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Representatives: Scolaro, Meeker & Scott

Pacific Coast: Doyle & Hawley

New Industries Boost Income and Sales in

AMSTERDAM, N.Y.

$2 Million Payroll Increase in 2 Years • Buying Power Up $7 Million

Dynamic industrial growth in the past few years has given Amsterdam a new and exciting market profile. Income and sales are booming—based solidly on a broad range of industries . . . from rugs and sporting goods to electronics and undies, auto antennas and plastics.

The Amsterdam market (Montgomery County) is served by one daily only—the Amsterdam Evening Recorder . . . daily shopping guide in 92% of this city's homes, 3 out of every 4 homes in the county.

	Total Income		Family Income	
	1959	1958	1959	1958
Montgomery Co.	$129,239,000	$122,199,000	$6,737	$6,267
Amsterdam	71,247,000	67,075,000	7,422	6,328

For 1959 Retail Sales, which are up substantially over the 1958 figure of $60,891,000, see New York State data in Section 4 of this book.

AMSTERDAM EVENING RECORDER

Montgomery County's Only Daily Newspaper

NEW YORK		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Madison	160	63.8	.0299	15.4	17.4	20.9	99,251	.0297	1,855	6,446	5,673	5,793	15.1	3.9	17.4	9.5	42.8	38.9	14.9	20.8	10.1	26.9
Oneida		11.5	.0064	3.7	3.6		23,444	.0070	2,039	6,336	6,371	5,905	13.7	3.4	15.9	8.4	43.6	38.7	16.1	21.7	10.7	27.8
Monroe	132	585.0	.3274	181.3	190.4	472.3	1,300,314	.3901	2,223	7,172	6,827	6,789	10.1	2.2	12.9	6.0	43.1	33.9	18.9	22.5	15.0	35.5
East Rochester		8.3	.0046	2.2	2.4		16,863	.0051	2,032	7,665	6,942	7,240	7.6	1.6	10.2	4.5	43.1	31.4	22.1	24.8	17.0	37.7
▲Rochester		349.2	.1954	107.5	119.3		776,460	.2329	2,224	7,223	6,505	6,723	9.5	2.1	12.6	6.0	44.5	35.1	19.1	23.0	14.3	33.8
Montgomery		61.3	.0343	19.2	19.4	39.7	129,239	.0387	2,108	6,731	6,649	6,412	12.2	2.8	14.6	7.2	42.4	35.0	17.6	22.3	13.2	32.7
Amsterdam		32.5	.0182	9.6	10.6		71,247	.0214	2,192	7,422	6,680	6,921	9.5	2.0	12.0	5.5	43.1	33.1	19.7	23.0	15.7	36.4
Nassau	110	1,369.9	.7667	405.6	412.4	1,369.9	3,603,005	1.0808	2,630	8,883	8,736	8,533	8.0	1.4	9.3	3.5	36.3	22.5	20.5	19.5	25.9	53.1
Glen Cove		23.2	.0130	6.6	6.9		51,382	.0154	2,215	7,785	7,438	7,368	9.5	1.9	12.1	5.2	40.8	29.3	18.8	20.7	18.8	42.9
Hempstead Township		775.6	.4340	240.8	240.9		2,181,266	.6544	2,812	9,058	9,054	8,738	7.2	1.2	9.2	3.4	36.3	22.0	20.3	18.8	27.0	54.6
Long Beach		26.2	.0147	8.1	8.2		68,677	.0206	2,621	8,479	8,344	8,079	10.3	1.9	11.3	4.4	35.1	23.1	19.5	19.5	23.8	51.1
North Hempstead Township		232.6	.1302	70.6	70.7		644,488	.1933	2,771	9,129	9,115	8,807	7.2	1.2	8.9	3.2	35.4	21.4	21.0	19.3	27.5	54.9
Oyster Bay Township		312.3	.1748	79.5	85.6		657,192	.1971	2,104	8,267	7,672	7,814	10.4	2.0	9.6	3.9	36.9	25.0	20.9	21.7	22.2	47.4
[1]New York (Manhattan)	110	1,723.3	.9644	881.8	760.7	1,723.3	4,673,926	1.4020	2,712	8,034	6,144	7,213	7.0	1.4	13.8	6.1	44.6	32.8	17.3	19.4	17.3	40.3
[1]▲New York City		7,728.5	4.3253	2,428.4	2,673.8		18,452,881	5.5351	2,388	7,599	6,901	7,177	8.8	1.8	12.5	5.5	41.8	30.9	19.6	22.1	17.3	39.7

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.
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BUYING NEW YORK? . . . BUY WICC FIRST TO SELL THE 2,000,000 RICHEST BUYERS!

SHARE-OF-RADIO-AUDIENCE

Stations	MONDAY–FRIDAY 6 AM–12 Nn	12 Nn–6 PM	6 PM–8 PM
WICC	15	12	12
WCBS	9	9	10
WINS	7	9	9
WAVZ	6	6	6
WNEW	7	5	5
WOR	5	5	6
WELI	5	5	5
WNHC	4	5	4
WMGM	3	4	6
WMCA	3	4	4
WRCA	4	3	3
WNAB	3	4	3
WTIC	2	3	3
WABC	2	3	2
Misc.	25	23	22
Total Percent H.U.R.	100 28.9	100 28.0	100 23.1



WICC is the Dominant Sales Medium in the Four Counties in Connecticut and Long Island where 456,000 families have over $10,000 per year!

PULSE proves it.... Dozens of Blue Ribbon Advertisers know this Secret of Sales, too..... In New York Call

WICC - Circle 5-0668.

Since 1926 — ONE OF THE NATION'S GREAT NEWS STATIONS — Since 1926

Why did advertisers invest more than 90 million dollars in The New York Times last year... more than they have ever invested in any other newspaper?

If you are engaged in selling goods or services, for your own company or as an advertising agent, this is important for you to know.

New York is a hungry, growing market... more than 5 million families, every one wanting, needing, devouring what you have to sell.

And The New York Times is the newspaper that serves New Yorkers with the most news, sells them with the most advertising.

1959 was the 41st consecutive year of The Times advertising leadership in New York. Advertisers use it more than any other newspaper to sell their goods and services in the world's biggest (by far) and busiest market place.

It will cost you no more than a telephone call to find out all about it.

The New York Times

Advertising offices in Atlanta, Boston, Chicago, Detroit, Los Angeles, Miami, Philadelphia, San Francisco and Toronto

Still Growing

TROY ABC CITY ZONE

LOW RATE: ONLY 22¢ LINE

BIGGER MARKET

City Zone Population (Troy, Watervliet, Cohoes, Green Island, Waterford, Latham, Pleasantdale, Wynantskill and Brunswick.) . . . . . 136,300 . . . . . UP 3,900.

Total Households . . . . . 40,100 . . . UP 1,100.

Total Market Population in FIVE COUNTIES 254,000.

Total Households . . . . . 73,093.

HIGHER VOLUME

Total Effective City Zone Buying Income $275,471,000 . . . UP $21,933,000.

City Zone Income per Household . . . $6,869 . . . UP $368 ($483 over national average)

CIRCULATION 47,701.

Per Cent of City Zone Coverage . . 97%

Per Cent of Total Market Coverage . . 75%

ROP COLOR AVAILABLE DAILY

NEW YORK

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

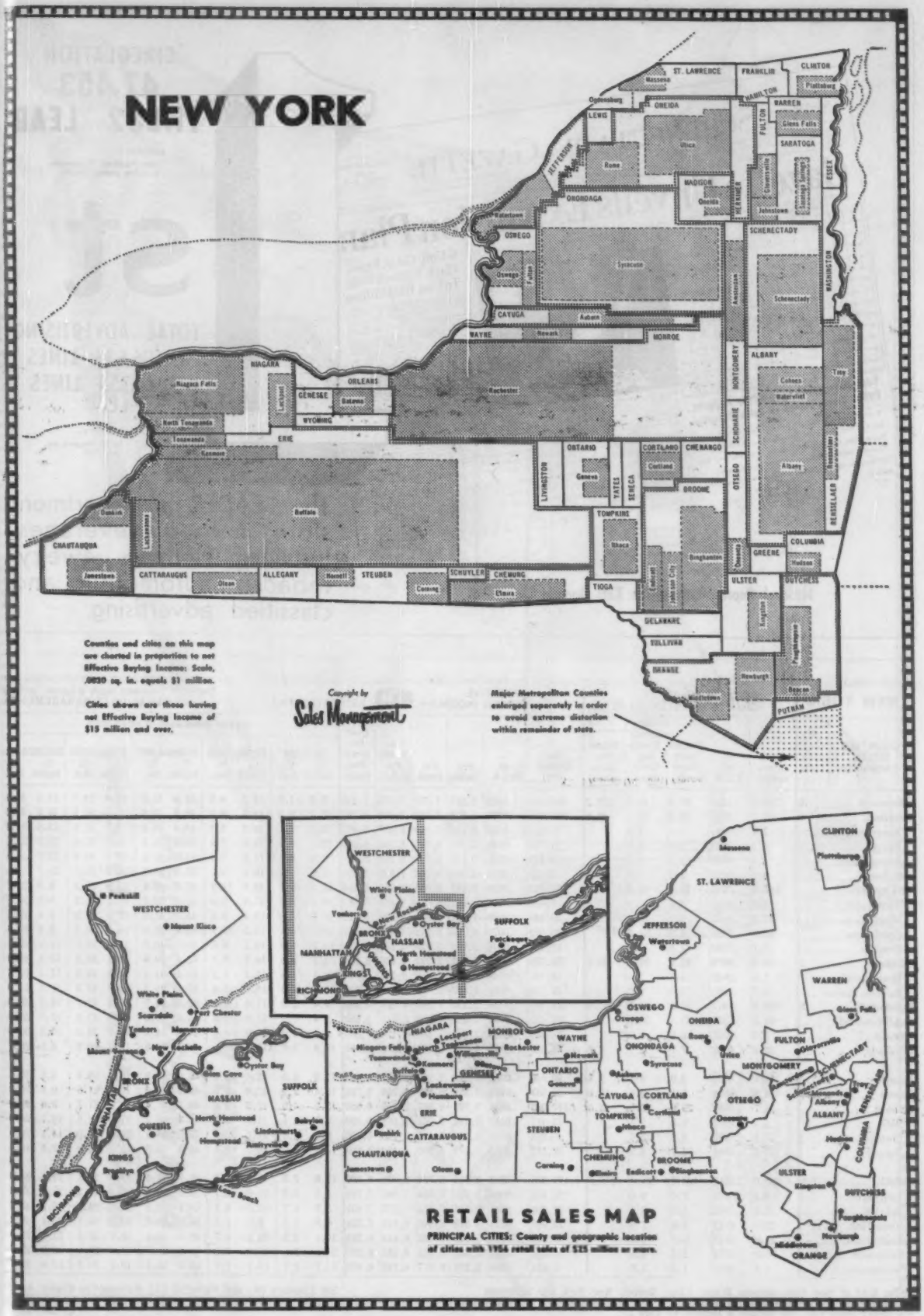
COUNTIES CITIES (continued)	Met. Area Code	Tota (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Niagara	24	234.0	.1310	69.1	71.8	173.7	475,973	.1422	2,034	6,888	6,620	6,516	9.9	2.3	12.7	6.2	49.7	37.1	16.8	23.5	12.8	30.9
Lockport		26.3	.0147	8.4	8.8		57,333	.0172	2,180	6,825	6,490	6,369	9.5	2.2	13.2	6.6	47.2	39.3	18.3	23.3	11.8	28.6
Niagara Falls		104.0	.0582	30.1	32.5		218,196	.0654	2,098	7,249	6,710	6,813	9.0	2.0	11.2	5.2	45.0	35.0	20.3	24.1	14.5	33.7
North Tonawanda		33.8	.0189	9.6	9.5		63,138	.0189	1,868	6,577	6,609	6,386	9.6	2.2	12.7	6.3	47.2	39.2	18.8	23.9	11.7	28.4
North Tonawanda-Tonawanda		*58.3*	*.0309*	*16.1*			*107,758*	*.0323*	*1,848*	*6,693*												
Oneida	169	247.6	.1386	72.3	74.6	176.2	462,432	.1387	1,868	6,396	6,195	6,063	13.0	3.2	15.7	8.3	43.9	36.4	16.5	22.1	10.9	28.0
▲Rome		50.3	.0282	13.1	14.0		88,037	.0264	1,750	6,720	6,278	6,314	10.1	2.4	14.1	7.1	46.2	38.8	17.9	23.9	11.7	28.8
▲Utica		107.2	.0600	32.2	33.9		208,195	.0624	1,942	7,466	6,138	6,107	12.1	3.0	15.4	8.0	44.8	38.9	16.6	22.0	11.1	28.1
Onondaga	169	410.3	.2297	122.0	136.7	288.9	853,133	.2559	2,079	6,993	6,238	6,464	10.9	2.5	14.0	6.9	44.1	36.2	17.9	22.5	13.1	31.9
▲Syracuse		213.0	.1192	62.9	77.0		464,582	.1394	2,181	7,386	6,030	6,621	9.4	2.1	13.1	6.3	45.2	36.1	18.5	23.7	13.8	32.8
Ontario		68.9	.0386	19.8	21.4	26.3	126,020	.0378	1,829	6,365	5,895	5,858	14.8	3.7	17.6	9.5	42.6	35.6	14.8	20.5	10.4	27.7
Canandaigua		9.3	.0052	2.7	3.1		18,950	.0057	2,036	7,019	6,047	6,259	9.6	2.3	15.3	7.7	46.8	39.5	16.6	21.4	11.7	29.1
Geneva		19.0	.0106	5.4	6.9		40,188	.0121	2,115	7,443	5,793	6,496	9.5	2.2	14.0	6.8	46.2	37.7	17.2	21.5	13.1	31.8
Orange	289	175.5	.0988	52.8	57.2	85.9	337,509	.1013	1,912	6,392	5,896	5,929	14.2	3.6	16.7	8.9	42.7	35.2	15.8	21.6	10.6	27.7
Middletown		23.6	.0132	6.6	7.2		44,871	.0135	1,901	6,799	6,232	6,326	11.1	2.6	14.6	7.3	44.7	37.5	17.4	22.3	12.2	30.3
Newburgh-Beacon		*48.1*	*.0269*	*14.6*			*98,759*	*.0298*	*2,053*	*6,764*												
△Newburgh		33.7	.0183	10.6	11.1		69,169	.0207	2,115	6,525	6,230	6,196	12.1	2.9	15.3	7.8	44.1	37.7	16.9	22.1	11.6	29.5
Port Jervis		9.5	.0053	3.0	3.1		16,117	.0048	1,697	5,372	5,199	5,096	17.3	5.1	19.6	12.2	43.8	45.5	13.2	21.0	6.1	16.2
Orleans		34.1	.0191	10.4	10.3	11.2	89,306	.0178	1,739	5,702	5,717	5,340	17.6	4.9	19.1	11.3	42.0	41.8	13.7	20.7	7.6	21.3
Medina		6.4	.0036	2.1	2.3		12,991	.0039	2,030	6,186	5,648	5,770	12.6	3.2	16.1	8.9	47.1	43.3	15.5	21.8	8.7	22.8
Oswego	168	83.8	.0468	24.5	25.9	38.2	141,350	.0424	1,687	5,769	5,442	5,297	17.8	4.9	19.1	11.4	42.2	42.3	13.7	21.8	7.4	20.4
Fulton		15.0	.0084	4.5	4.6		27,079	.0081	1,803	6,018	5,847	5,672	14.0	3.7	16.5	9.3	45.1	43.2	15.9	22.7	8.5	22.2
Oswego		23.2	.0130	6.6	7.6		40,978	.0133	1,766	6,209	5,345	5,365	15.4	4.1	17.7	10.1	43.5	41.3	14.7	21.3	8.7	23.2
Otsego		54.5	.0305	17.1	18.2	15.0	100,795	.0302	1,849	5,894	5,538	5,367	18.4	5.1	19.6	11.6	40.8	40.2	13.0	19.7	8.2	23.4
Oneonta		12.9	.0072	4.3	5.0		29,424	.0088	2,281	6,843	5,814	6,045	12.9	3.2	15.7	8.3	44.7	39.2	15.7	21.0	11.0	28.3
Putnam		25.8	.0144	7.4	7.5		49,590	.0149	1,922	6,701	6,667	6,383	15.7	3.7	16.3	8.1	38.7	32.2	15.1	19.2	14.2	36.8
1Queens	110	1,841.1	1.0304	575.4	595.1	1,841.1	4,679,396	1.4036	2,542	8,132	7,997	7,843	7.7	1.5	10.1	4.1	38.0	26.3	22.1	22.8	21.1	45.3
Rensselaer	2	144.8	.0810	44.0	47.8	101.6	290,812	.0872	2,008	6,609	6,084	6,149	12.6	3.1	15.5	8.0	43.7	37.6	16.7	22.0	11.5	29.3
Rensselaer		11.6	.0065	3.3	3.7		23,723	.0071	2,045	7,189	6,301	6,661	8.9	2.0	12.1	5.7	45.7	36.5	19.8	24.0	13.5	31.8
▲Troy		76.5	.0428	22.3	27.2		157,918	.0474	2,064	7,082	5,806	6,354	9.5	2.2	14.1	7.0	46.8	39.0	17.6	22.5	12.0	29.3

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.

For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

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NEW YORK
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0030 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Copyright by Sales Management
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1954 retail sales of $25 million or more.


SCHENECTADY GAZETTE

Gazette Unveils Expansion Plan

6-Unit Color Press, Clark-Witbeck Bldg. To Cost Half-Million

Sales Management 1960 Survey of Buying Power Shows Increased Sales Potential

CIRCULATION
47,453
11,682 LEAD

AUTHORITY:
ABC Publishers' Statements
6 months ending 9/30/59.

1st

TOTAL ADVERTISING
13,606,625 LINES
3,874,353 LINES
LEAD

AUTHORITY:
Media Records, Inc.
Year 1959

The LEADER in department store, in food, beverages, furniture, clothing, jewelry, tobacco, automotive, and classified advertising.

National Representatives—The Katz Agency, Inc.

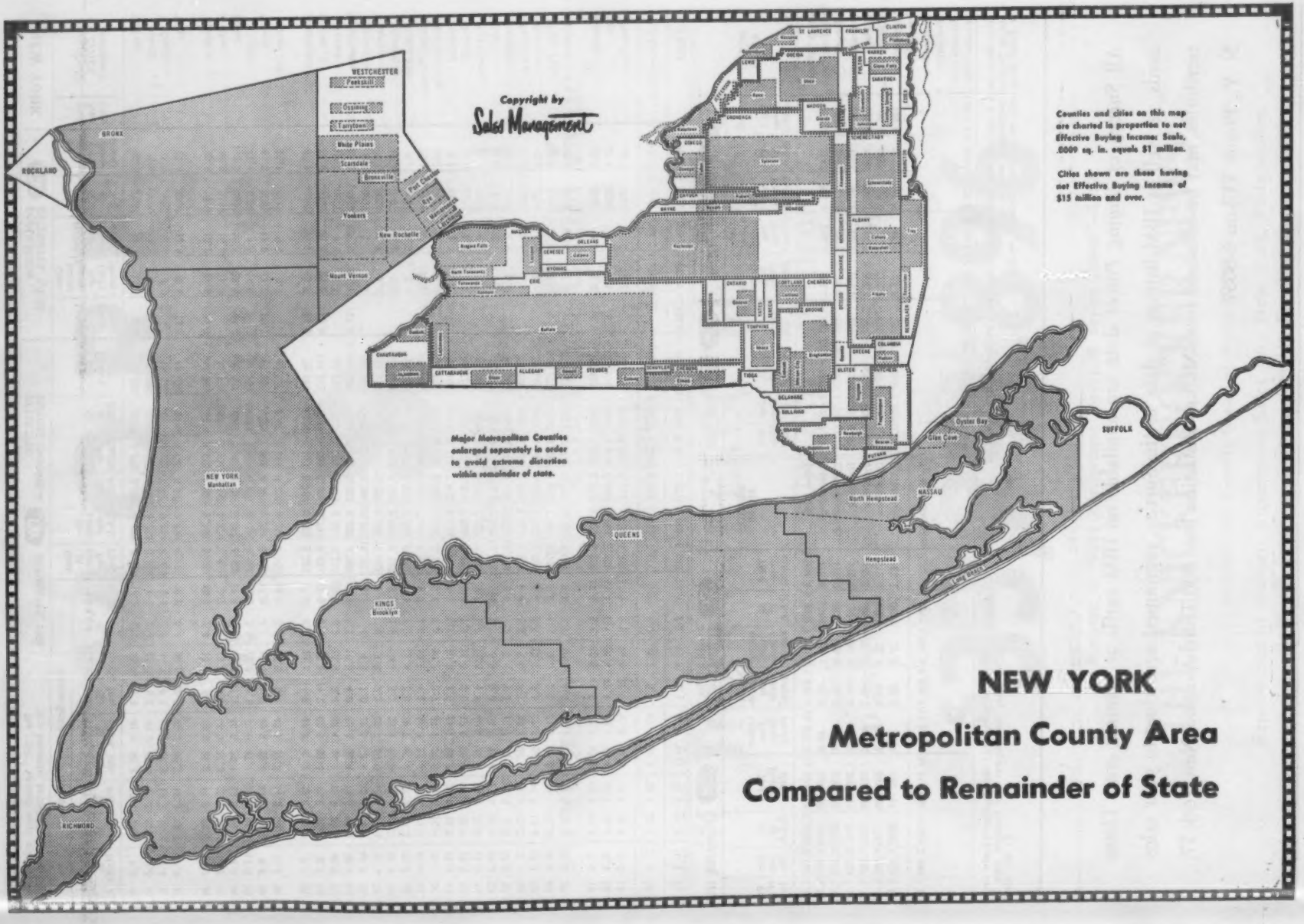
NEW YORK		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
1Richmond	110	219.3	.1228	61.5	68.1	219.3	473,986	.1422	2,161	7,707	7,275	7,316	8.0	1.6	11.2	4.8	41.6	30.2	21.4	23.7	17.8	39.7
Rockland	110	129.7	.0726	33.8	35.2	45.6	235,959	.0708	1,819	7,150	6,691	6,761	10.4	2.3	13.5	6.3	42.9	33.6	18.2	21.8	15.0	36.0
Haverstraw		5.5	.0031	1.7	1.8		11,694	.0035	2,126	6,879	6,497	6,608	9.5	2.1	12.9	6.2	45.4	36.5	18.7	22.9	13.5	32.3
Nyack		5.9	.0033	1.7	1.9		11,746	.0035	1,991	6,909	6,182	6,361	12.2	2.9	15.8	7.9	42.3	35.2	16.5	21.0	13.2	33.0
Spring Valley		6.3	.0035	1.9	2.1		13,247	.0040	2,103	6,972	6,107	6,457	9.8	2.3	13.9	6.8	45.5	37.3	18.1	22.8	12.7	30.8
Suffern		4.5	.0025	1.2	1.5		10,558	.0032	2,346	8,798	7,039	7,809	9.0	1.7	10.2	4.1	38.3	26.1	20.8	21.6	21.7	46.5
St. Lawrence		124.8	.0696	34.6	38.2	49.2	201,751	.0605	1,617	5,934	5,268	5,334	18.2	5.1	19.4	11.6	40.9	40.6	13.5	20.5	8.0	22.2
Gouverneur		4.9	.0027	1.5	1.6		9,060	.0027	1,849	6,040	5,663	5,688	16.1	4.2	17.8	9.9	41.6	38.9	14.9	21.2	9.6	25.8
Massena		17.0	.0095	5.1	5.0		29,939	.0090	1,761	5,870	5,882	5,617	14.9	4.0	16.9	9.6	44.2	41.6	15.5	22.3	8.5	22.5
Ogdensburg		17.0	.0095	4.2	4.6		25,082	.0075	1,475	5,972	5,453	5,482	16.6	4.5	18.5	10.7	42.4	41.0	14.1	20.9	8.4	23.9
Potsdam		7.7	.0043	1.8	3.5		15,192	.0046	1,973	8,440	4,341	5,980	11.2	2.8	16.2	8.6	45.0	40.0	16.6	22.5	11.0	26.1
Saratoga	2	84.8	.0475	26.5	29.4	44.5	160,625	.0482	1,894	6,299	6,066	5,918	13.9	3.5	16.3	8.7	43.4	38.9	16.1	22.0	10.3	26.9
Mechanicville		7.5	.0042	2.2	2.4		16,191	.0049	2,159	7,360	6,746	6,918	8.5	1.8	11.2	5.1	44.4	34.2	20.8	24.3	15.1	34.6
Saratoga Springs		16.7	.0093	5.0	6.0		33,018	.0099	1,977	6,604	5,437	5,895	13.7	3.5	16.7	9.0	43.8	39.3	15.4	21.2	10.4	27.0
Schenectady	2	162.8	.0911	51.6	54.7	137.0	379,369	.1138	2,330	7,352	6,928	6,939	9.4	2.0	11.4	5.2	43.3	33.1	20.3	23.7	15.6	36.0
▲Schenectady		98.4	.0551	31.1	35.1		233,232	.0700	2,370	7,499	6,641	6,952	9.4	2.0	11.0	5.0	43.4	33.2	20.5	23.9	15.7	35.9
Scotia		8.0	.0045	2.6	2.7		19,239	.0058	2,405	7,400	7,126	7,066	9.2	1.9	10.9	4.9	41.9	31.4	21.8	25.0	16.3	36.8
Schoharie		25.4	.0142	7.7	8.1	3.6	45,509	.0138	1,792	5,910	5,576	5,395	18.2	5.0	19.8	11.6	40.2	39.6	13.3	20.0	8.5	23.8
Schuyler		13.4	.0073	4.0	4.0	2.8	20,480	.0062	1,528	5,120	5,031	4,681	21.5	6.8	22.4	15.2	40.4	45.9	10.9	18.8	4.8	13.3
Seneca		33.6	.0188	9.1	9.9	12.9	52,384	.0157	1,559	5,467	5,264	5,724	15.4	4.0	17.4	9.6	42.5	39.5	15.2	21.5	9.5	25.4
Steuben		99.7	.0558	29.5	30.9	41.6	178,085	.0534	1,786	6,037	5,755	5,604	15.2	4.0	17.5	9.9	43.7	41.4	15.0	21.7	8.6	23.6
Bath		6.2	.0035	1.9	2.4		13,417	.0040	2,164	7,062	5,501	6,090	9.7	2.4	14.7	7.6	48.4	42.2	17.1	22.8	10.1	25.0
Corning		17.1	.0096	5.5	5.7		40,838	.0122	2,388	7,425	7,128	6,760	8.8	1.9	11.5	5.4	45.6	35.8	20.0	24.0	14.1	32.9
Hornell		15.0	.0084	4.7	5.2		28,182	.0085	1,879	5,996	5,420	5,509	14.4	3.9	16.7	9.6	45.5	43.8	15.6	22.9	7.8	19.8
Suffolk	110	897.4	.3343	163.8	164.4	215.0	1,111,205	.3333	1,860	6,784	6,759	6,500	12.6	2.9	14.7	7.2	41.7	34.0	17.1	21.3	13.9	34.6
Amityville		8.5	.0048	2.5	2.6		20,136	.0060	2,369	8,054	7,561	7,792	9.4	1.8	11.6	4.7	37.8	25.7	19.4	20.2	21.8	47.6
Babylon		11.1	.0062	3.5	3.8		27,909	.0084	2,514	7,974	7,272	7,491	8.7	1.7	11.3	4.8	40.4	28.5	20.3	22.0	19.3	43.0
Kings Park		20.0	.0112	1.5	1.9		12,960	.0039	648	8,640	6,549	7,724	6.8	1.3	9.0	3.7	38.9	26.7	24.9	26.1	20.4	42.2
Lindenhurst		21.0	.0118	6.2	6.3		40,869	.0123	1,946	6,592	6,454	6,285	10.4	2.5	13.2	6.7	46.8	39.4	18.2	23.5	11.4	27.9
Patchogue		9.0	.0050	2.6	2.8		18,162	.0054	2,018	6,985	6,353	6,370	11.2	2.6	14.4	7.2	44.0	36.7	17.8	22.6	12.6	30.9
Southampton		4.4	.0025	1.4	1.6		9,824	.0029	2,233	7,017	6,140	6,472	11.7	2.7	15.1	7.4	43.3	35.4	16.1	20.2	13.8	34.3

1 The City of New York includes Bronx, Kings, Queens, New York and Richmond Counties.

For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

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Sales Management
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0009 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.
Major Metropolitan Counties enlarged separately in order to avoid extreme distortion within remainder of state.
WESTCHESTER
Peekskill
Ossining
Tarrytown
White Plains
Scarsdale
Bronxville
Yonkers
New Rochelle
Mount Vernon
BRONX
ROCKLAND
NEW YORK
Manhattan
KINGS
Brooklyn
QUEENS
RICHMOND
Hempstead
North Hempstead
Oyster Bay
Glen Cove
NASSAU
SUFFOLK
NEW YORK
Metropolitan County Area
Compared to Remainder of State

NEW YORK

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds	$10,000&over % Inc.
Sullivan		45.5	.0255	14.1	15.1	10.6	81,728	.0246	1,796	5,796	5,389	5,310	18.2	5.1	19.8	11.9	41.1	46.9	13.1	20.1	7.8	22.0
Liberty		5.4	.0030	1.6	1.9		11,000	.0033	2,037	6,875	5,682	5,992	9.5	2.4	15.5	8.2	49.2	43.5	16.3	22.1	9.5	23.8
Monticello		5.2	.0029	1.5	1.9		11,455	.0034	2,203	7,637	5,914	6,542	9.5	2.3	13.7	6.7	44.9	36.3	18.5	23.0	13.4	31.8
Tioga		36.6	.0183	10.6	10.6	13.1	60,070	.0180	1,736	5,667	5,619	5,288	19.0	5.4	20.0	12.0	40.3	40.3	12.8	19.7	7.9	22.6
Tompkins		66.6	.0373	18.2	27.9	31.7	144,848	.0435	2,175	7,959	5,186	6,397	10.0	2.4	14.7	7.4	45.5	38.2	17.6	22.6	12.2	29.4
Ithaca		28.9	.0162	10.5	15.2		89,706	.0269	3,104	8,543	5,870	6,441	9.7	2.3	12.9	6.3	45.3	37.3	18.8	23.6	13.3	30.5
Ulster		113.0	.0633	35.4	36.3	44.0	295,757	.0617	1,821	5,812	5,663	5,478	17.9	4.9	19.2	11.1	40.5	39.1	13.6	20.2	8.8	24.7
Kingston		31.1	.0174	9.6	10.2		61,832	.0185	1,988	6,441	6,023	6,061	13.5	3.3	16.2	8.5	43.0	37.7	16.0	21.4	11.3	29.1
Warren		41.5	.0232	12.9	13.0	20.7	74,906	.0225	1,805	5,807	5,731	5,806	17.5	4.7	19.4	11.2	40.9	39.4	13.2	19.4	9.0	25.3
Glens Falls		20.7	.0116	6.5	6.7		40,936	.0123	1,978	6,298	6,051	5,958	14.8	3.7	17.2	9.1	42.1	37.5	14.8	20.1	11.1	29.6
Washington		47.7	.0267	13.7	13.8	18.9	78,148	.0234	1,638	5,704	5,663	5,323	17.9	5.0	19.4	11.6	41.4	41.2	13.6	20.7	7.7	21.5
Wayne		70.2	.0393	20.5	20.5	18.8	119,013	.0357	1,695	5,806	5,793	5,461	17.8	4.9	19.3	11.2	40.6	39.4	13.6	20.2	8.7	24.3
Newark		13.7	.0071	3.9	3.1		19,717	.0059	1,553	5,573	6,259	6,145	13.6	3.3	16.3	8.4	43.4	38.6	15.7	20.8	12.0	30.9
Westchester	110	802.9	.4493	237.6	253.1	717.6	2,121,186	.6363	2,642	8,928	8,380	8,509	3.7	1.5	10.6	4.0	38.9	22.4	18.4	17.5	26.4	54.6
Bronxville		6.7	.0037	1.7	2.6		33,743	.0066	4,290	16,908	10,802	15,202	4.1	.4	4.6	1.0	11.1	3.8	15.3	8.2	64.9	86.6
Larchmont		6.9	.0039	1.8	2.1		23,576	.0071	3,417	13,098	11,063	11,982	7.6	.9	8.3	2.2	23.7	10.0	15.3	10.4	46.1	76.5
Mamaroneck		17.4	.0097	5.1	5.2		46,030	.0138	2,645	9,025	8,700	8,752	5.8	1.5	10.3	3.7	33.9	30.6	19.1	17.7	27.9	56.5
Mount Kisco		6.8	.0038	1.9	2.1		15,754	.0047	2,317	8,292	7,393	7,559	9.4	1.9	11.8	5.0	30.7	27.7	18.9	20.3	20.2	45.1
Mount Vernon		76.7	.0420	23.7	25.1		196,565	.0596	2,589	8,747	7,901	8,215	8.7	1.6	10.5	4.1	37.0	23.8	19.4	19.1	24.4	51.4
New Rochelle		76.7	.0429	21.7	26.0		206,146	.0618	2,688	9,500	7,906	8,767	9.1	1.5	10.3	3.7	34.3	20.3	17.7	16.4	28.7	57.6
Ossining		18.3	.0102	4.9	5.3		38,768	.0116	2,118	7,912	7,195	7,517	8.4	1.7	10.6	4.5	41.1	29.0	20.5	22.0	19.4	42.8
Peekskill		18.5	.0104	5.1	5.7		40,210	.0121	2,174	7,884	7,016	7,292	9.4	1.9	11.6	5.0	42.0	30.6	18.8	20.9	18.2	41.6
Port Chester		34.9	.0139	6.8	7.5		54,990	.0165	2,208	8,067	7,303	7,562	8.7	1.7	11.5	4.8	40.4	28.3	19.5	20.9	19.9	44.3
Rye		14.2	.0079	4.1	4.7		46,795	.0140	3,295	11,413	9,816	10,830	7.4	1.0	8.9	2.6	26.2	13.8	17.3	13.0	40.2	70.6
Scarsdale		18.7	.0105	4.9	5.9		80,642	.0242	4,312	16,458	13,533	15,579	6.9	.7	7.0	1.4	13.2	4.4	12.4	6.5	60.5	87.0
Tarrytown		11.0	.0062	3.3	4.1		31,389	.0094	2,854	9,512	7,517	8,818	8.0	1.3	8.6	3.1	33.5	20.3	21.5	19.7	28.4	55.6
Tuckahoe		6.1	.0034	1.5	1.6		13,340	.0037	2,023	8,227	7,713	7,859	9.4	1.8	12.5	5.1	37.8	25.5	17.9	18.4	22.4	49.2
White Plains		53.2	.0298	14.7	17.9		140,171	.0420	2,635	9,535	7,828	8,759	8.3	1.4	9.5	3.5	34.2	20.6	19.7	18.3	28.3	56.2
Yonkers		187.6	.1050	56.4	57.3		470,711	.1412	2,509	8,346	8,208	8,044	9.4	1.7	10.9	4.3	37.2	24.5	19.3	19.4	23.3	50.1
Wyoming		36.2	.0197	9.6	9.6	11.9	84,165	.0162	1,539	5,842	5,609	5,256	17.6	5.0	19.5	11.8	42.6	43.0	13.2	20.3	7.1	19.9
Yates		17.5	.0096	5.5	6.1	5.7	33,510	.0101	1,915	6,093	5,483	5,360	18.4	5.1	20.4	12.1	40.1	39.6	12.7	19.2	8.4	24.0
Penn Yan		5.7	.0032	2.0	2.1		11,621	.0035	2,039	5,811	5,534	5,374	17.6	4.9	19.5	11.5	41.5	41.0	13.2	19.9	8.0	22.7
Total Above Cities		12,709.1	7.1127	3,904.2	4,276.8		29,897,393	8.9679	2,352	7,658	6,991	7,214	9.1	1.9	12.3	5.4	41.7	30.6	19.3	21.7	17.6	40.4
State Total		16,726.2	9.3608	5,085.7	5,467.2	13,859.9	37,485,031	11.2439	2,241	7,371	6,856	6,957	10.4	2.2	13.3	6.1	41.5	31.7	18.5	21.5	16.3	38.5

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Albany-Schenectady-Troy	668.6	.3742	208.8	219.5	499.1	1,422,216	.4266	2,127	6,811
△Auburn	74.2	.0415	21.9	22.7	38.5	134,134	.0402	1,808	61,25
Binghamton	207.5	.1161	62.1	64.4	155.5	426,753	.1280	2,057	6,872
Buffalo	1,338.3	.7490	394.4	412.2	1,079.5	2,728,942	.8185	2,039	6,919
△Elmira	98.5	.0551	30.4	31.4	73.0	192,793	.0578	1,957	6,342
△Jamestown	149.6	.0837	47.5	47.5	86.6	286,612	.0860	1,916	6,034
New York—Northeastern New Jersey Standard Consolidated Area	*14679.9*	*8.2155*	*4479.9*	*4,884.6*	*13,750.1*	*35,170,803*	*10.5498*	*2,396*	*7,853*

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
1New York	10628.4	5.9482	3,268.4	3,539.0	10,076.8	25,524,236	7.6563	2,402	7,809
△Newburgh	176.5	.0988	52.8	57.2	83.9	337,509	.1013	1,912	6,392
△Poughkeepsie	172.0	.0962	45.6	52.1	68.1	324,760	.0974	1,888	7,122
Rochester	585.0	.3274	161.3	190.4	472.3	1,300,314	.3901	2,223	7,172
Syracuse	547.6	.3065	161.9	180.2	348.0	1,093,734	.3280	1,997	6,756
Utica-Rome	312.9	.1751	92.3	94.6	216.6	581,935	.1745	1,860	6,305
△Watertown	88.2	.0493	27.0	28.3	40.6	160,721	.0482	1,822	5,953
Total Above Areas	15047.3	8.4211	4,584.4	4,939.5	13,240.3	34,514,656	103529	2,294	7,512

1 This Metro Area is also the New York portion of the New York-Northeastern New Jersey Standard consolidated area.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.
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All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

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represents an extra dividend to advertisers in spendable income of

$33,891,896

As Reported in "Sales Management Survey of Buying Power"—1959

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HAPPY, PROSPEROUS WORKERS INSURE INDUSTRIAL PROGRESS

The varied skills and productivity of Burlington's labor force give the city the second highest Consumer Spending Unit income in the state—and the second highest percentage of families in the $4,000-and-over income group. Sales Management reports sales activity in Burlington stores at 56% above average.

Write: George D. Colclough, Manager

CHAMBER OF COMMERCE, BURLINGTON, N.C.

NORTH CAROLINA—

(Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, South Carolina, Virginia, West Virginia.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Alamance	202	82.7	.0463	21.6	23.9	39.6	125,182	.0375	1,513	5,794	5,217	5,180	17.9	5.0	21.7	12.9	38.1	37.9	13.9	21.1	8.4	23.1
△Burlington		34.6	.0194	9.8	11.5		61,659	.0185	1,783	6,292	5,330	5,648	13.2	3.4	20.0	10.9	40.8	37.0	15.7	21.9	10.3	26.8
Alexander		16.5	.0092	3.9	4.3		16,423	.0049	995	4,211	3,777	3,458	38.2	16.0	26.6	25.5	24.9	36.9	5.7	13.0	2.6	8.6
Alleghany		8.4	.0047	2.3	2.4		8,954	.0027	1,066	3,893	3,652	3,003	51.1	24.6	25.9	26.5	16.7	26.5	3.8	10.1	2.5	10.3
Anson		23.6	.0132	5.6	5.8	3.1	22,494	.0068	951	4,010	3,857	3,375	41.4	17.7	25.5	24.5	23.5	35.9	5.7	13.2	2.6	8.7
Ashe		21.5	.0121	5.0	5.3		19,857	.0059	924	3,971	3,712	2,952	49.3	24.1	27.5	28.7	17.8	30.9	3.7	9.9	1.7	6.4
Avery		12.2	.0068	3.0	3.1		11,389	.0034	934	3,796	3,593	2,987	47.5	23.0	27.8	28.7	19.5	33.4	3.8	10.1	1.4	4.8
Beaufort		36.6	.0206	8.9	9.7	14.1	36,951	.0111	1,010	4,152	3,796	3,405	41.9	17.8	27.1	24.5	22.5	34.1	5.5	12.6	3.0	11.0
Washington		12.0	.0067	3.2	3.8		13,789	.0041	1,149	4,309	3,629	3,680	37.6	14.7	26.4	22.1	25.8	36.0	6.5	14.0	3.7	13.2
Bertie		22.9	.0128	5.1	5.6		22,390	.0067	978	4,392	3,973	3,377	41.4	17.7	27.1	24.7	23.3	35.7	5.5	12.7	2.7	9.2
Bladen		31.1	.0174	6.8	7.2		28,361	.0085	912	4,171	3,934	3,372	39.3	16.9	28.5	26.1	24.5	37.2	5.5	12.9	2.2	6.9
Brunswick		23.4	.0131	5.1	5.6		20,622	.0062	881	4,044	3,649	3,285	40.8	17.8	29.4	27.5	23.4	36.8	4.9	11.7	1.7	6.2
Buncombe	9	137.1	.0767	36.8	43.2	76.3	203,153	.0610	1,482	5,520	4,696	4,773	22.0	6.7	24.2	15.6	35.4	38.1	11.4	18.8	7.0	20.8
▲Asheville		69.8	.0391	20.4	25.4		116,424	.0349	1,668	5,707	4,571	4,986	20.2	5.9	23.2	14.3	36.3	37.5	12.3	19.3	8.0	23.0
Burke		82.1	.0292	12.2	12.9	13.5	68,758	.0170	1,089	4,852	4,378	4,163	25.6	8.9	27.2	20.2	33.9	41.9	9.0	17.0	4.1	12.0
Morganton		10.2	.0057	2.9	3.2		15,332	.0046	1,503	5,287	4,650	4,713	21.4	6.6	24.3	15.9	36.5	39.8	11.5	19.1	6.3	18.6
Cabarrus		67.6	.0378	17.7	19.3	52.2	99,206	.0298	1,468	5,606	5,136	5,032	16.9	4.9	23.3	14.3	39.6	40.4	13.0	20.3	7.2	20.1
Concord		20.4	.0114	5.7	6.4		31,357	.0094	1,537	5,501	4,880	4,974	19.8	5.7	23.1	14.3	37.3	38.6	12.2	19.3	7.6	22.1
1Kannapolis		31.8	.0178	8.5	9.3		49,874	.0150	1,568	5,868	5,312	5,395	11.6	3.1	22.0	12.5	43.1	41.2	15.1	22.0	8.2	21.2
Caldwell		45.5	.0255	11.2	11.3	12.8	52,779	.0158	1,160	4,712	4,640	4,153	25.7	9.0	28.3	21.0	33.6	41.4	8.3	15.8	4.1	12.8
Lenoir		12.5	.0070	3.9	3.9		18,144	.0054	1,452	4,653	4,652	4,412	25.2	8.2	27.6	19.3	32.5	37.9	9.0	16.0	5.7	18.6
Camden		4.4	.0024	1.2	1.2		4,701	.0014	1,068	3,918	3,633	3,285	41.8	16.4	28.7	26.9	22.1	34.8	5.1	12.3	2.3	7.9

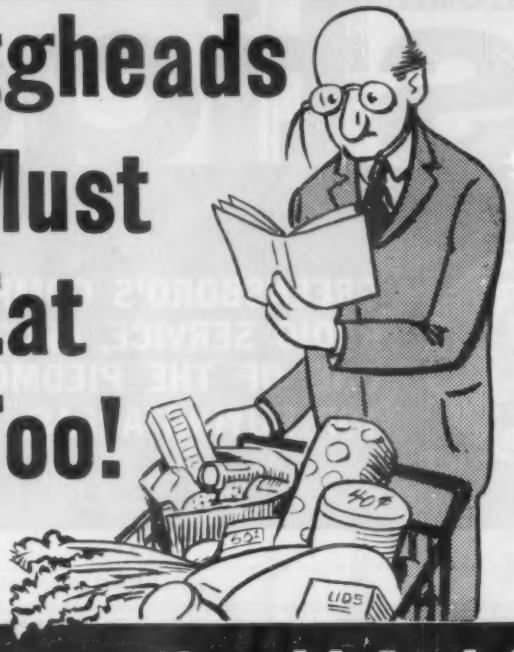
1 Kannapolis is in Cabarrus and Rowan Counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.


RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
NORTH CAROLINA
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Sales Management
SURRY
WILKES
North Wilkesboro
YADKIN
FORSYTH
Winston-Salem
GUILFORD
Greensboro
High Point
ALAMANCE
Burlington
DAVIDSON
RANDOLPH
Asheboro
ROWAN
Salisbury
Lexington
IREDELL
Statesville
CATAWBA
Hickory
Newton
CALDWELL
Lenoir
BURKE
Morganton
CLEVELAND
Shelby
GASTON
Gastonia
CABARRUS
Concord
MECKLENBURG
Charlotte
STANLY
Albemarle
UNION
Monroe
ANSON
Wadesboro
RICHMOND
Rockingham
MONTGOMERY
Troy
LEE
Sanford
CHATHAM
Pittsboro
ORANGE
Hillsboro
DURHAM
PERSON
Roxboro
VANCE
Henderson
WARREN
FRANKLIN
Louisburg
Franklinton
WAKE
Raleigh
HARNETT
Dunn
JOHNSTON
Smithfield
Clayton
WILSON
Wilson
NASH
Rocky Mount
EDGECOMBE
Tarboro
HALIFAX
Roanoke Rapids
Weldon
NORTHAMPTON
Jackson
GRANVILLE
Oxford
Henderson
WARREN
Warrenton
GREENE
Snow Hill
PITT
Greenville
LENOIR
Kinston
WAYNE
Goldsboro
CRAVEN
New Bern
CUMBERLAND
Fayetteville
ONSLOW
Jacksonville
ROBESON
Lumberton
BLADEN
Elizabethtown
COLUMBUS
Whiteville
BRUNSWICK
Southport
NEW HANOVER
Wilmington
PENDER
Burgaw
SAMPSON
Clinton
DUPLIN
Kenansville
JONES
Trenton
CARTERET
Beaufort
MORE
Pinehurst
RICHMOND
Rockingham
SCOTLAND
Laurinburg
HOKE
Raeford
BUNCOMBE
Asheville
HENDERSON
Hendersonville
MADISON
Marshall
YANCEY
Burnsville
MITCHELL
Bakersville
AVERY
Newland
WATAUGA
Boone
ASHE
Jefferson
ALLEGHANY
Sparta
WILKES
North Wilkesboro
SURRY
Mount Airy
STOKES
Danbury
ROCKINGHAM
Reidsville
CASWELL
Yanceyville
PERSON
Roxboro
GRANVILLE
Oxford
VANCE
Henderson
WARREN
Warrenton
FRANKLIN
Louisburg
HALIFAX
Roanoke Rapids
Weldon
NORTHAMPTON
Jackson
GREENE
Snow Hill
PITT
Greenville
LENOIR
Kinston
WAYNE
Goldsboro
CRAVEN
New Bern
ONSLOW
Jacksonville
PENDER
Burgaw
DUPLIN
Kenansville
JONES
Trenton
CARTERET
Beaufort
MORE
Pinehurst
RICHMOND
Rockingham
SCOTLAND
Laurinburg
HOKE
Raeford
BRUNSWICK
Southport
NEW HANOVER
Wilmington
COLUMBUS
Whiteville
BLADEN
Elizabethtown
SAMPSON
Clinton
JOHNSTON
Smithfield
Clayton
HARNETT
Dunn
WILSON
Wilson
NASH
Rocky Mount
EDGECOMBE
Tarboro
HALIFAX
Roanoke Rapids
Weldon
NORTHAMPTON
Jackson
VANCE
Henderson
WARREN
Warrenton
FRANKLIN
Louisburg
WAKE
Raleigh
DURHAM
ORANGE
Hillsboro
CHATHAM
Pittsboro
LEE
Sanford
MONTGOMERY
Troy
RICHMOND
Rockingham
ANSON
Wadesboro
UNION
Monroe
CABARRUS
Concord
STANLY
Albemarle
CUMBERLAND
Fayetteville
ROBESON
Lumberton
BLADEN
Elizabethtown
COLUMBUS
Whiteville
BRUNSWICK
Southport
NEW HANOVER
Wilmington
PENDER
Burgaw
ONSLOW
Jacksonville
CRAVEN
New Bern
PITT
Greenville
LENOIR
Kinston
WAYNE
Goldsboro

Eggheads Must Eat Too!



Durham's educational facilities, research center and industry comprise a very healthy food market. Food sales per family are 22.78% higher than the South Atlantic average. Obviously, eggheads must eat, too.

CAUTION: 81.5% of Durham's over $27 million retail food volume is done by chains with buying offices in other cities. **Place your schedule in the city where actual sales are made. Do not depend on wholesale cities or distributing points to sell Durham.**

The Herald-Sun exclusively covers this market. Circulation of all other North Carolina newspapers here is negligible.

Durham Herald And Sun Newspapers

Represented By The Katz Agency

N. CAROLINA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 Hslds.	$0-2,499 Inc.	$2,500-3,999 Hslds.	$2,500-3,999 Inc.	$4,000-6,999 Hslds.	$4,000-6,999 Inc.	$7,000-9,999 Hslds.	$7,000-9,999 Inc.	$10,000& over Hslds.	$10,000& over Inc.
Carteret		29.1	.0163	7.4	8.3	10.6	35,555	.0107	1,222	4,866	4,281	4,201	27.7	9.5	25.8	18.9	32.7	40.1	9.1	17.1	4.7	14.4
Caswell		22.9	.0128	4.9	5.3		21,084	.0063	921	4,303	3,977	3,473	37.8	15.7	27.3	24.3	26.4	39.6	5.2	14.0	2.3	7.0
Catawba		72.5	.0406	19.0	20.7	25.6	98,092	.0294	1,353	5,163	4,732	4,602	21.7	6.8	25.3	17.0	37.0	41.2	10.3	17.6	5.7	17.4
Hickory		19.0	.0106	5.2	6.2		30,059	.0090	1,582	5,781	4,793	4,967	18.4	5.4	23.4	14.5	39.4	40.8	11.6	18.3	7.2	21.0
Newton		6.6	.0037	1.9	1.9		10,076	.0030	1,527	5,303	5,068	4,942	18.1	5.3	24.4	15.2	38.4	39.9	12.0	19.1	7.1	20.5
Chatham		27.3	.0153	6.7	7.0	2.9	29,129	.0087	1,067	4,348	4,118	3,671	36.2	14.3	27.3	22.9	26.4	36.8	6.7	14.4	3.4	11.6
Cherokee		18.4	.0103	4.2	4.6		16,739	.0051	910	3,985	3,599	3,201	44.6	20.2	26.9	25.8	21.4	34.2	4.9	12.1	2.2	7.6
Chowan		13.8	.0077	3.2	3.8	5.1	14,518	.0043	1,052	4,537	3,818	3,739	38.6	14.9	24.1	19.9	25.8	35.5	7.3	15.3	4.2	14.4
Clay		10.4	.0058	2.3	2.6		8,226	.0025	791	3,577	3,111	2,898	48.8	24.3	28.4	30.2	18.5	32.9	3.4	9.2	.9	3.4
Cleveland		65.6	.0367	15.9	18.1	27.6	81,058	.0243	1,236	5,098	4,460	4,281	29.6	10.0	24.7	17.7	30.8	37.0	9.3	17.1	5.6	18.2
Shelby		19.9	.0111	5.8	6.8		32,699	.0098	1,643	5,638	4,783	4,967	21.8	6.3	22.9	14.2	35.1	36.3	12.0	19.1	8.2	24.1
Columbus		53.4	.0299	12.2	13.4	5.2	54,104	.0162	1,013	4,435	4,009	3,553	39.3	16.0	27.2	23.6	24.1	34.7	6.0	13.3	3.4	12.4
Whiteville		5.2	.0029	1.6	1.8		8,146	.0024	1,567	5,091	4,439	4,492	26.1	8.4	25.6	17.6	32.1	36.7	9.9	17.3	6.3	20.0
Craven		63.0	.0353	14.8	22.2	20.8	84,055	.0252	1,334	5,679	3,772	4,219	31.4	10.8	21.6	15.8	31.5	38.3	10.0	18.6	5.5	16.5
New Bern		20.5	.0115	5.8	7.0		28,572	.0086	1,394	4,926	4,060	4,231	31.3	10.7	24.1	17.6	29.9	36.2	9.0	16.7	5.7	18.8
Cumberland	220	140.8	.0788	30.7	58.2	56.9	174,545	.0624	1,240	5,686	2,996	3,603	51.7	20.7	15.9	13.6	18.3	26.3	8.0	17.4	6.1	22.0
△Fayetteville		52.6	.0294	14.5	17.7		79,959	.0240	1,520	5,514	4,505	4,816	24.4	7.3	21.3	13.6	33.6	35.9	12.1	19.8	8.6	23.4
Currituck		6.5	.0036	1.9	2.0		7,648	.0023	1,177	4,025	3,477	3,477	38.9	16.2	26.9	23.8	25.6	37.7	6.0	13.7	2.6	8.6
Dare		5.8	.0032	1.4	1.7		6,266	.0019	1,119	4,476	3,489	3,684	33.7	13.3	27.9	23.5	28.8	40.4	6.8	14.5	2.8	8.3
Davidson		71.2	.0398	18.7	19.4	29.3	93,451	.0280	1,313	4,997	4,503	4,517	22.2	7.1	26.2	17.8	36.2	41.3	10.1	17.5	5.3	16.3
Lexington		17.4	.0097	4.8	5.0		24,263	.0073	1,394	5,055	4,550	4,748	21.0	6.4	25.2	16.3	36.5	39.7	10.7	17.6	6.6	20.0
Thomasville		11.9	.0067	3.0	3.4		16,772	.0050	1,409	5,591	4,933	5,092	15.0	4.3	25.1	15.2	40.1	40.6	12.4	19.1	7.4	20.8
Davie		16.3	.0091	4.1	4.7		20,951	.0063	1,285	5,110	4,456	4,275	26.8	9.1	26.8	19.3	32.1	38.5	9.2	16.9	5.1	16.2
Duplin		42.7	.0239	10.0	10.7		39,009	.0117	914	3,901	3,645	3,079	46.7	21.9	27.2	27.2	19.8	33.3	4.4	11.1	1.9	6.5
Durham	48	115.5	.0647	29.9	40.5	95.7	190,965	.0573	1,653	6,387	4,715	5,275	18.4	5.0	20.3	11.9	38.2	37.2	13.8	20.6	9.3	25.3
▲Durham		89.5	.0501	23.8	34.4		157,417	.0472	1,759	6,614	4,574	5,353	17.6	4.7	19.7	11.4	38.9	37.3	14.2	20.9	9.6	25.7
Edgecombe	279	53.7	.0300	12.1	14.0	23.4	61,848	.0185	1,152	5,111	4,411	4,291	31.3	10.5	23.9	17.1	29.8	35.6	9.1	16.7	6.1	20.1
Tarboro		9.4	.0053	2.3	2.8		13,105	.0039	1,394	5,698	4,631	4,930	25.2	7.4	21.9	13.7	32.6	33.9	11.3	18.0	9.0	27.0
2△Rocky Mount																						

2 Rocky Mount in Edgecombe and Nash Counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

IN A WORD . . .

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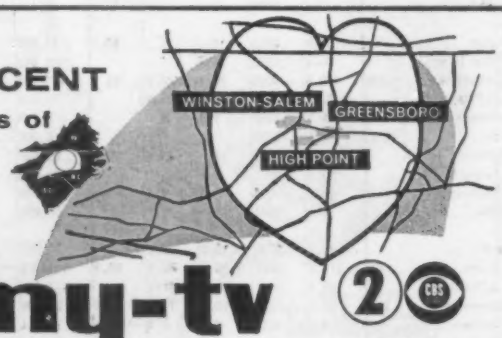
N. CAROLINA — COUNTIES, CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 — Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959 — Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Forsyth	179	181.8	.1018	49.8	59.6	123.4	298,956	.0997	1,644	6,027	5,109	5,258	17.4	4.8	22.2	13.0	33.1	37.2	13.2	19.8	9.1	25.2
▲Winston-Salem		114.1	.0639	33.7	41.4		204,611	.0614	1,793	6,257	4,938	5,383	16.9	4.5	21.8	12.5	37.8	36.1	13.6	19.9	9.9	27.0
Franklin		30.3	.0169	7.0	7.7	2.6	30,651	.0092	1,012	4,379	3,955	3,456	40.6	17.0	26.3	23.5	24.1	35.8	6.1	13.8	2.9	9.9
Gaston	220	130.9	.0733	33.2	36.9	71.7	183,185	.0549	1,399	5,518	4,964	4,983	17.0	4.9	24.0	14.8	39.6	40.9	12.4	19.8	7.0	19.8
△Gastonia		57.5	.0210	9.8	11.6		57,907	.0174	1,544	5,909	4,991	5,254	14.9	4.1	23.1	13.6	40.3	39.4	13.3	19.9	8.4	23.0
Gates		9.9	.0056	2.3	2.4		8,494	.0026	858	3,533	3,681	2,940	51.1	25.1	26.5	27.8	16.5	29.1	3.8	10.0	2.1	8.0
Graham		7.8	.0043	1.7	2.0		7,461	.0022	962	4,386	3,681	3,329	42.7	18.5	26.5	24.5	23.0	35.6	5.3	12.6	2.5	8.8
Granville		33.6	.0188	7.0	7.9	7.1	34,613	.0104	1,030	4,945	4,332	3,988	32.9	11.9	26.4	20.4	28.0	36.2	7.9	15.6	4.8	15.9
Greene		10.0	.0100	3.6	4.0		18,427	.0055	1,024	5,119	4,556	3,965	38.6	14.1	24.3	18.9	23.5	30.4	7.8	15.0	6.0	21.6
Guilford	63	233.8	.1309	61.5	78.0	183.3	388,642	.1196	1,705	6,482	5,111	5,542	16.4	4.3	20.1	11.2	38.4	35.5	14.4	20.4	10.7	28.6
▲Greensboro		132.3	.0689	32.6	47.8		240,166	.0720	1,949	7,367	5,034	6,021	12.3	3.9	17.4	8.9	40.9	35.1	16.6	21.6	12.8	31.5
▲High Point		48.1	.0269	13.7	16.3		81,226	.0244	1,689	5,929	5,013	5,281	17.6	4.8	22.4	13.1	37.6	36.7	13.0	19.3	9.4	26.1
Halifax		56.7	.0328	13.8	14.5	19.0	65,836	.0198	1,122	4,771	4,531	3,996	34.3	12.4	25.0	19.3	27.8	35.7	8.0	15.7	4.9	16.9
Roanoke Rapids		12.1	.0073	3.7	4.2		20,047	.0060	1,530	5,418	4,737	4,613	23.8	6.8	23.3	14.9	34.9	37.4	11.6	18.9	7.4	22.0
Harnett		55.3	.0310	12.8	14.9	11.8	62,829	.0188	1,136	4,906	4,216	4,015	31.3	11.3	26.2	20.1	29.9	33.2	8.2	16.1	4.4	14.3
Dunn		8.9	.0050	2.4	2.8		12,357	.0037	1,388	5,149	4,264	4,456	27.3	8.8	25.5	17.6	31.1	36.0	9.6	17.0	6.5	20.6
Haywood		42.2	.0236	10.7	11.3	11.3	84,134	.0162	1,283	5,069	4,768	4,452	28.2	8.6	22.9	15.9	34.5	39.8	10.8	19.1	5.6	16.7
Waynesville		6.4	.0036	1.7	2.0		8,801	.0026	1,375	5,177	4,331	4,420	25.1	8.2	24.3	17.0	35.0	40.8	10.3	18.2	5.3	15.8
Henderson		33.8	.0189	9.4	9.9	6.9	42,126	.0127	1,246	4,482	4,216	3,921	34.4	12.7	26.6	22.9	27.0	33.4	7.4	14.8	4.6	16.2
Hendersonville		6.9	.0039	2.1	2.5		10,536	.0032	1,526	5,012	4,210	4,322	29.4	9.8	25.7	18.3	30.0	35.7	8.8	16.0	6.1	20.2
Hertford		23.0	.0129	5.0	5.7	4.0	21,342	.0064	928	4,268	3,729	3,477	40.0	16.6	27.2	24.1	23.8	35.2	5.9	13.3	3.1	10.8
Hoke		15.4	.0086	3.2	3.3		12,479	.0037	810	3,900	3,681	3,178	45.1	20.5	26.5	25.7	21.2	34.3	5.1	12.6	2.1	6.9
Hyde		5.8	.0033	1.4	1.5		5,189	.0016	891	3,682	3,387	2,876	51.5	25.9	26.4	28.3	17.0	30.4	3.7	10.2	1.4	5.2

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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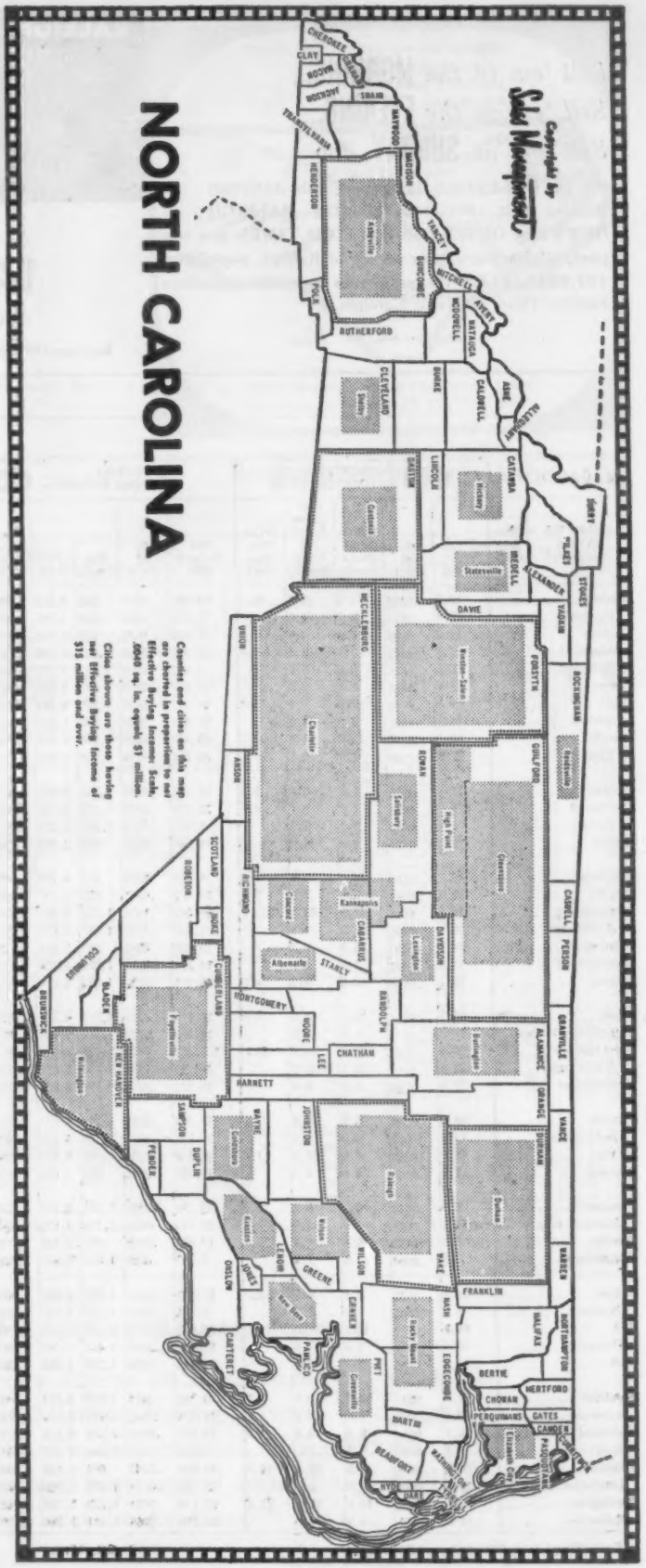
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*(*City zone pop., ABC Audit*)





Daily Circulation

146,989

(ABC Audit, 12/31/59)

Represented by THE BRANHAM COMPANY

N. CAROLINA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Iredell		88.8	.0329	15.1	16.2	26.1	73,261	.0219	1,280	4,852	4,495	4,220	27.3	9.4	25.8	18.8	32.7	39.8	9.4	17.8	4.7	14.4
Statesville		20.3	.0114	5.7	6.0		27,265	.0082	1,343	4,783	4,477	4,401	26.3	8.6	25.4	17.3	32.9	38.4	9.8	17.4	5.6	17.6
Jackson		19.0	.0106	4.4	4.9		17,609	.0053	927	4,002	3,581	3,267	43.8	19.7	27.4	26.3	21.8	35.0	4.9	12.1	2.1	6.9
Johnston		67.0	.0375	16.1	17.3	9.1	69,200	.0208	1,033	4,298	3,991	3,532	38.5	15.7	27.4	23.9	24.9	36.3	6.1	13.6	3.1	10.5
Smithfield		6.5	.0036	1.5	2.0		9,343	.0028	1,437	5,191	4,527	4,692	23.7	7.3	25.2	16.5	33.8	37.3	10.2	17.0	7.1	21.9
Jones		11.6	.0065	2.6	2.6		10,631	.0032	916	4,089	3,971	3,417	41.0	17.3	26.6	24.0	23.5	35.4	5.1	14.0	2.6	9.3
Lee		28.3	.0158	7.0	7.9	14.4	37,391	.0112	1,321	5,342	4,709	4,516	23.4	7.5	25.4	17.3	35.2	40.1	10.3	17.9	5.7	17.2
Sanford		14.4	.0081	3.9	4.6		21,461	.0064	1,490	5,503	4,636	4,832	20.4	6.1	24.6	15.7	36.6	38.9	11.4	18.6	7.0	20.7
Lenoir		55.1	.0309	13.9	14.9	27.9	66,972	.0201	1,215	4,818	4,490	4,041	35.2	12.6	25.0	19.0	26.2	33.4	8.0	15.6	5.6	19.4
Kinston		27.9	.0156	7.9	9.5		39,301	.0118	1,409	4,975	4,107	4,325	31.6	10.6	24.2	17.2	28.5	33.8	9.1	16.6	6.6	21.8
Lincoln		27.3	.0152	6.8	6.8	5.4	30,086	.0090	1,102	4,560	4,416	3 931	31.1	11.4	29.4	22.2	29.4	38.6	7.1	14.1	4.0	13.7
McDowell		26.4	.0159	7.6	7.7	6.7	33,319	.0100	1,173	4,760	4,322	4,154	26.5	9.2	27.2	20.2	33.2	41.1	8.9	16.9	4.2	12.6
Marion		3.8	.0021	1.1	1.2		5,917	.0018	1,557	5,379	4,670	4,896	22.0	6.5	23.8	15.0	35.5	37.3	10.7	17.1	8.0	24.1
Macon		18.2	.0102	4.3	4.8		16,866	.0051	926	3,929	3,713	3,212	43.9	19.8	27.1	29.9	21.8	34.4	5.3	13.9	2.1	6.8
Madison		20.1	.0113	4.6	5.8		19,694	.0059	980	4,281	3,367	2,870	51.7	26.0	26.1	28.1	17.4	31.0	3.5	9.7	1.3	5.2
Martin		29.8	.0166	6.3	7.0	5.4	27,073	.0081	908	4,297	3,861	3,466	40.2	16.8	26.6	23.7	24.3	36.0	6.0	13.5	2.9	10.0
Mecklenburg	30	275.3	.1541	73.9	90.4	203.2	491,540	.1474	1,785	6,651	5,431	5,841	14.9	3.7	19.1	10.1	38.2	33.6	15.4	20.7	12.4	31.9
▲Charlotte		196.6	.1100	56.0	69.3		371,708	.1115	1,891	6,638	5,363	5,928	14.4	3.5	18.9	9.8	38.2	33.2	15.6	20.7	12.9	32.8
Mitchell		14.7	.0082	3.5	3.7		13,908	.0042	94	3,974	3,732	3,211	44.2	19.9	27.3	26.6	21.0	33.6	4.7	11.6	2.3	8.3
Montgomery		15.9	.0089	3.9	4.2		18.995	.0051	1,069	4,358	4,025	3,720	35.1	13.6	27.0	22.4	27.7	38.3	6.8	14.3	3.4	11.4
Moore		32.4	.0182	8.0	9.2	4.3	40,589	.0122	1,253	5,074	4,378	4,222	30.6	10.5	25.9	18.9	29.2	35.6	8.5	15.8	5.8	19.2
Nash	279	63.1	.0353	16.0	16.0	18.9	76,914	.0231	1,219	4,807	4,807	4,100	32.5	11.5	25.9	19.4	28.0	35.3	8.2	15.6	5.4	18.2
2△Rocky Mount		34.2	.0191	9.6	11.2		50,006	.0150	1,462	5,209	4,439	4,623	26.0	8.1	24.2	16.1	32.4	36.0	10.3	17.6	7.1	22.2
New Hanover	298	76.6	.0429	21.4	24.8	55.4	109,533	.0328	1,430	5,118	4,411	4,512	26.9	8.6	24.1	16.5	32.3	36.8	10.2	17.7	6.5	20.4
△Wilmington		55.4	.0310	15.1	19.4		84,929	.0255	1,533	5,624	4,376	4,756	24.1	7.3	22.9	14.8	34.4	37.3	11.2	18.5	7.4	22.1
Northampton		27.8	.0155	5.8	6.4		24,671	.0074	887	4,254	3,836	3,408	43.6	18.5	26.5	23.9	20.9	31.5	5.5	12.8	3.5	13.3
Onslow		69.0	.0386	6.8	36.9	17.5	87,155	.0262	1,263	12,817	2,358	4,382	32.6	10.8	14.5	10.2	34.5	40.5	11.9	21.3	6.5	17.2
Jacksonville		13.3	.0077	4.0	5.3		21,926	.0066	1,589	5,482	4,081	4,529	32.0	10.2	16.3	11.1	33.6	38.1	11.6	20.1	6.5	20.5
Orange		42.7	.0239	9.8	10.9	11.5	66,952	.0200	1,568	6,974	3,959	4,871	28.6	8.5	18.4	11.8	31.9	33.7	11.8	19.0	9.3	27.2
Pamlico		11.8	.0066	2.6	3.1		11,355	.0034	962	4,055	3,000	3,335	41.9	18.1	27.4	25.3	23.0	35.5	5.2	12.3	2.5	8.8
Pasquotank		25.7	.0144	8.7	8.2	15.4	33,188	.0100	1,291	4,953	4,022	4,067	31.9	11.3	24.8	18.7	30.1	38.1	8.6	16.6	4.8	15.3
Elizabeth City		15.4	.0086	4.4	5.2		21,242	.0064	1,379	4,828	4,084	4,191	30.4	10.5	24.5	15.0	30.9	37.9	9.1	17.0	5.1	16.6
Pender		19.6	.0110	4.6	4.6		17,562	.0053	897	3,822	3,771	3,181	46.2	21.0	26.6	25.8	20.0	32.1	4.7	11.7	2.5	9.4
Perquimans		9.6	.0054	2.5	2.6		9,727	.0029	1,013	3,891	3,763	3,240	45.1	20.1	27.2	25.9	20.1	31.9	4.9	11.6	2.7	10.3
Person		24.8	.0138	5.5	6.1	5.5	27,067	.0081	1,091	4,967	4,403	3,755	32.9	12.7	27.5	22.6	29.2	36.8	7.3	15.4	3.1	9.5
Roxboro		5.3	.0031	1.8	1.7		7,271	.0022	1,322	4,847	4,200	4,240	28.1	9.6	26.0	18.9	31.3	38.0	9.4	17.4	5.2	16.1
Pitt		66.9	.0375	15.1	18.2	22.0	73,676	.0221	1,101	4,879	4,040	3,924	37.5	13.6	24.0	18.9	25.6	33.5	7.7	15.4	5.2	18.4
Greenville		19.8	.0111	5.0	7.3		28,511	.0086	1,440	5,702	3,900	4,459	32.0	10.4	21.1	14.6	29.5	33.9	10.0	17.7	7.4	23.4
Polk		11.0	.0066	3.1	3.3		14,538	.0044	1,232	4,690	4,294	4,000	37.0	13.4	24.7	19.0	24.8	31.8	7.7	15.2	5.8	20.6
Randolph		56.6	.0317	14.7	15.8	8.7	73,702	.0221	1,302	5,014	4,643	4,390	25.2	8.3	24.7	17.3	34.4	40.2	10.5	18.9	5.2	15.3
Asheboro		8.7	.0049	2.5	3.1		15,374	.0046	1,767	6,150	4,902	5,219	16.6	4.6	21.8	12.9	39.3	38.7	13.9	20.9	8.4	22.9
Richmond		38.2	.0213	9.5	10.3	18.2	50,501	.0151	1,322	5,316	4,879	4,712	24.4	7.5	23.0	15.8	34.3	37.4	11.3	18.9	7.0	21.2
Rockingham		7.4	.0041	2.3	2.3		11,356	.0034	1,535	4,937	4,781	4,581	26.2	8.3	24.4	16.4	32.4	36.3	10.3	17.7	6.7	21.3
Robeson		84.1	.0471	18.0	20.3	18.7	81,823	.0245	969	4,529	3,996	3,615	39.0	15.6	26.2	22.3	24.4	34.7	6.7	14.6	3.7	12.8
Lumberton		18.7	.0099	4.2	5.2		21,288	.0064	1,356	5,069	4,042	4,309	32.1	10.8	23.8	17.0	28.4	34.0	9.2	16.7	6.5	21.5
Rockingham		70.4	.0394	19.1	19.7	27.9	93,774	.0281	1,332	5,181	4,744	4,539	22.5	7.2	25.6	17.4	35.7	40.3	10.6	18.4	5.6	16.7
Reidsville		14.4	.0081	4.3	4.7		22,516	.0068	1,564	5,236	4,759	4,799	21.0	6.3	23.9	15.4	36.4	39.0	11.9	19.4	6.8	19.9

2 Rocky Mount is in Edgecombe and Nash Counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

BUYING POWER
(Both Wake and Durham counties exceed the national average "Per Family Income")

BUYING DESIRE
("Per Family Sales" in Wake and Durham counties also exceed the national average)

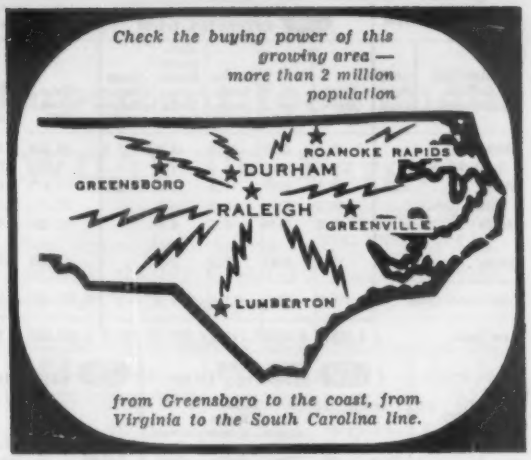
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N. CAROLINA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Rowan		83.3	.0466	22.5	25.2	33.7	124,151	.0372	1,490	5,518	4,915	4,993	19.1	8.6	22.8	14.4	39.0	41.0	12.4	19.9	6.7	19.1
Salisbury		22.7	.0127	6.7	8.8		43,069	.0129	1,897	6,427	4,871	5,410	15.9	4.3	19.8	11.3	40.6	38.5	14.3	20.8	9.4	25.1
Salisbury-Spencer-East Spencer		*29.0*	*.0162*	*8.6*			*52,711*	*.0158*	*1,818*	*6,129*												
1Kannapolis																						
Rutherford		43.4	.0243	10.9	11.4	16.1	49,001	.0147	1,129	4,496	4,296	3,954	31.7	11.6	26.5	20.7	29.8	38.7	8.0	15.9	4.0	13.1
Forest City		5.6	.0031	1.6	1.8		8,200	.0025	1,464	5,125	4,540	4,565	23.7	7.5	25.5	17.2	34.8	39.2	9.8	16.9	6.2	19.2
Sampson		51.2	.0287	11.6	12.7	6.2	46,778	.0141	914	4,033	3,676	3,129	45.6	21.0	27.7	27.2	20.1	33.3	4.5	11.3	2.1	7.2
Clinton		6.2	.0035	1.7	2.1		8,257	.0025	1,332	4,857	3,869	4,099	30.1	10.6	25.9	19.5	30.2	37.8	9.1	17.5	4.7	14.6
Scotland		25.1	.0140	5.6	6.0	7.0	23,432	.0070	934	4,184	3,880	3,582	38.2	15.4	26.5	22.7	25.5	36.5	6.5	14.2	3.3	11.2
Stanly		40.1	.0225	10.6	11.9	15.4	53,630	.0161	1,337	5,059	4,506	4,344	23.4	7.8	26.7	19.0	35.4	41.7	8.9	17.8	4.7	13.7
Albemarle		15.4	.0086	4.5	4.8		23,284	.0070	1,512	5,174	4,783	4,759	19.9	6.0	25.1	16.2	37.2	40.3	11.5	19.0	6.3	18.5
Stokes		21.2	.0118	5.1	5.5		24,889	.0075	1,174	4,880	4,470	3,835	30.9	11.6	28.9	23.2	29.5	39.6	7.3	15.0	3.4	10.6
Surry		50.0	.0280	12.4	13.5	15.3	62,216	.0186	1,244	5,017	4,578	4,276	27.9	9.4	26.6	19.2	31.6	38.0	8.5	15.7	5.4	17.7
Mount Airy		9.6	.0053	2.5	3.1		14,100	.0042	1,484	5,640	4,508	4,844	22.2	6.6	25.0	15.9	34.8	37.0	10.1	16.3	7.9	24.2
Swain		9.8	.0055	2.3	2.4		8,972	.0027	916	3,901	3,704	3,344	45.0	19.4	29.8	24.7	20.1	30.9	4.7	11.1	3.4	13.9
Transylvania		16.8	.0093	3.7	4.9	4.5	19,129	.0057	1,152	5,170	3,841	3,889	33.6	12.5	24.7	19.6	29.1	36.3	8.4	17.1	4.2	12.5
Tyrrell		5.2	.0029	1.2	1.4		4,853	.0015	933	4,044	3,401	3,048	47.0	22.3	27.2	27.5	19.8	33.4	4.3	11.1	1.7	5.7
Union		41.5	.0232	10.1	10.9	11.9	45,764	.0137	1,103	4,531	4,196	3,753	34.4	13.3	27.1	22.3	27.8	38.0	7.2	15.0	3.5	11.4
Monroe		11.9	.0067	3.0	3.5		14,796	.0044	1,243	4,932	4,227	4,306	27.9	9.3	25.8	18.4	31.8	38.1	9.1	16.6	5.4	17.6
Vance		33.1	.0185	8.0	8.7	14.5	39,055	.0117	1,180	4,882	4,471	4,144	30.9	10.8	24.7	18.4	30.6	37.9	8.8	16.7	5.0	16.2
Henderson		14.5	.0081	3.9	4.5		19,643	.0059	1,355	5,037	4,365	4,487	26.9	8.7	24.2	16.6	32.8	37.6	9.9	17.4	6.2	19.7
Wake	128	186.5	.0932	41.0	56.8	98.7	262,818	.0789	1,578	6,410	4,627	5,186	22.0	6.2	20.0	11.9	35.0	34.8	13.4	20.4	9.6	26.7
▲Raleigh		88.1	.0493	22.5	36.0		165,097	.0495	1,874	7,336	4,583	5,716	17.1	4.3	17.2	9.2	37.9	34.2	15.9	21.8	11.9	30.5
Warren		21.2	.0119	4.4	4.7		18,980	.0057	895	4,314	4,003	3,385	43.6	18.6	26.4	24.0	21.3	32.4	5.4	12.5	3.3	12.5
Washington		13.4	.0075	3.0	3.6	4.7	14,793	.0044	1,104	4,931	4,106	4,014	31.1	11.2	25.4	19.5	31.1	39.9	8.2	16.0	4.2	13.4
Watauga		19.5	.0109	4.4	5.3	3.2	18,088	.0054	927	4,110	3,357	2,937	50.7	24.9	25.7	27.0	17.8	31.2	4.0	10.8	1.8	6.1
Wayne		72.7	.0407	16.9	19.8	31.8	75,547	.0227	1,039	4,470	3,805	3,699	38.1	14.9	28.1	21.8	25.1	34.8	6.7	14.3	4.0	14.2
Goldsboro		28.9	.0162	8.2	9.3		37,547	.0113	1,299	4,579	4,025	4,072	33.8	12.0	25.3	19.3	27.5	34.7	8.0	15.5	5.4	18.6

1 Kannapolis is in Cabarrus and Rowan Counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

Definition of Effective Buying Income

The Effective Buying Income figures on these pages are for 1959. (Add 3 zeroes). Total net Effective Buying Income, or disposable income, includes wages, salaries, and pensions of individuals, proprietors' and rental income, and payments of interest and dividends —less all federal, state, and local income taxes.

N. CAROLINA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Wilkes		**47.0**	**.0287**	**11.2**	**11.9**	**4.9**	**45,086**	**.0135**	**943**	**4,024**	**3,771**	**3,352**	**40.7**	**17.5**	**28.1**	**25.8**	**23.5**	**36.3**	**6.3**	**12.4**	**2.4**	**8.0**
North Wilkesboro		*4.9*	*.0027*	*1.4*	*1.6*		*7,120*	*.0021*	*1,453*	*5,086*	*4,360*	*4,493*	*29.1*	*9.4*	*25.1*	*17.2*	*29.3*	*33.6*	*9.1*	*15.9*	*7.4*	*23.9*
Wilson		**60.2**	**.0337**	**14.9**	**16.6**	**30.3**	**77,678**	**.0233**	**1,290**	**5,213**	**4,664**	**4,399**	**30.9**	**10.2**	**24.8**	**17.4**	**28.2**	**32.9**	**8.9**	**15.9**	**7.2**	**23.6**
Wilson		*30.3*	*.0170*	*8.3*	*10.7*		*47,308*	*.0142*	*1,561*	*5,700*	*4,419*	*4,858*	*26.0*	*7.7*	*23.1*	*14.6*	*31.3*	*33.2*	*10.6*	*17.2*	*9.0*	*27.3*
Yadkin		**26.0**	**.0146**	**6.3**	**6.9**		**29,354**	**.0095**	**1,091**	**4,591**	**4,270**	**3,726**	**33.5**	**13.0**	**27.1**	**22.4**	**29.1**	**40.1**	**7.3**	**15.5**	**3.0**	**9.0**
Yancey		**15.6**	**.0087**	**3.5**	**3.7**		**13,686**	**.0041**	**877**	**3,910**	**3,652**	**3,035**	**46.5**	**22.2**	**28.6**	**29.0**	**19.0**	**32.3**	**4.1**	**10.5**	**1.8**	**6.0**
Total Above Cities		1,499.3	.8391	415.4	523.2		2,491,073	.7473	1,661	5,997	4,761	5,171	20.0	5.6	21.6	12.9	36.3	36.1	12.9	19.7	9.2	25.7
State Total		4,558.2	2.5510	1,115.4	1,337.3	1,771.3	5,884,655	1.7651	1,291	5,276	4,400	4,391	28.7	9.5	24.0	16.8	31.3	36.6	9.8	17.6	6.2	19.5

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Asheville	137.1	.0767	36.8	43.2	76.3	203,153	.0610	1,482	5,520
△Burlington	82.7	.0463	21.6	23.9	39.8	125,152	.0375	1,513	5,794
Charlotte	275.3	.1541	73.9	90.4	203.8	491,540	.1474	1,785	6,651
Durham	115.5	.0647	29.9	40.5	95.7	190,965	.0573	1,653	6,387
△Fayetteville	140.8	.0788	30.7	58.2	56.9	174,545	.0524	1,240	5,686
△Gastonia	130.9	.0733	33.2	36.9	71.7	183,185	.0549	1,399	5,518
Greensboro-High Point	233.8	.1309	61.8	78.0	183.3	388,642	.1166	1,705	6,482
Raleigh	166.5	.0932	41.0	56.8	96.7	262,818	.0789	1,578	6,410
△Rocky Mount	116.8	.0653	28.1	30.0	42.3	138,760	.0416	1,188	4,938
△Wilmington	76.6	.0429	21.4	24.8	55.4	109,533	.0328	1,430	5,118
Winston-Salem	181.8	.1018	49.6	59.6	123.4	298,956	.0897	1,644	6,027
Total Above Areas	1,657.8	.9280	427.7	542.3	1,045.3	2,577,249	.7731	1,555	6,026

NORTH DAKOTA— (Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota.)

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adams		4.4	.0025	1.3	1.4		8,294	.0025	1,885	6,380	5,654	5,739	15.2	4.0	25.1	14.0	30.4	28.5	14.9	21.2	14.4	32.3
Barnes		17.3	.0096	4.7	5.3	8.3	23,081	.0069	1,334	4,911	4,324	4,031	31.9	11.9	29.9	23.8	24.4	32.4	8.8	17.9	5.0	14.0
Valley City		8.3	.0046	2.6	2.6		11,392	.0034	1,373	4,382	4,276	4,065	31.4	11.6	28.3	22.2	25.9	34.0	9.6	19.2	4.8	13.0
Benson		8.9	.0050	2.3	2.3		11,127	.0034	1,250	4,838	4,717	4,139	38.0	13.1	28.3	20.4	21.9	28.3	8.6	17.0	7.2	21.2

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Meaning of SM Trade-Mark, Symbols, etc.

The SM Trade-mark SM indicates copyrighted SALES MANAGEMENT estimates.

Solid Triangle (▲) denotes central city of standard metropolitan area.

Open Triangle (△) denotes central city of potential metropolitan area.

Bold face lines indicates COUNTY data, light face lines CITY data.

Italic lines indicate a Multiple City—two or more adjoining cities constituting a single market. They can be separated by a river or state line, but the area between must be less than ten miles and must conform to the Census Bureau standards of urbanization.



Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area — and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one — the Nation's No. 1 market in retail-sales-per-family. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

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Exclusive National Representatives

N. DAKOTA

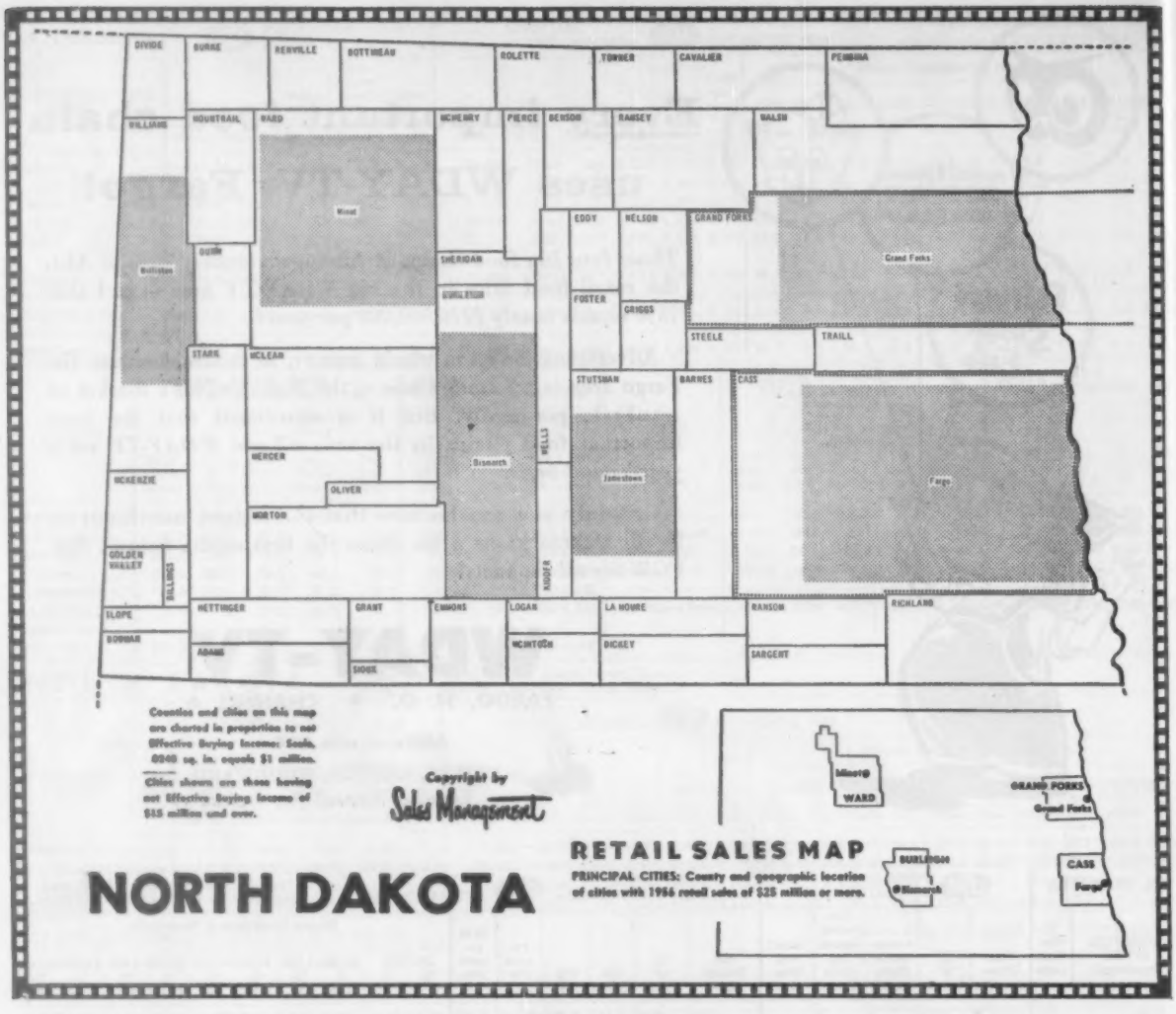
SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Billings		1.9	.0011	.4	.4		2,534	.0007	1,334	6,335	5,335	4,563	32.6	16.8	24.4	17.2	24.7	29.0	8.2	14.7	10.1	22.3
Bottineau		10.4	.0058	2.8	3.9		15,179	.0046	1,460	5,421	4,962	4,474	28.9	9.7	28.7	20.6	24.8	29.7	9.2	16.8	8.4	23.2
Bowman		4.0	.0022	1.0	1.2		6,583	.0020	1,646	6,583	5,348	5,183	28.4	8.2	22.4	13.9	22.6	23.4	12.6	19.9	14.0	34.6
Burke		5.9	.0034	1.8	1.7		9,314	.0028	1,579	5,174	5,292	4,612	27.9	9.1	28.6	19.9	24.2	23.2	10.1	17.8	9.2	25.0
Burleigh		32.7	.0183	9.2	9.9	26.6	51,314	.0153	1,569	5,578	5,156	5,050	21.7	6.5	24.1	15.3	31.3	33.2	13.4	21.7	9.5	23.3
Bismarck-Mandan		*37.1*	*.0208*	*10.5*			*61,315*	*.0184*	*1,653*	*5,840*												
Bismarck		26.6	.0149	7.6	9.0		44,752	.0134	1,682	5,888	4,964	5,225	19.9	5.7	23.0	14.1	32.5	33.4	14.3	22.4	10.3	24.4
Cass	219	71.6	.0400	20.2	24.7	49.5	127,735	.0384	1,784	6,324	5,168	5,464	19.7	5.4	20.9	12.3	31.9	31.3	15.2	22.7	12.3	28.3
△Fargo		49.5	.0277	14.3	19.0		95,487	.0286	1,929	6,677	5,024	5,692	17.4	4.6	19.0	10.7	33.7	31.6	16.7	23.9	13.2	29.0
Cavalier		9.5	.0053	2.4	2.8		13,468	.0040	1,418	5,612	5,180	4,570	28.7	9.4	27.9	19.8	24.6	29.0	9.7	17.3	9.1	24.7
Dickey		8.4	.0047	2.4	2.5		11,003	.0033	1,310	4,585	4,270	3,767	37.7	15.1	29.5	25.3	20.5	20.2	7.2	15.6	4.8	14.8
Divide		5.1	.0029	1.4	1.5		7,927	.0023	1,535	5,591	5,153	4,674	29.4	9.5	28.3	18.9	24.5	28.1	9.7	17.0	10.1	27.4
Dunn		5.5	.0031	1.4	1.5		7,918	.0024	1,440	5,656	5,251	4,610	30.0	10.1	26.4	18.3	22.1	25.9	10.7	18.9	9.9	26.8
Eddy		4.8	.0027	1.3	1.3		6,371	.0019	1,327	4,901	4,593	4,264	28.5	10.1	27.7	20.8	28.8	35.9	10.1	19.3	5.1	13.9
Emmons		7.9	.0044	2.0	1.9		9,703	.0029	1,226	4,852	4,973	4,245	33.6	11.9	28.2	21.3	22.2	27.9	8.1	15.7	7.9	23.2
Foster		5.3	.0029	1.5	1.6		6,628	.0020	1,251	4,419	4,064	3,681	36.8	15.0	29.2	25.4	24.0	35.0	6.8	15.1	3.2	9.5
Golden Valley		2.6	.0015	.8	.8		4,404	.0014	1,694	5,506	5,505	4,888	23.6	7.2	25.8	17.6	29.1	31.8	12.5	20.9	9.1	23.1
Grand Forks	227	48.4	.0271	13.2	16.6	40.0	87,568	.0244	1,685	6,179	4,893	5,183	21.2	6.1	21.9	13.6	32.6	33.8	14.1	22.2	10.2	24.3
Grand Forks (N. D.)-East Grand Forks (Minn.)		*45.6*	*.0255*	*12.8*			*70,701*	*.0219*	*1,550*	*5,796*												
△Grand Forks		37.7	.0211	10.0	13.5		63,976	.0192	1,697	6,398	4,631	5,335	19.4	5.5	20.4	12.3	34.4	34.4	15.1	23.3	10.7	24.6
Grant		5.8	.0032	1.5	1.4		7,514	.0023	1,296	5,009	5,019	4,256	32.5	11.5	27.1	20.4	24.5	30.9	9.0	17.2	6.9	20.0
Griggs		4.7	.0027	1.4	1.3		6,967	.0021	1,482	4,976	5,130	4,496	30.2	10.3	28.1	20.5	24.1	29.1	9.8	18.2	7.8	21.9
Hettinger		6.3	.0035	1.7	1.7		9,795	.0029	1,555	5,762	5,565	5,055	22.7	6.8	27.1	17.2	26.5	28.0	12.7	20.5	11.0	27.5
Kidder		5.7	.0032	1.4	1.5		7,183	.0022	1,260	5,131	4,271	3,868	36.7	14.3	27.7	23.0	22.8	31.5	7.9	16.8	4.9	14.4
La Moure		8.2	.0046	2.1	2.2		9,191	.0027	1,121	4,377	4,163	3,485	30.8	10.0	33.5	30.3	18.8	29.1	5.8	13.6	3.3	9.9
Logan		5.1	.0028	1.1	1.2		5,157	.0016	1,011	4,688	4,200	3,588	38.9	16.2	31.0	27.7	20.4	30.6	6.3	14.3	3.7	11.2

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, 0240 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.

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NORTH DAKOTA

RETAIL SALES MAP

PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.

N. DAKOTA	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
McHenry		10.3	.0058	2.8	2.8		14,255	.0042	1,384	5,483	4,936	4,370	29.7	10.2	25.8	21.2	24.8	30.2	9.3	17.5	7.4	20.9
McIntosh		6.8	.0038	1.8	1.7		7,715	.0023	1,135	4,286	4,404	3,676	35.6	14.6	33.8	29.5	20.4	29.7	6.7	14.8	3.5	11.4
McKenzie		6.3	.0036	2.0	1.9		10,391	.0032	1,649	5,196	5,315	4,868	29.6	9.7	27.4	19.1	24.0	27.9	9.4	18.7	9.6	25.6
McLean		18.2	.0102	4.8	5.3		29,176	.0067	1,603	6,078	5,500	5,220	16.9	5.7	23.4	14.4	31.9	32.8	14.5	22.7	10.3	24.4
Mercer		7.6	.0043	2.0	2.0		10,748	.0032	1,414	5,374	5,374	4,787	22.4	7.0	26.2	18.9	29.8	33.4	11.3	19.4	5.3	21.3
Morton		21.1	.0118	5.4	5.7	10.5	29,282	.0088	1,388	5,423	5,127	4,801	25.0	7.8	25.5	17.0	23.5	31.9	12.2	20.8	8.8	22.5
Mandan		10.5	.0059	2.9	3.3		16,563	.0050	1,577	5,711	5,019	5,124	29.4	6.0	22.9	14.3	33.2	34.8	14.2	22.6	9.3	22.3
See Bismarck-Mandan																						
Mountrail		9.5	.0053	2.8	2.9		15,424	.0047	1,624	5,509	5,308	4,817	26.3	7.9	27.8	18.5	25.3	28.2	11.7	19.8	8.9	25.6
Nelson		6.6	.0037	1.7	2.0		9,665	.0029	1,464	5,685	4,685	4,370	28.6	9.8	29.0	21.3	26.1	32.1	9.1	17.0	7.2	19.8
Oliver		2.4	.0013	.5	.7		3,738	.0011	1,558	7,476	5,340	5,558	14.8	4.0	21.9	12.6	36.9	34.8	15.8	23.3	11.5	25.3
Pembina		13.9	.0073	3.4	3.7		20,701	.0062	1,592	6,059	5,551	5,194	22.9	6.6	24.8	15.3	27.4	28.3	12.9	20.4	12.0	29.4
Pierce		7.7	.0043	2.0	1.9	2.8	9,583	.0029	1,245	4,792	4,847	4,248	30.4	10.8	28.7	21.7	25.7	32.3	5.8	16.9	6.4	18.3
Ramsey		13.9	.0073	3.3	4.2	7.2	20,369	.0061	1,567	6,172	4,739	4,915	22.9	7.0	24.8	16.2	30.9	33.7	12.3	20.4	9.1	22.7
Devils Lake		7.2	.0040	2.1	2.6		12,200	.0037	1,694	5,810	4,562	4,996	22.7	6.8	24.2	15.6	31.0	33.2	12.4	20.2	9.7	24.2
Ransom		7.9	.0044	2.1	2.4		10,682	.0032	1,353	5,081	4,429	4,084	34.8	12.8	25.9	20.4	24.2	31.7	9.4	15.8	5.7	19.3
Renville		4.7	.0026	1.2	1.2		7,353	.0022	1,564	6,129	5,920	4,977	22.2	6.7	26.9	17.3	28.8	31.0	12.2	20.1	9.9	24.9
Richland		18.8	.0106	5.2	5.8	5.6	29,700	.0089	1,583	5,723	5,106	4,792	26.7	8.4	26.7	17.8	25.5	28.6	11.0	18.8	10.1	26.4
Wahpeton		5.6	.0031	1.3	2.1		8,877	.0027	1,585	6,838	4,237	5,106	23.6	7.0	21.8	13.7	31.0	32.5	12.4	19.9	11.2	26.9

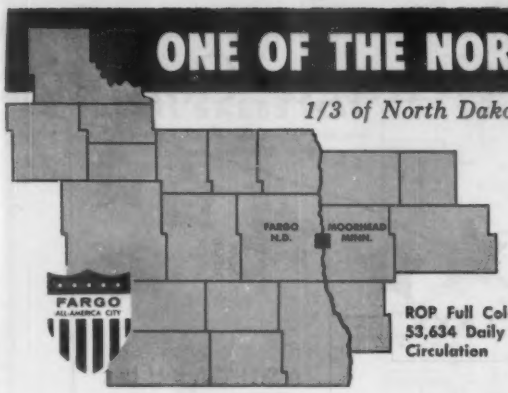
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19

ONE OF THE NORTHWEST'S RICHEST MARKETS!



1/3 of North Dakota + western Minnesota + the largest metropolitan market between Minneapolis and Spokane!

Only one newspaper can sell this market — The Fargo Forum. Only The Forum reaches 3 out of 5 families in this 20 county market of 305,300 people with an Effective Buying Income of $432,438,000. And The Forum provides nearly 100% coverage of the Fargo-Moorhead metropolitan market.
This is the richest market in the vast Northwest . . . and The Fargo Forum taps sales potential with selling power.

ROP Full Color
53,634 Daily
Circulation

THE FARGO FORUM Moorhead News
Largest circulation in North Dakota & western Minnesota
Represented by Kelly-Smith Company

N. DAKOTA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Rolette		10.0	.0056	2.3	2.3		9,479	.0029	948	4,121	4,051	3,559	39.5	16.7	31.4	28.3	18.6	27.9	6.6	15.2	3.9	11.9
Sargent		6.4	.0035	1.7	1.7		8,185	.0024	1,279	4,815	4,578	3,897	33.9	13.1	30.2	24.8	23.2	32.1	8.2	17.1	4.5	12.9
Sheridan		4.5	.0029	1.1	1.1		6,389	.0019	1,418	5,809	5,671	4,711	25.9	8.3	26.9	18.3	26.7	30.3	11.9	20.7	8.6	22.4
Sioux		2.6	.0014	.6	.6		2,649	.0008	1,019	4,415	4,415	3,659	39.8	16.4	27.7	24.3	21.2	31.0	7.3	16.3	4.0	12.0
Slope		2.0	.0011	.4	.6		3,275	.0010	1,638	8,188	5,378	5,344	23.9	6.7	17.9	10.7	30.0	30.2	16.3	24.9	11.9	27.5
Stark		17.0	.0095	4.4	4.8	9.4	23,220	.0070	1,366	5,277	4,781	4,625	29.2	9.5	25.4	17.6	25.6	29.7	10.8	19.1	9.0	24.1
Dickinson		9.4	.0053	2.8	2.9		13,868	.0042	1,475	4,953	4,743	4,580	29.3	9.6	25.3	17.7	26.1	30.5	10.9	19.5	8.4	22.7
Steele		4.2	.0024	1.2	1.3		7,504	.0022	1,787	6,253	5,772	5,230	21.4	6.2	26.5	16.3	26.7	27.2	13.2	20.7	12.2	29.6
Stutsman		26.8	.0150	7.0	7.8	14.7	37,800	.0114	1,410	5,400	4,955	4,609	26.6	8.7	26.2	18.2	26.5	33.0	11.0	19.6	7.7	20.5
Jamestown		14.7	.0082	4.3	5.3		24,649	.0074	1,677	5,732	4,651	4,922	22.6	6.9	24.2	15.8	31.7	34.4	12.8	21.3	8.7	21.6
Towner		4.7	.0026	1.2	1.3		6,868	.0020	1,461	5,723	5,172	4,619	24.5	8.0	29.4	20.5	27.8	31.7	10.7	19.0	7.9	20.8
Traill		10.8	.0061	2.9	3.3		16,857	.0051	1,561	5,813	5,024	4,794	25.8	8.0	26.2	17.6	27.4	30.6	11.4	19.4	9.4	24.4
Walsh		20.7	.0115	4.6	5.7	5.7	29,003	.0087	1,401	6,305	5,039	5,015	24.6	7.4	26.9	17.2	25.4	27.2	11.2	18.2	11.9	30.0
Grafton		5.7	.0032	.9	1.5		7,468	.0022	1,310	8,298	4,891	6,372	10.1	2.4	21.9	11.0	33.5	28.2	15.7	20.2	18.8	38.2
Ward		43.9	.0246	12.4	14.9	28.7	78,717	.0230	1,748	6,187	5,147	5,337	19.1	5.4	21.9	13.2	33.6	33.6	14.4	22.1	11.0	25.7
Minot		28.7	.0161	8.1	10.4		52,190	.0157	1,818	6,443	4,983	5,517	17.0	4.6	20.4	11.9	35.4	34.5	15.7	23.3	11.5	25.8
Wells		10.0	.0056	2.7	2.8		13,680	.0041	1,368	5,067	4,814	4,298	30.0	10.5	27.5	20.6	26.7	33.3	9.7	18.5	6.1	17.1
Williams		26.5	.0148	8.0	8.5	12.1	43,872	.0131	1,656	5,484	5,149	4,846	24.4	7.6	24.8	16.4	29.5	32.6	12.5	21.1	8.8	22.3
Williston		12.1	.0068	3.5	4.1		19,926	.0060	1,647	5,693	4,811	5,021	22.4	6.7	23.5	15.0	31.2	33.4	13.5	21.9	9.4	23.0
Total Above Cities		216.0	.1209	60.4	76.6		371,348	.1115	1,719	6,148	4,848	5,282	20.2	5.7	21.7	13.2	32.7	33.2	14.6	22.6	10.8	25.3
State Total		634.4	.3550	170.6	190.3	221.1	964,208	.2892	1,520	5,652	5,067	4,801	25.6	8.0	25.4	17.0	28.0	31.3	11.8	20.1	9.2	23.6

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Fargo	71.8	.0400	20.2	24.7	49.5	127,735	.0384	1,784	6,324
△Grand Forks-East Grand Forks	98.8	.0486	23.9	29.2	54.4	141,153	.0422	1,626	5,906
Total Above Areas	158.4	.0886	44.1	52.9	103.9	268,888	.0806	1,698	6,097

OHIO — (Other East North Central States: Illinois, Indiana, Michigan, Wisconsin.)

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adams		22.6	.0127	6.9	7.4		28,248	.0085	1,250	4,094	3,802	3,425	40.6	17.7	27.3	25.3	25.0	38.6	4.9	11.7	2.2	6.7
Allen	88	103.7	.0580	31.2	35.6	63.2	198,236	.0595	1,912	6,354	5,557	5,638	14.9	3.9	18.2	10.2	43.2	40.2	13.9	19.8	9.8	25.9
△Lima		57.6	.0322	18.1	21.4		118,885	.0357	2,064	6,568	5,547	5,867	13.3	3.4	17.0	9.2	44.4	40.1	14.8	20.4	10.5	26.9
Ashland		27.6	.0211	11.7	13.0	19.5	70,165	.0210	1,866	5,997	5,398	5,280	18.5	5.2	20.8	12.5	40.3	40.8	12.1	18.8	8.3	23.2
Ashland		16.5	.0092	5.6	6.2		34,674	.0104	2,101	6,192	5,525	5,677	15.8	4.1	19.0	10.6	41.4	38.7	13.7	19.6	10.1	27.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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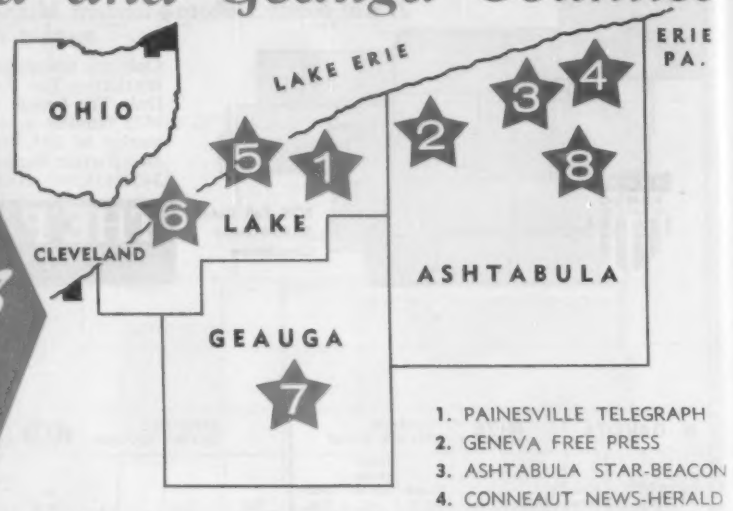
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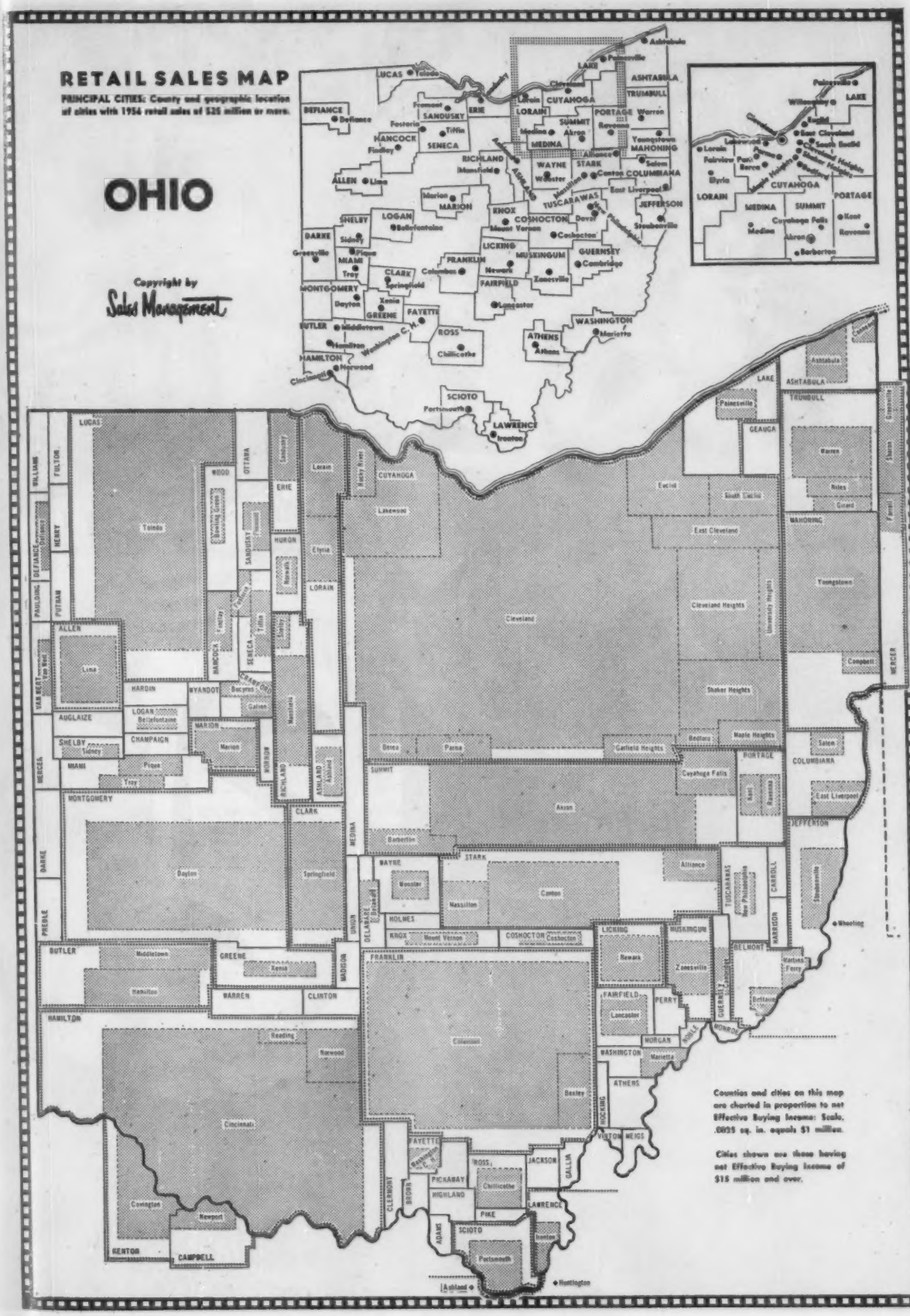
SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Ashtabula	188	98.6	.0540	29.7	32.6	49.2	181,280	.0544	1,877	6,104	5,548	5,488	17.0	4.6	18.3	10.6	42.1	40.7	13.7	20.3	8.9	23.8
△Ashtabula		27.0	.0151	8.3	9.7		57,799	.0173	2,141	6,964	5,921	6,236	10.3	2.5	15.6	7.9	45.4	38.6	16.7	21.7	12.0	29.3
Conneaut		11.7	.0065	3.8	4.2		23,346	.0070	1,995	6,144	5,537	5,564	15.4	4.1	16.5	9.6	44.6	42.6	14.5	21.1	8.7	22.6
Athens		48.5	.0272	13.1	18.2	21.4	59,343	.0208	1,430	5,293	3,807	4,076	34.4	12.6	22.6	17.6	30.5	39.7	7.8	15.4	4.7	14.7
Athens		16.4	.0092	4.6	9.7		35,281	.0106	2,151	7,670	3,620	4,636	32.7	10.5	15.0	10.3	34.5	39.4	10.5	18.4	7.3	21.4
Auglaize		26.0	.0201	10.8	11.5	14.2	50,692	.0182	1,686	5,620	5,268	5,050	19.2	5.7	21.7	13.7	41.1	43.1	11.1	17.8	6.9	19.7
Belmont	174	90.8	.0506	27.3	29.5	47.2	140,697	.0422	1,560	5,154	4,757	4,667	23.1	7.4	24.2	16.4	37.4	42.5	9.6	16.7	5.7	17.0
Martins Ferry-Bellaire		*25.7*	*.0144*	*7.9*			*48,897*	*.0129*	*1,869*	*5,450*												
Bellaire		12.5	.0070	3.8	4.4		19,851	.0060	1,588	5,224	4,512	4,583	20.0	6.5	25.3	17.5	40.8	47.1	9.4	16.7	4.5	12.2
Martins Ferry		13.2	.0074	4.1	4.6		23,046	.0069	1,746	5,621	4,978	5,044	19.9	5.9	21.4	13.4	40.3	42.5	11.4	18.3	7.0	19.9
Brown		25.1	.0141	7.8	8.1		33,123	.0099	1,320	4,247	4,045	3,626	38.1	15.6	26.4	23.1	27.1	39.7	5.8	12.6	2.8	9.0
Butler	65	167.4	.1049	53.8	65.8	136.7	371,140	.1114	1,990	5,899	5,638	6,067	13.9	3.4	15.0	7.8	43.5	38.1	15.7	20.9	11.9	29.8
▲Hamilton		72.8	.0407	21.9	24.4		139,559	.0420	1,921	6,366	5,723	5,839	15.3	3.9	17.0	9.3	42.3	38.5	14.5	20.1	10.9	28.3
▲Middletown		46.9	.0262	14.0	16.6		102,135	.0306	2,178	7,295	6,130	6,567	10.9	2.5	13.2	6.4	44.1	35.6	17.5	21.6	14.3	33.9
Carroll		20.4	.0114	5.9	6.3	4.6	31,308	.0094	1,535	5,308	4,906	4,663	22.6	7.2	24.3	16.5	35.6	43.2	9.5	16.5	5.6	16.5
Champaign		30.1	.0168	9.2	10.0	10.6	50,376	.0151	1,674	5,476	5,018	4,833	23.2	7.2	23.3	15.3	37.1	40.6	9.5	16.0	6.9	20.9
Urbana		10.8	.0060	3.2	3.8		19,119	.0057	1,770	5,975	5,023	5,248	19.0	5.4	21.2	12.8	40.6	40.9	10.8	16.7	8.4	24.2
Clark	187	130.4	.0730	39.6	45.2	96.1	255,881	.0767	1,962	6,462	5,661	5,827	14.4	3.7	17.5	9.5	42.7	38.9	14.8	25.6	10.6	27.3
▲Springfield		88.9	.0498	27.4	32.5		182,459	.0547	2,052	6,659	5,598	5,939	13.2	3.3	16.9	9.0	43.6	38.9	15.4	21.0	10.9	27.8
Clermont		74.3	.0416	21.4	22.8		111,485	.0335	1,500	5,210	4,883	4,706	25.3	8.0	22.5	15.2	36.1	40.8	9.8	16.5	6.3	19.2
Clinton		28.8	.0161	8.8	10.3	8.9	49,039	.0147	1,703	5,573	4,745	4,744	25.4	8.0	22.8	15.3	35.2	39.2	9.8	16.8	6.8	20.7
Wilmington		8.9	.0050	2.9	3.8		17,757	.0063	1,995	6,123	4,673	5,126	21.6	6.3	20.7	12.8	37.7	39.0	11.8	18.7	8.2	23.2
Columbiana		110.2	.0617	33.3	35.7	86.0	192,544	.0577	1,747	5,782	5,390	5,270	17.4	4.9	21.1	12.7	41.7	42.1	11.9	18.2	7.9	22.1
East Liverpool		27.1	.0152	8.4	9.5		51,267	.0154	1,893	6,103	5,353	5,540	12.8	3.4	20.4	11.7	45.5	43.6	12.9	18.8	8.4	22.5
Salem		14.4	.0081	4.6	4.9		28,728	.0086	1,995	6,245	5,819	5,811	15.9	4.1	17.9	9.8	41.6	38.0	13.5	18.8	11.1	29.3
Coshocton		32.9	.0184	10.3	11.3	14.8	57,480	.0173	1,747	5,579	5,081	4,945	21.8	6.8	23.0	14.8	37.6	40.2	10.5	17.2	7.1	21.2
Coshocton		14.8	.0083	4.9	5.6		29,856	.0090	2,017	6,093	5,373	5,316	18.9	5.3	21.4	13.5	39.9	38.8	12.0	18.3	8.8	24.8

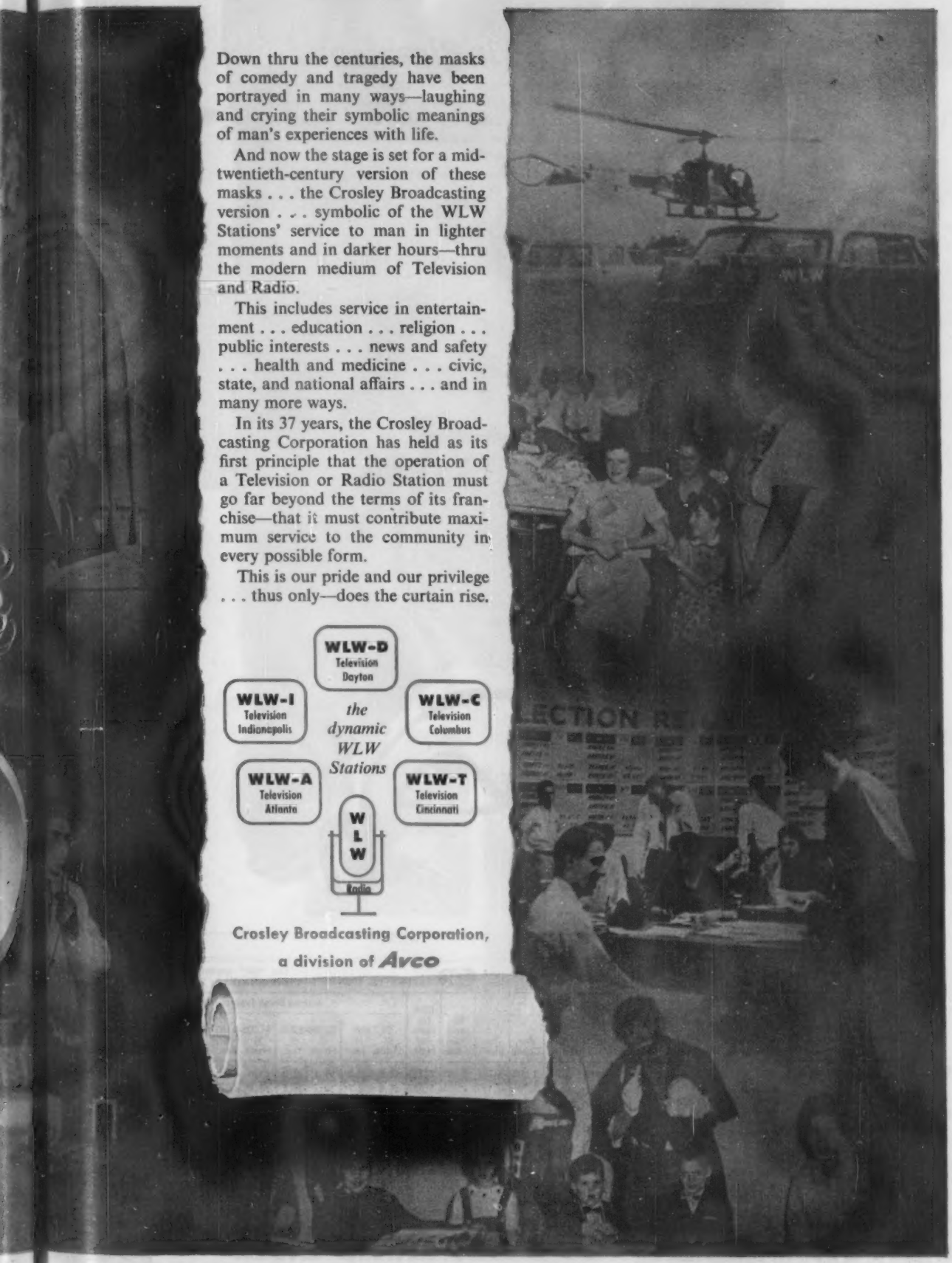
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1954 retail sales of $25 million or more.
OHIO
Copyright by
Sales Management
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0025 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.


UNITED NATIONS



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WLW-D Television Dayton

WLW-I Television Indianapolis

WLW-C Television Columbus

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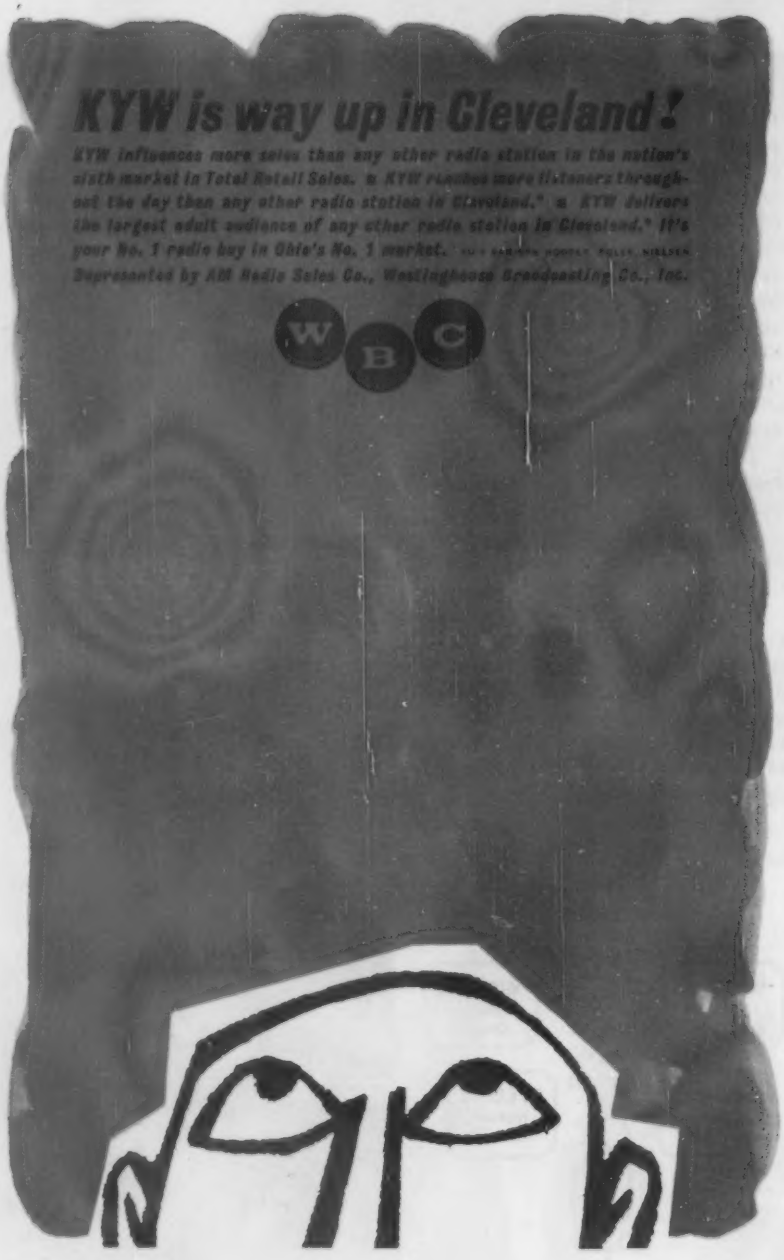
WLW-A Television Atlanta

WLW-T Television Cincinnati

W L W Radio

Crosley Broadcasting Corporation,

a division of *Avco*



OHIO

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Crawford		46.1	.0252	14.2	18.7	29.4	81,948	.0245	1,817	5,771	5,198	5,147	18.0	5.2	21.1	13.0	41.8	43.1	11.9	18.7	7.2	20.0
Bucyrus		12.2	.0068	3.7	4.7		22,797	.0068	1,869	6,161	4,775	5,253	16.6	4.7	19.1	11.5	44.1	44.5	12.8	19.8	7.4	19.5
Galion		11.8	.0066	3.8	4.6		24,483	.0073	2,075	6,443	5,281	5,672	13.3	3.5	18.7	10.4	44.7	41.8	14.0	20.0	9.3	24.3
Cuyahoga	34	1,654.0	.9257	498.7	591.8	1,584.9	3,866,748	1.1599	2,338	7,754	6,500	7,010	9.9	2.1	12.6	5.7	42.1	31.8	18.2	21.0	17.2	35.4
Bedford		14.9	.0083	4.2	4.6		31,065	.0093	2,085	7,398	6,691	6,810	10.2	2.2	12.5	5.8	43.2	33.7	18.4	21.9	15.7	36.4
Berea		19.8	.0094	4.3	6.1		37,060	.0111	2,206	8,619	6,066	7,336	8.8	1.8	7.7	3.3	44.4	32.1	20.3	22.4	18.8	40.4
Chagrin Falls		3.7	.0021	1.0	1.3		9,163	.0027	2,476	9,163	6,859	7,698	9.3	1.8	11.7	4.8	39.0	26.9	17.8	18.7	22.2	47.8
▲Cleveland		859.7	.5332	285.7	351.2		2,075,408	.6225	2,178	7,264	5,908	6,449	10.0	2.3	14.2	7.0	45.1	37.0	17.3	21.8	13.4	31.9
Cleveland Heights		62.7	.0351	19.2	22.7		200,255	.0601	3,194	10,430	8,822	9,617	8.2	1.3	8.4	2.8	28.4	15.6	20.6	17.5	34.2	62.8
East Cleveland		41.1	.0230	13.8	16.5		109,298	.0328	2,659	7,920	6,624	7,146	9.2	1.9	11.7	5.2	41.3	30.7	20.0	23.7	17.8	38.5
Euclid		66.2	.0370	18.6	20.6		152,081	.0456	2,297	9,176	7,367	7,597	8.3	1.6	10.3	4.3	40.2	28.2	20.9	23.3	20.3	43.7
Fairview Park		14.9	.0083	4.6	4.7		37,944	.0114	2,547	8,433	7,965	8,072	8.6	1.6	9.3	3.7	37.1	24.3	21.3	21.4	23.7	49.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Radio Households	463,142	Gen'l Merchandise Sales	$ 250,221,000.00
Households	482,440	Apparel Sales	$ 108,245,000.00
Consumer Spendable Income	$ 3,182,390,000.00	Home Furnishings Sales	$ 94,568,000.00
C.S.I. Per Household (average)	$ 5,611.00	Automotive Sales	$ 385,105,000.00
Retail Sales, Total	$ 2,072,130,000.00	Filling Station Sales	$ 166,264,000.00
Food Sales	$ 495,761,000.00	Farm Population	209,200
Drug Sales	$ 65,466,000.00	Gross Farm Income	$ 341,323,000.00

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OHIO

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Garfield Heights		36.4	.0204	9.8	10.7		75,886	.0228	2,085	7,743	7,025	7,236	9.1	1.9	11.2	4.9	41.4	30.3	20.2	23.6	18.1	40.3
Lakewood		70.7	.0396	22.9	27.4		207,211	.0622	2,931	9,049	7,543	8,254	8.2	1.5	9.5	3.7	35.6	22.8	21.6	21.2	25.1	50.8
Maple Heights		29.5	.0165	7.7	8.3		57,237	.0172	1,940	7,433	6,980	7,007	9.0	1.9	11.4	5.2	43.4	32.8	19.7	22.8	16.5	37.3
Parma		75.3	.0421	20.4	23.1		161,396	.0484	2,143	7,912	6,971	7,310	9.3	1.9	11.2	4.9	40.9	29.6	19.9	22.0	18.7	41.6
Rocky River		16.8	.0094	5.3	5.9		53,152	.0159	3,164	10,029	9,001	9,435	9.0	1.4	9.5	3.2	29.8	16.7	19.3	16.6	32.4	62.1
Shaker Heights		36.7	.0205	11.4	14.0		144,936	.0435	3,949	12,714	10,383	11,757	7.8	1.0	7.5	2.0	22.3	10.1	16.7	11.5	45.7	75.4
South Euclid		28.7	.0161	8.2	9.6		73,947	.0222	2,577	9,018	7,702	8,274	8.6	1.6	9.2	3.5	35.4	22.6	21.6	21.3	25.2	51.1
University Heights		16.7	.0093	4.3	5.7		53,845	.0162	3,224	12,522	9,386	11,262	6.7	.9	6.0	1.7	21.9	10.3	21.8	15.7	43.6	71.4
Darke		47.0	.0283	14.3	14.7	10.4	75,957	.0228	1,616	5,312	5,165	4,764	23.2	7.3	23.1	15.4	37.4	41.8	10.1	17.2	6.2	18.5
Greenville		10.4	.0058	3.2	3.7		19,654	.0059	1,890	6,142	5,183	5,368	18.3	5.1	20.4	12.1	40.3	39.8	12.1	18.3	8.9	24.7
Defiance		31.2	.0175	9.3	10.5	16.5	56,639	.0170	1,815	6,080	5,375	5,340	17.7	4.9	21.0	12.5	41.1	40.9	11.5	17.4	8.7	24.3
Defiance		14.4	.0081	4.3	5.2		28,028	.0084	1,946	6,518	5,372	5,764	14.7	3.8	18.5	10.2	43.3	39.9	12.9	18.1	10.6	28.0
Delaware		34.7	.0194	9.8	13.1	14.9	61,983	.0186	1,786	6,325	4,703	5,113	23.0	5.7	19.8	12.3	37.6	39.0	11.1	17.6	8.5	24.4
Delaware		14.9	.0083	4.2	7.1		30,322	.0091	2,035	7,220	4,222	5,426	21.0	5.8	15.5	9.1	41.0	40.0	12.8	19.1	9.7	26.0
Erie	282	69.9	.0391	21.4	23.1	38.5	132,778	.0398	1,900	6,205	5,726	5,797	15.4	4.0	17.6	9.8	42.9	39.9	14.1	20.0	10.0	26.3
△Sandusky		34.9	.0195	11.1	12.4		70,988	.0213	2,034	6,395	5 7'2	5,855	14.9	3.5	16.8	9.1	44.4	40.2	14.4	20.0	10.5	27.2
Fairfield		67.8	.0379	20.8	22.8	33.0	115,817	.0347	1,708	5,850	5,125	5,077	19.4	5.7	21.7	13.6	40.8	42.4	11.1	17.7	7.2	20.8
Lancaster		33.0	.0185	10.4	12.0		62,697	.0188	1,900	6,029	5,204	5,416	15.4	4.2	20.4	12.0	43.5	42.6	12.4	18.5	8.3	22.7
Fayette		26.4	.0148	8.3	8.9	12.8	42,408	.0128	1,606	5,109	4,762	4,598	25.7	8.3	24.0	16.5	35.7	41.3	8.7	15.4	5.9	18.5
Washington Court House		12.8	.0072	3.8	4.7		22,300	.0067	1,742	5,868	4,719	5,029	20.5	6.1	22.1	13.9	39.9	42.1	10.2	16.4	7.3	21.5
Franklin	37	668.2	.3740	198.5	241.2	597.3	1,496,049	.4457	2,224	7,486	6,160	6,092	10.0	2.2	14.5	6.9	43.2	34.2	16.9	20.5	15.4	36.2
Bexley		13.9	.0078	3.9	5.4		46,041	.0138	3,312	11,805	8,492	10,466	7.5	1.1	6.2	1.9	26.5	13.4	19.7	15.2	40.1	68.4
▲Columbus		485.2	.2715	145.5	180.6		1,077,271	.3231	2,220	7,404	5,965	6,579	10.0	2.3	14.6	7.1	43.8	35.1	17.0	21.0	14.6	34.5
Whitehall		21.6	.0121	6.9	7.0		45,593	.0137	2,111	6,608	6,427	6,288	12.8	3.0	15.8	8.0	41.7	35.2	15.9	20.5	13.8	33.3
Fulton		31.4	.0175	9.3	9.8	4.5	52,896	.0159	1,685	5,688	5,503	5,139	20.6	6.0	21.6	13.3	38.3	39.6	11.5	18.1	8.0	23.0
Gallia		29.7	.0167	7.9	8.5	8.6	33,466	.0100	1,127	4,236	3,915	3,636	39.0	16.0	26.1	22.8	26.2	38.3	5.5	12.2	3.2	10.7
Gallipolis		8.6	.0048	2.0	2.3		9,453	.0028	1,099	4,727	1,062	4,048	34.5	12.7	24.8	19.4	29.4	38.8	6.6	13.1	4 7	16 0
Geauga		39.4	.0220	10.6	12.2		74,059	.0222	1,880	6,987	6,024	6,179	15.7	3.8	15.4	7.9	40.5	34.7	15.0	19.7	13 4	33.9
Greene	41	95.1	.0478	24.4	32.0	47.9	178,249	.0529	2,071	7,223	5,500	6,214	12.9	3.1	14.0	7.1	43.6	37.2	17.0	22.2	12.5	30.4
Fairborn		17.4	.0097	5.7	6.4		41,997	.0126	2,414	7,368	6,492	6,817	10.0	2.2	11.5	5.4	43.4	33.7	19.9	23.7	15.2	35.0
Xenia		18.3	.0103	5.6	6.9		36,903	.0111	2,028	6,590	5,348	5,772	15.4	4.0	16.1	8.9	43.3	39.7	14.9	20.9	10.3	26.5
Guernsey		39.6	.0222	11.7	13.1	17.8	58,213	.0169	1,420	4,806	4,281	4,135	29.6	10.7	25.6	19.7	33.3	42.6	7.4	14.5	4.1	12.5
Cambridge		17.8	.0100	6.0	6.6		29,373	.0088	1,650	4,896	4,400	4,445	26.0	8.7	24.7	17.7	35.8	42.6	8.5	15.6	5.0	15.4
Hamilton	33	949.1	.4753	278.3	313.0	782.1	1,774,146	.5321	2,068	6,564	5,667	5,937	16.6	4.6	17.4	9.3	40.7	38.4	13.9	18.9	12.0	31.4
▲Cincinnati		570.1	.3191	185.5	219.9		1,211,422	.3634	2,125	6,531	5,509	5,860	16.7	4.3	17.8	9.7	40.2	36.4	13.5	18.6	11.8	31.1
Lockland		6.2	.0035	1.7	2.2		13,228	.0040	2,134	7,781	5,779	6,596	9.9	2.2	13.3	6.4	44.0	35.5	18.5	22.7	14.3	33.2
Norwood		38.6	.0216	12.7	14.6		84,950	.0255	2,201	6,689	5,817	6,080	10.9	2.7	15.8	8.3	46.6	40.5	15.6	20.8	11.1	27.7
Reading		11.7	.0065	3.4	3.7		22,322	.0067	1,908	6,565	5,996	6,116	12.1	2.9	15.8	8.2	45.2	39.3	15.1	20.0	11.8	29.6
Hancock		51.0	.0286	16.5	17.3	31.9	93,338	.0280	1,830	5,657	5,387	5,141	20.9	6.1	21.0	13.0	38.8	39.9	11.3	17.9	8.0	23.1
Findlay		29.6	.0166	9.1	10.9		57,583	.0173	1,945	6,328	5,254	5,614	16.5	4.4	18.2	10.3	42.3	39.9	13.1	18.9	9.9	26.5
Fostoria																						
Hardin		30.7	.0171	9.3	10.9	13.7	49,379	.0145	1,576	5,291	4,426	4,397	20.2	8.9	25.1	18.2	35.6	42.9	8.3	15.3	4.8	14.7
Kenton		9.7	.0054	3.1	3.6		16,104	.0048	1,660	5,195	4,438	4,503	24.2	7.9	24.2	16.7	37.0	42.7	9.1	16.0	5.5	16.7

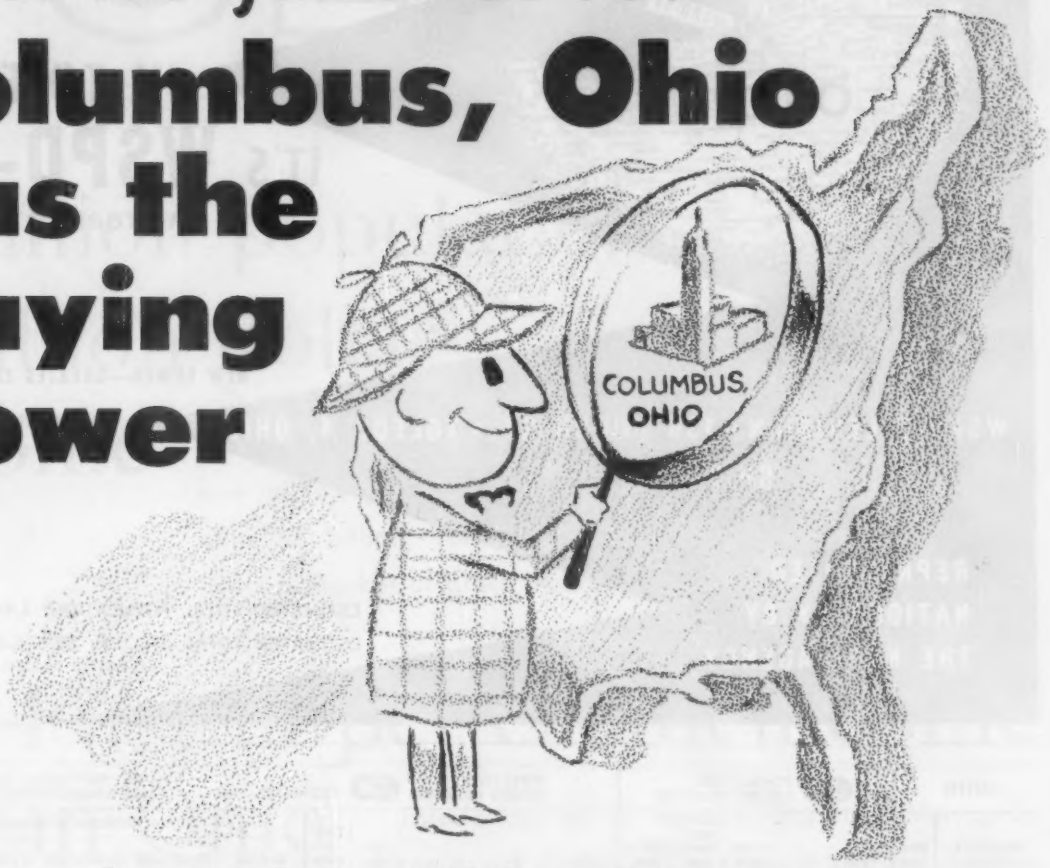
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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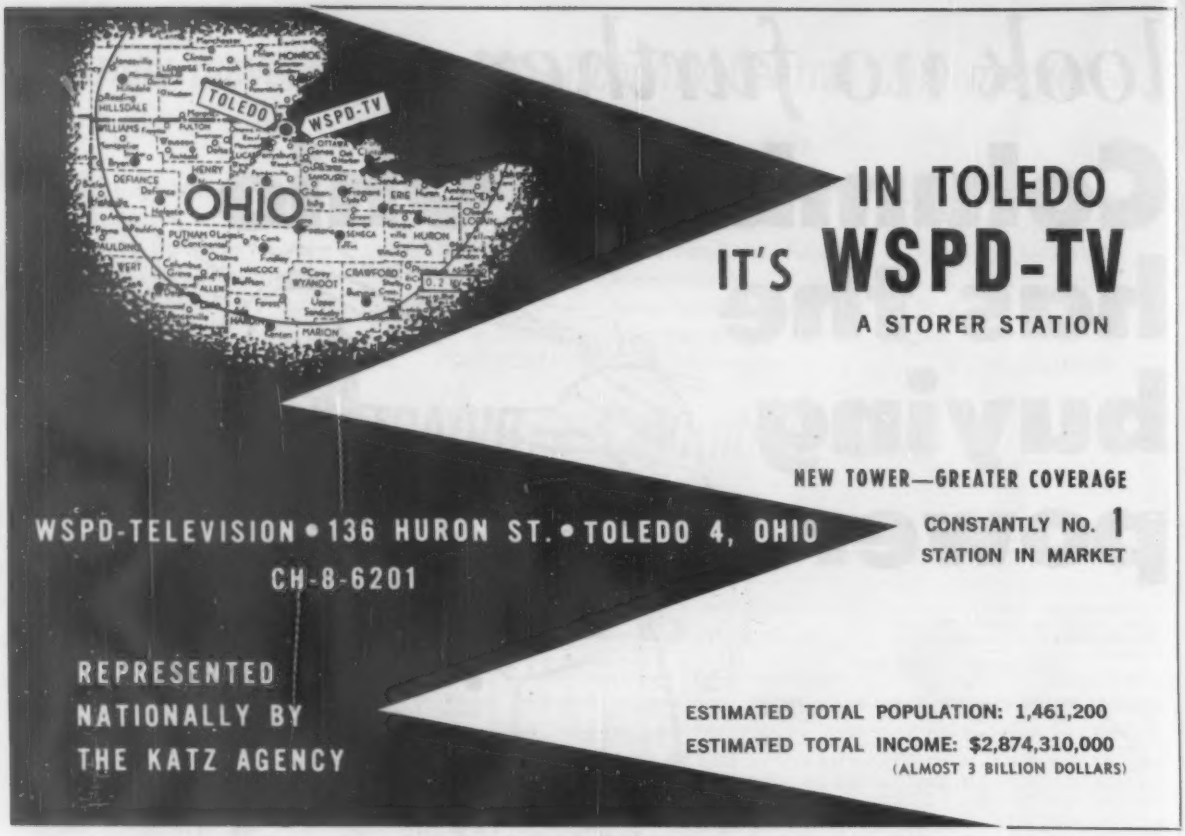
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OHIO

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Harrison		19.7	.0111	5.9	6.4	3.1	31,522	.0095	1,600	5,343	4,875	4,751	22.4	7.0	24.0	16.0	37.2	41.6	10.3	17.5	6.1	17.9
Henry		23.9	.0133	7.2	7.5	6.9	41,330	.0124	1,729	5,740	5,472	5,068	19.2	5.6	23.4	14.6	30.3	41.0	10.6	16.8	7.5	22.0
Napoleon		6.9	.0039	2.3	2.5		13,749	.0041	1,993	6,250	5,364	5,649	14.5	3.9	20.4	11.5	42.7	40.0	12.1	17.4	10.0	27.2
Highland		32.1	.0180	10.0	10.8	11.3	45,472	.0136	1,417	4,547	4,209	3,940	33.4	12.6	26.2	21.1	29.9	40.3	6.7	13.8	3.8	12.2
Hillsboro		5.9	.0033		2.3		9,866	.0030	1,672	5,193	4,181	4,418	29.1	9.8	23.1	16.6	33.9	40.7	8.4	15.4	5.5	17.5
Hocking		20.6	.0115	5.8	6.5	6.3	28,214	.0085	1,376	4,864	4,301	4,163	28.5	10.2	25.8	19.7	33.9	43.1	7.8	15.2	4.0	11.8
Logan		6.3	.0035	2.3	2.3		10,870	.0033	1,725	4,726	4,577	4,437	26.5	8.9	24.2	17.3	35.5	42.4	8.9	16.3	4.9	15.1
Holmes		20.2	.0113	5.4	5.5		27,269	.0082	1,350	5,050	4,875	4,385	29.1	9.9	25.0	18.2	32.0	38.8	8.5	15.8	5.4	17.3
Huron		45.9	.0257	13.7	15.3	21.3	81,215	.0243	1,769	5,928	5,296	5,271	19.1	5.4	18.9	11.4	41.5	41.6	12.5	19.3	8.0	22.3
Norwalk		11.7	.0065	4.0	4.2		23,240	.0070	1,986	5,810	5,439	5,448	20.6	5.6	17.9	10.5	38.9	37.9	12.9	19.2	9.7	26.8
Jackson		32.6	.0182	9.1	10.3	14.4	42,955	.0129	1,318	4,720	4,170	4,055	31.0	11.4	25.1	19.6	33.3	43.6	6.8	13.7	3.8	11.7
Jackson		7.6	.0043	2.5	2.6		11,766	.0035	1,548	4,706	4,525	4,340	27.8	9.5	23.9	17.5	35.8	43.8	8.0	15.0	4.5	14.2
Jefferson	188	105.4	.0590	29.9	34.2	51.1	196,231	.0589	1,862	6,563	5,726	5,917	12.5	3.2	17.0	9.1	45.5	40.7	14.4	19.7	10.6	27.3
▲Steubenville		38.4	.0215	11.2	13.8		81,026	.0243	2,110	7,234	5,838	6,426	10.1	2.3	14.2	7.0	46.3	38.2	16.2	20.4	13.3	32.1
Knox		39.9	.0223	12.3	14.1	15.8	71,341	.0214	1,788	5,800	5,041	5,051	19.8	5.8	21.8	13.2	40.9	43.0	11.3	18.1	7.0	19.9
Mount Vernon		15.8	.0088	5.3	6.4		33,018	.0099	2,090	6,230	5,157	5,486	15.5	4.2	15.8	10.9	44.2	42.7	13.0	19.2	8.5	23.0
Lake	34	131.8	.0736	38.8	42.9	56.0	277,849	.0833	2,113	7,161	6,470	6,571	9.9	2.2	11.9	5.7	46.3	37.5	18.2	22.4	13.7	32.2
Painesville		18.3	.0102	5.3	6.6		40,916	.0123	2,236	7,720	6,122	6,730	9.7	2.2	10.1	4.8	46.1	36.2	19.5	23.5	14.6	33.3
Willoughby		14.7	.0082	4.5	5.1		33,398	.0100	2,272	7,422	6,519	6,876	9.3	3.0	11.0	5.1	44.9	34.7	19.3	22.7	15.6	35.5
Lawrence	70	55.8	.0311	15.7	16.7	22.7	79,163	.0238	1,426	5,042	4,717	4,564	24.6	8.0	23.5	16.4	37.0	43.3	9.6	17.0	5.3	15.3
Ironton		18.0	.0101	5.4	6.2		30,953	.0093	1,720	5,732	4,937	5,123	19.5	5.7	20.0	12.4	41.3	42.8	11.9	18.8	7.3	20.3
Licking	257	87.7	.0491	27.2	31.7	44.4	160,281	.0480	1,827	5,892	5,049	5,172	19.3	5.5	20.3	12.5	41.0	42.0	11.8	18.5	7.6	21.5
△Newark		41.0	.0229	13.3	15.1		78,684	.0236	1,919	5,916	5,194	5,337	17.5	4.9	19.7	11.7	42.1	42.0	12.6	19.1	8.1	22.3
Logan		35.4	.0198	11.2	12.5	11.7	58,498	.0176	1,652	5,223	4,662	4,542	24.7	8.1	23.8	16.6	37.4	43.7	8.8	15.7	5.3	15.9
Bellefontaine		11.7	.0065	3.7	4.3		21,422	.0064	1,831	5,790	4,896	5,118	17.9	5.2	20.5	12.7	43.0	44.6	11.7	19.5	6.9	19.0
Lorain	89	211.7	.1185	61.3	73.5	140.1	432,722	.1298	2,044	7,059	5,880	6,281	10.0	2.4	14.7	7.5	46.5	39.0	16.6	21.5	12.2	29.6
▲Elyria		48.0	.0252	14.0	16.2		98,308	.0289	2,140	6,879	5,934	6,274	10.1	2.4	14.4	7.3	46.9	39.7	16.5	21.3	12.1	29.3
▲Lorain		61.0	.0341	17.1	21.9		128,766	.0386	2,111	7,530	5,875	6,610	9.3	2.1	13.8	6.7	43.9	35.1	18.7	22.9	14.3	33.2
Lucas	184	474.7	.2656	144.7	168.4	429.2	1,105,190	.3315	2,328	7,638	6,563	6,928	9.9	2.1	12.4	5.7	42.6	32.6	18.5	21.6	16.6	38.0
▲Toledo		365.6	.2046	112.3	133.9		870,248	.2610	2,380	7,749	6,496	6,967	9.9	2.1	12.3	5.5	42.4	32.3	18.7	21.8	16.8	38.3
Madison		28.8	.0161	7.7	8.5	6.1	45,455	.0136	1,578	5,903	5,322	5,233	23.1	6.6	22.4	13.6	33.6	34.1	11.1	17.1	9.8	28.6
London		6.1	.0034	1.8	2.0		10,720	.0032	1,757	5,956	5,273	5,369	20.7	5.7	22.6	13.4	35.4	34.9	11.1	16.8	10.2	29.2

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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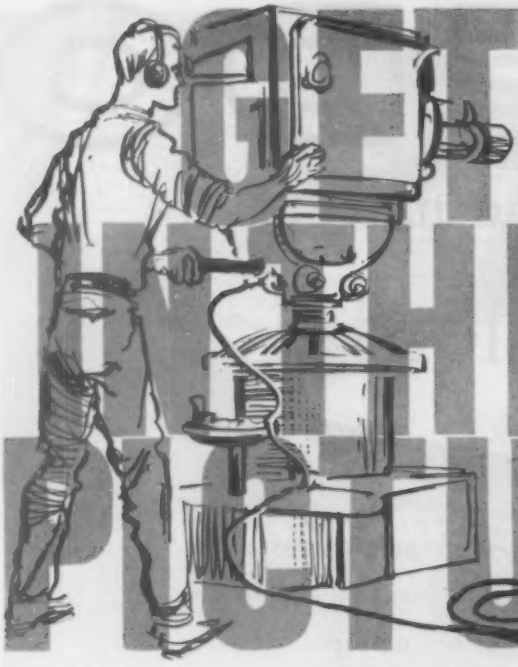
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OHIO

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Mahoning	182	295.1	.1652	82.8	97.4	245.5	597,882	.1794	2,026	7,221	6,137	6,487	10.0	2.3	14.9	7.3	44.5	38.3	16.8	21.0	13.8	33.1
Campbell		14.4	.0081	3.8	4.7		26,604	.0080	1,848	7,001	5,627	6,182	10.3	2.4	16.8	8.6	44.5	38.3	16.6	21.7	11.9	29.0
2▲Youngstown		186.3	.1043	51.8	63.2		381,671	.1145	2,049	7,368	6,038	6,556	10.0	2.3	14.4	7.0	44.1	35.6	17.2	21.2	14.3	33.9
Marion	249	58.8	.0329	18.1	19.9	41.1	104,737	.0314	1,781	5,787	5,263	5,219	18.4	5.3	20.7	12.6	41.4	42.1	11.7	18.1	7.8	21.9
△Marion		38.9	.0218	12.1	13.7		71,730	.0215	1,844	5,929	5,300	5,349	16.5	4.6	19.8	11.7	43.5	43.1	12.2	18.6	8.0	22.0
Medina		81.5	.0288	15.6	16.8	16.4	96,987	.0291	1,883	6,217	5,759	5,621	16.9	4.5	18.3	10.3	41.6	39.2	13.3	19.2	9.9	26.8
Medina		7.1	.0040	2.0	2.5		14,316	.0043	2,016	7,158	5,665	6,142	11.7	2.9	15.1	7.8	46.1	39.7	15.3	20.2	11.8	29.4
Meigs		23.9	.0134	7.1	7.7	7.4	32,858	.0099	1,368	4,600	4,229	3,983	33.1	12.4	25.3	20.2	30.5	40.5	7.2	14.7	3.9	12.2
Mercer		34.6	.0194	9.6	10.0	8.0	57,780	.0173	1,670	6,019	5,775	5,418	19.6	5.4	20.7	12.1	37.7	36.9	12.3	18.3	9.7	27.3
Celina		8.0	.0045	2.2	2.8		16,454	.0049	2,057	7,479	5,775	6,506	10.8	2.5	16.0	7.8	43.3	35.2	15.3	19.1	14.6	35.4
Miami	41	73.1	.0408	22.8	24.4	37.4	137,474	.0412	1,881	6,330	5,618	5,514	15.7	4.2	19.4	11.2	43.0	41.3	13.0	19.2	8.9	24.1
Piqua		20.2	.0113	6.7	7.4		40,201	.0121	1,990	6,000	5,406	5,461	16.4	4.5	19.4	11.3	42.8	41.5	13.6	18.7	8.8	24.0
Troy		13.7	.0077	4.3	5.3		30,859	.0093	2,253	7,177	5,805	6,332	10.1	2.4	15.1	7.6	45.2	37.9	16.9	21.6	12.7	30.5
Monroe		16.2	.0090	4.7	5.2		19,525	.0059	1,211	4,176	3,769	3,399	42.1	18.5	26.3	24.6	24.6	38.3	4.7	11.2	2.3	7.4
Montgomery	41	535.0	.2994	158.7	190.3	420.8	1,181,602	.3544	2,209	7,446	6,209	6,671	10.0	2.2	12.9	6.2	44.2	35.2	18.1	21.9	14.8	34.5
▲Dayton		304.9	.1706	91.7	117.7		702,051	.2106	2,303	7,656	6,964	6,710	9.6	2.2	12.5	5.9	44.0	34.7	18.6	22.5	15.0	34.7
Miamisburg		9.7	.0054	3.1	3.4		21,634	.0065	2,230	6,979	6,331	6,451	9.9	2.3	13.3	6.1	46.8	38.4	18.0	22.6	13.0	30.6
Morgan		13.8	.0078	4.4	4.6		18,750	.0057	1,359	4,261	4,076	3,742	35.3	14.1	27.8	23.6	28.3	40.0	5.5	11.9	3.1	10.4
Morrow		20.8	.0116	6.0	6.5		30,164	.0090	1,450	5,027	4,588	4,245	27.3	9.6	24.7	18.5	35.7	44.5	8.3	15.9	4.0	11.5
Muskingum	300	80.0	.0448	24.3	27.3	45.8	135,498	.0407	1,694	5,576	4,963	4,948	22.2	8.7	21.5	13.8	38.4	41.1	10.9	17.8	7.0	20.6
△Zanesville		45.5	.0255	14.2	16.5		83,040	.0249	1,825	5,848	5,016	5,197	18.9	5.4	20.7	12.7	40.8	41.6	11.8	18.4	7.8	21.9
Noble		12.7	.0071	3.8	4.0		17,202	.0051	1,354	4,527	4,257	3,829	35.5	13.8	26.7	22.1	28.1	38.9	6.1	12.9	3.6	12.3
Ottawa		36.6	.0205	11.1	12.2	6.7	74,865	.0225	2,045	6,745	6,102	6,125	10.7	2.6	16.0	8.3	45.9	39.7	16.1	21.3	11.3	28.1
Port Clinton		6.7	.0037	2.4	2.5		16,463	.0049	2,457	6,859	6,585	6,366	11.7	2.7	16.1	8.0	42.3	35.3	16.4	20.9	13.5	33.1
Paulding		18.8	.0106	5.7	5.9		29,088	.0087	1,547	5,103	4,969	4,623	24.4	7.9	24.6	16.9	36.2	41.4	9.1	16.0	5.7	17.8
Perry		28.4	.0159	8.1	8.8	7.2	39,196	.0118	1,380	4,838	4,420	4,243	27.2	9.5	25.5	19.1	34.8	43.0	8.3	15.8	4.2	12.0
Pickaway		30.6	.0186	9.0	10.0	11.1	49,880	.0149	1,625	5,543	4,967	4,986	23.8	7.2	23.3	15.1	35.6	38.7	10.0	16.5	7.5	22.5
Circleville		11.1	.0062	3.5	3.8		19,406	.0056	1,748	5,545	5,056	4,966	23.6	7.1	23.8	14.5	35.6	37.8	9.9	16.1	8.1	24.5
Pike		28.9	.0161	7.9	8.1		30,001	.0090	1,038	3,798	3,660	3,360	41.1	18.2	28.1	26.6	24.5	38.6	4.4	10.8	1.9	6.0

2 Youngstown is in Mahoning and Trumbull Counties.
For Retail Sales data, see Section 4 location on page 17.

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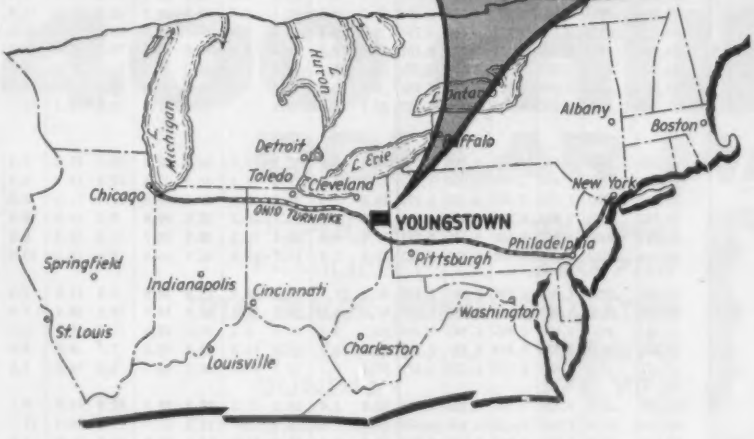
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

YOUNGSTOWN, OHIO*

the IDEAL Location

for • WAREHOUSING
• MANUFACTURING
• DISTRIBUTION

Midway between Chicago and New York



Learn the FACTS

about the Youngstown Market

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The strategic location of Youngstown, MIDWAY between the nation's top manufacturing and sales centers, makes the ideal market location for WAREHOUSING, MANUFACTURING and DISTRIBUTION of consumer products.

Easily accessible to all points on the Indiana, Ohio and Pennsylvania Turnpikes, Youngstown offers overnight delivery to your customers. A move to Youngstown is a move in the right direction for quick, economical distribution.

DAILY CIRCULATION 102,169* **SUNDAY CIRCULATION 149,160***

****Circulation statement, 3 months ending December 31, 1959 "As filed with the Audit Bureau of Circulations—Subject to Audit."***

Youngstown Vindicator

YOUNGSTOWN, OHIO

KELLY-SMITH COMPANY, National Representatives.

OHIO

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Portage		86.8	.0486	24.2	31.1	36.3	158,534	.0476	1,826	6,551	5,088	5,586	17.8	4.7	16.7	9.5	42.2	40.1	13.5	19.6	9.8	26.1
Kent		15.5	.0088	3.8	7.9		36,650	.0110	2,320	9,645	4,608	6,948	11.4	2.4	10.0	4.6	42.3	32.3	18.5	21.6	17.8	39.1
Ravenna		11.9	.0067	3.6	4.3		23,549	.0071	1,979	6,541	5,397	5,730	11.3	2.9	18.2	10.1	47.4	44.0	14.0	19.7	9.1	23.3
Ravenna-Kent		*27.7*	*.0155*	*7.4*			*60,199*	*.0181*	*2,173*	*8,136*												
Preble		33.5	.0188	9.8	10.9	5.3	57,791	.0173	1,726	5,897	5,272	5,156	19.6	5.7	20.6	12.7	40.8	41.9	11.4	17.9	7.6	21.8
Putnam		29.4	.0164	8.3	8.8	3.4	47,742	.0143	1,624	5,752	5,413	5,101	19.4	5.7	24.2	15.1	38.1	36.5	10.4	16.6	7.9	23.1
Richland	247	111.0	.0622	32.8	37.8	72.2	226,473	.0680	2,040	6,905	5,990	6,194	10.4	2.5	16.3	8.3	45.8	39.1	15.8	20.7	11.9	29.4
△Mansfield		53.3	.0298	17.1	20.6		124,675	.0374	2,339	7,291	6,031	6,461	10.1	2.3	15.0	7.4	44.4	36.5	16.8	21.0	13.7	32.8
Shelby		10.4	.0058	3.4	3.7		22,620	.0068	2,175	6,653	6,027	6,141	10.5	2.5	16.3	8.4	45.6	39.4	16.2	21.4	11.4	28.3
Ross		66.1	.0369	18.4	20.4	27.9	98,980	.0297	1,497	5,379	4,829	4,781	23.6	7.4	22.0	14.6	37.7	41.7	10.4	17.6	6.3	18.7
Chillicothe		27.9	.0156	9.0	10.2		51,247	.0154	1,837	5,694	5,023	5,178	19.0	5.5	20.2	12.4	41.2	42.2	12.0	18.8	7.6	21.1
Sandusky		59.9	.0336	19.5	19.8	26.6	111,498	.0334	1,861	5,718	5,603	5,314	18.4	5.2	19.6	11.7	41.4	41.3	12.4	18.9	8.2	22.9
Fremont		19.2	.0107	6.2	6.8		38,179	.0115	1,988	6,158	5,598	5,640	15.5	4.1	18.2	10.3	43.1	40.5	13.6	19.5	9.6	25.6
Scioto	271	104.1	.0582	30.4	32.4	55.1	153,976	.0462	1,479	5,065	4,752	4,634	24.9	8.0	22.5	15.4	37.4	42.7	9.5	16.7	5.7	17.2
△Portsmouth		42.4	.0237	13.1	15.0		73,701	.0221	1,738	5,626	4,906	5,013	21.3	6.3	20.7	13.1	40.0	42.3	10.9	17.6	7.1	20.7
Seneca		58.0	.0325	17.1	19.2	39.5	103,009	.0309	1,776	6,024	5,355	5,336	17.2	4.8	19.4	11.5	42.4	42.2	13.0	19.7	8.0	21.8
1Fostoria		16.5	.0092	5.0	5.6		31,188	.0094	1,890	6,238	5,533	5,687	13.5	3.5	18.1	10.1	44.6	41.7	14.5	20.6	9.3	24.1
Tiffin		23.0	.0129	7.0	8.6		43,281	.0130	1,882	6,183	5,011	5,408	17.0	4.7	18.2	10.7	43.3	42.4	13.2	19.8	8.3	22.4
Shelby		35.4	.0198	10.1	10.5	13.9	54,483	.0163	1,539	5,394	5,146	4,900	20.2	6.1	22.9	14.8	40.2	43.6	10.5	17.4	6.2	18.1
Sidney		13.9	.0078	4.5	4.7		24,291	.0073	1,748	5,398	5,131	5,008	19.3	5.8	21.4	13.5	41.3	43.8	11.4	18.4	6.6	18.5
Stark	25	332.2	.1859	97.5	110.5	238.2	636,662	.1910	1,917	6,530	5,760	5,906	12.3	3.1	17.6	9.4	44.9	40.5	14.6	20.0	10.6	27.0
Alliance		32.9	.0184	9.9	11.9		67,335	.0202	2,047	6,802	5,641	6,032	12.3	3.0	16.1	8.5	45.2	39.8	15.1	20.3	11.3	28.4
▲Canton		125.7	.0703	38.6	45.0		253,352	.0760	2,016	6,564	5,630	5,896	12.0	3.0	18.0	9.7	45.0	40.5	14.5	19.9	10.5	26.9
Massillon		38.4	.0215	11.4	13.0		73,853	.0222	1,923	6,478	5,676	5,890	12.3	3.1	17.7	9.5	44.8	40.4	14.8	20.3	10.4	26.7
Summit	1	515.0	.2882	154.5	174.1	430.9	1,060,030	.3180	2,058	6,861	6,089	6,254	10.1	2.4	15.1	7.7	46.5	39.4	16.2	21.0	12.1	29.5
▲Akron		311.7	.1744	94.6	110.1		656,320	.1969	2,106	6,938	5,957	6,263	10.1	2.4	15.9	7.6	46.5	39.4	16.3	21.1	12.1	29.5
Barberton		35.9	.0201	10.3	12.1		70,354	.0211	1,960	6,830	5,778	6,159	10.1	2.4	15.4	8.0	46.7	40.3	16.4	21.5	11.4	27.8
Cuyahoga Falls		50.1	.0280	15.1	16.2		108,325	.0325	2,162	7,174	6,686	6,724	9.7	2.2	12.8	6.0	44.3	34.9	18.3	22.1	14.9	34.8
Trumbull	182	208.1	.1154	59.1	65.4	125.9	394,464	.1183	1,914	6,675	6,027	6,102	10.9	2.7	16.4	8.5	45.6	39.5	15.8	21.0	11.3	28.3
Girard		13.1	.0073	3.4	4.1		24,434	.0073	1,865	7,186	5,948	6,379	10.2	2.4	15.3	7.6	44.7	37.2	16.7	21.2	13.1	31.6
Niles		21.5	.0120	6.0	7.2		42,579	.0128	1,980	7,097	5,888	6,364	9.7	2.3	15.9	7.9	44.2	36.8	17.4	22.2	12.8	30.8
Warren		63.5	.0355	18.8	22.0		131,465	.0394	2,070	6,993	5,967	6,327	10.1	2.4	15.4	7.7	45.3	37.9	16.5	21.1	12.7	30.9
2▲Youngstown																						
Tuscarawas		79.1	.0442	24.1	25.4	43.6	132,068	.0396	1,670	5,480	5,192	5,010	19.8	5.9	22.3	14.2	40.3	42.6	10.7	17.3	6.9	20.0
Dover		10.9	.0061	3.4	3.8		20,144	.0060	1,848	5,925	5,294	5,379	17.2	4.8	19.2	11.4	43.2	42.4	12.1	18.2	8.3	23.2
North Philadelphia		14.9	.0083	4.8	5.2		27,062	.0081	1,816	5,638	5,128	5,172	19.5	5.6	21.2	13.0	40.1	41.2	11.4	17.8	7.8	22.4
Union		24.8	.0139	7.8	8.1	5.1	39,812	.0119	1,605	5,238	4,883	4,848	25.0	8.0	23.7	16.2	35.6	40.6	9.6	16.8	6.1	18.4
Van Wert		32.1	.0180	10.2	10.8	14.8	59,860	.0180	1,865	5,869	5,540	5,317	17.5	4.9	22.2	13.3	39.9	39.7	11.9	18.2	8.5	23.9
Van Wert		11.7	.0065	3.7	4.3		23,629	.0071	2,020	6,386	5,433	5,684	14.5	3.8	19.7	11.0	42.7	39.8	13.1	18.7	10.0	26.7
Vinton		11.8	.0066	2.9	3.2		12,546	.0038	1,063	4,326	3,841	3,476	40.4	17.3	26.7	24.4	25.6	38.8	4.9	11.5	2.4	8.0
Warren		56.4	.0316	16.0	17.7	13.7	94,630	.0283	1,678	5,914	5,320	5,268	17.6	5.0	18.8	11.3	43.5	43.8	12.6	19.4	7.5	20.5
Lebanon		6.2	.0035	1.8	2.3		12,330	.0037	1,989	6,850	5,187	5,925	10.7	2.7	15.2	8.2	49.0	43.8	15.2	20.7	9.9	24.6
Washington		52.1	.0291	16.0	17.7	17.5	76,044	.0231	1,476	4,803	4,327	4,205	29.4	10.4	25.2	19.0	33.3	42.0	7.7	14.8	4.4	13.8
Marietta		17.5	.0098	5.6	7.0		32,071	.0096	1,833	5,727	4,529	4,849	21.8	6.7	22.7	14.8	39.1	42.8	9.9	16.5	6.5	19.2
Wayne		71.7	.0401	20.2	23.3	27.4	123,899	.0372	1,728	6,134	5,300	5,380	19.4	5.4	19.2	11.3	39.7	39.2	12.6	18.9	9.1	25.2
Wooster		16.7	.0093	5.1	7.3		36,795	.0110	2,203	7,215	4,990	5,974	16.1	4.0	15.2	8.1	41.7	37.0	14.9	20.2	12.1	30.7
Williams		31.4	.0176	10.0	11.0	12.4	56,617	.0169	1,803	5,662	5,120	5,001	22.0	6.5	21.9	13.9	38.1	40.6	10.5	16.9	7.5	22.1
Wood		74.5	.0417	21.6	26.8	30.1	137,671	.0413	1,848	6,374	5,123	5,464	21.0	5.7	17.4	10.1	38.9	37.7	12.7	18.8	10.0	27.7
Bowling Green		14.6	.0082	3.1	8.3		31,227	.0094	2,139	10,073	3,750	6,137	11.2	2.7	11.8	6.1	48.1	41.5	16.7	22.1	12.2	27.6
Wyandot		22.8	.0128	6.8	7.7	8.9	35,953	.0117	1,708	5,728	5,033	4,987	19.2	5.7	23.6	15.0	39.5	42.0	10.8	17.6	6.9	19.7
Total Above Cities		5,676.4	3.1761	1,725.4	2,074.2		12,337,498	3.7010	2,173	7,151	5,948	6,394	12.1	2.8	15.1	7.5	43.8	35.5	16.3	20.6	13.7	33.6
State Total		9,086.6	5.4270	2,898.5	3,340.9	6,735.0	19,364,713	5.8146	1,999	6,683	5,802	6,004	14.8	3.7	16.8	8.9	41.7	36.8	14.8	19.9	11.9	30.7

1 Fostoria is in Hancock and Seneca Counties.
2 Youngstown is in Mahoning and Trumbull Counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.
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All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

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SUNDAY **175,773**

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**Source 1959 Sales Management Survey of Buying Power*

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Daily Circulation 232,323
Sunday Circulation 179,061

THE DAYTON DAILY NEWS • THE DAYTON JOURNAL HERALD

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OHIO

METRO AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Akron	515.0	.2882	154.5	174.1	436.9	1,060,030	.3180	2,058	6,861
△Ashtabula	96.6	.0540	29.7	32.6	49.2	181,280	.0544	1,877	6,104
Canton	332.2	.1859	97.5	110.5	238.2	636,662	.1910	1,917	6,530
Cincinnati	1,068.8	.5981	338.7	383.6	956.0	2,141,245	.6422	2,003	6,322
Cleveland	1,785.5	.9993	537.5	637.8	1,648.9	4,144,597	1.2432	2,321	7,711
Columbus	668.2	.3740	198.5	241.2	597.3	1,488,049	.4487	2,224	7,486
Dayton	693.2	.3879	206.9	246.8	506.1	1,495,325	.4486	2,157	7,262
Hamilton-Middletown	187.4	.1049	53.8	65.8	136.7	371,140	.1114	1,980	6,899
Lima	103.7	.0580	31.2	35.6	83.2	198,236	.0595	1,912	6,354
Lorain-Elyria	211.7	.1185	61.3	72.5	140.1	432,722	.1298	2,044	7,059
△Mansfield	111.0	.0622	32.8	37.8	72.2	226,473	.0680	2,040	6,905
△Marion	58.8	.0329	18.1	19.9	41.1	104,737	.0314	1,781	5,787
△Newark	87.7	.0491	27.2	31.7	44.4	160,261	.0480	1,827	5,892
△Portsmouth	104.1	.0582	30.4	32.4	58.1	153,978	.0462	1,479	5,065
△Sandusky	69.9	.0391	21.4	23.1	38.5	132,778	.0398	1,900	6,206
Springfield	130.4	.0730	39.5	45.2	96.1	255,891	.0767	1,962	6,482
Steubenville-Weirton	171.4	.0960	47.7	54.7	99.3	314,468	.0944	1,835	6,593
Toledo	474.7	.2656	144.7	168.4	429.2	1,105,190	.3315	2,328	7,638
Youngstown	501.2	.2806	141.9	162.8	371.4	992,346	.2977	1,980	6,993
△Zanesville	80.0	.0448	24.3	27.3	45.5	135,499	.0407	1,694	5,579
Total Above Areas	7,451.5	4.1703	2,236.7	2,604.8	6,051.4	15,728,905	4.7181	2,111	7,032

OKLAHOMA— (Other West South Central States: Arkansas, Louisiana, Texas.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adair		14.3	.0080	3.6	3.7		12,112	.0037	847	3,364	3,252	2,757	55.6	30.1	27.3	31.5	12.7	24.3	3.0	8.7	1.4	5.4
Alfalfa		7.6	.0042	2.4	2.4	1.9	12,022	.0037	1,661	5,259	5,110	4,468	30.5	10.2	26.8	19.0	27.9	33.1	8.2	14.9	6.6	22.8
Atoka		12.0	.0067	3.1	3.2	2.1	11,743	.0036	979	3,788	3,666	3,096	48.1	23.1	29.1	29.8	16.8	26.9	3.8	10.1	2.1	8.1
Beaver		6.2	.0035	1.8	1.8		11,822	.0035	1,907	6,568	6,568	5,691	20.2	5.3	25.6	14.3	31.1	25.9	10.7	15.3	12.4	38.2
Beckham		17.4	.0097	5.0	5.6	12.6	30,631	.0092	1,760	6,126	4,633	4,005	26.5	8.2	25.1	16.6	31.1	34.4	9.7	16.3	7.6	24.5
Elk City		10.1	.0057	3.2	3.4		16,937	.0051	1,677	5,293	4,980	4,911	25.8	7.8	24.0	15.5	32.1	34.7	10.2	16.8	7.9	25.2
Blaine		11.8	.0067	3.5	3.4	2.5	16,234	.0049	1,376	4,638	4,700	4,037	33.1	12.2	28.8	22.7	26.7	35.0	6.9	13.9	4.5	16.2
Bryan		24.4	.0136	7.1	7.2	11.5	29,923	.0080	1,103	3,792	3,731	3,293	44.9	20.3	28.6	27.8	19.3	31.0	4.4	10.9	2.6	10.0
Durant		11.5	.0064	3.5	3.9		14,615	.0044	1,271	4,176	3,715	3,652	40.3	16.3	27.0	23.3	22.9	33.0	6.0	13.2	3.8	14.2
Caddo		25.3	.0142	7.4	7.5	4.7	33,514	.0101	1,325	4,529	4,432	3,942	34.2	12.9	28.8	23.2	25.9	34.9	6.9	14.2	4.2	14.8
Canadian		23.2	.0130	6.8	6.9	11.3	36,088	.0108	1,556	5,307	5,216	4,768	25.3	7.9	25.7	17.8	31.0	34.5	9.9	16.8	7.1	23.0
El Reno		11.3	.0063	3.7	3.8		19,075	.0057	1,688	5,155	4,975	4,820	22.9	7.1	26.0	17.1	33.7	37.1	10.7	18.0	6.7	20.7

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

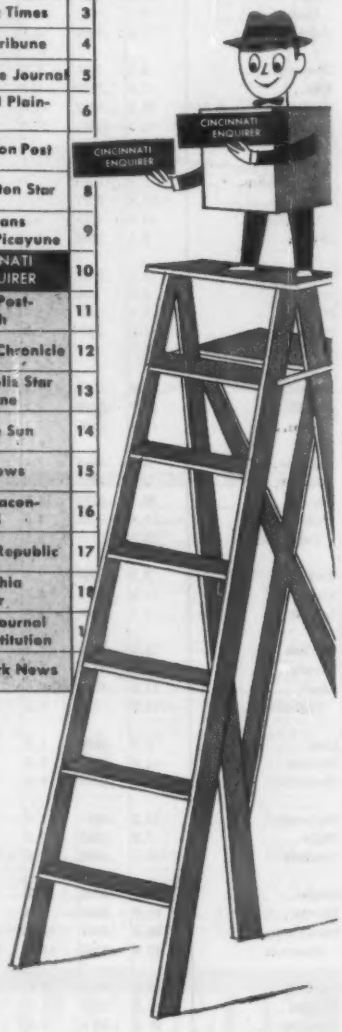
Before using these figures read foreword, page 19.
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. . . BEST PROOF EVER OF THE SOLID TREND TO THE "MORNING" IN SOLID CINCINNATI

	1954	1955	1956	1957	1958	1959	
1	Milwaukee Journal	Los Angeles Times	Los Angeles Times	Los Angeles Times	Los Angeles Times	Los Angeles Times	1
2	Los Angeles Times	Milwaukee Journal	Milwaukee Journal	Miami Herald	Miami Herald	Miami Herald	2
3	Chicago Tribune	Chicago Tribune	Chicago Tribune	Milwaukee Journal	Milwaukee Journal	New York Times	3
4	Miami Herald	New York Times	Miami Herald	New York Times	New York Times	Chicago Tribune	4
5	New York Times	Miami Herald	New York Times	Chicago Tribune	Chicago Tribune	Milwaukee Journal	5
6	Washington Star	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	Cleveland Plain-Dealer	6
7	Cleveland Plain-Dealer	Washington Star	Washington Star	Baltimore Sun	Washington Star	Washington Post	7
8	Detroit News	Houston Chronicle	Houston Chronicle	Washington Star	New Orleans Times-Picayune	Washington Star	8
9	Houston Chronicle	Baltimore Sun	Baltimore Sun	Houston Chronicle	Houston Chronicle	New Orleans Times-Picayune	9
10	Baltimore Sun	Detroit News	Detroit News	New Orleans Times-Picayune	Baltimore Sun	CINCINNATI ENQUIRER	10
11	Philadelphia Inquirer	Philadelphia Inquirer	New Orleans Times-Picayune	Detroit News	CINCINNATI ENQUIRER	St. Louis Post-Dispatch	11
12	New Orleans Times-Picayune	Minneapolis Star & Tribune	CINCINNATI ENQUIRER	CINCINNATI ENQUIRER	Washington Post & Times-Herald	Houston Chronicle	12
13	Minneapolis Star & Tribune	New Orleans Times-Picayune	Minneapolis Star & Tribune	Akron Beacon-Journal	Minneapolis Star & Tribune	Minneapolis Star & Tribune	13
14	Akron Beacon-Journal	St. Louis Post-Dispatch	St. Louis Post-Dispatch	Minneapolis Star & Tribune	St. Louis Post-Dispatch	Baltimore Sun	14
15	St. Louis Post-Dispatch	Dallas Times-Herald	Akron Beacon-Journal	St. Louis Post-Dispatch	Akron Beacon-Journal	Detroit News	15
16	New York News	Akron Beacon-Journal	Philadelphia Inquirer	Washington Post & Times-Herald	Detroit News	Akron Beacon-Journal	16
17	Dallas Times-Herald	CINCINNATI ENQUIRER	Washington Post & Times-Herald	New York News	New York News	Phoenix Republic	17
18	Atlanta Journal & Constitution	Washington Post & Times-Herald	Atlanta Journal & Constitution	Philadelphia Inquirer	Atlanta Journal & Constitution	Philadelphia Inquirer	18
19	Washington Post & Times-Herald	New York News	New York News	Atlanta Journal & Constitution	Phoenix Republic	Atlanta Journal & Constitution	19
20	CINCINNATI ENQUIRER	Atlanta Journal & Constitution	Dallas Times-Herald	Columbus Dispatch	Columbus Dispatch	New York News	20

Source: Media Records First 50 Reports, Page 22.



The chart tells the story. From 20th place to 10th in only five years! This solid climb among the nation's leading newspapers reflects this solid fact: The Enquirer reaches and influences the solid *market-that-matters* in Cincinnati.

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SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Represented by Moloney, Regan & Schmitt, Inc.

OKLAHOMA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Carter		43.6	.0244	13.4	15.8	31.9	99,873	.0210	1,603	5,214	4,402	4,476	31.4	10.5	24.9	17.7	28.6	33.8	8.5	15.4	6.6	22.6
Ardmore		29.3	.0164	9.5	9.5		45,055	.0135	1,539	4,746	4,746	4,514	31.4	10.4	25.0	17.6	28.2	33.1	8.5	15.3	6.9	23.6
Cherokee		18.7	.0104	4.9	5.3	4.9	17,363	.0062	929	3,543	3,275	2,992	51.2	25.5	23.0	29.8	15.2	26.8	3.5	9.6	2.1	8.3
Choctaw		14.1	.0079	3.9	4.2	4.2	14,694	.0044	1,041	3,765	3,422	3,004	51.3	25.4	28.6	28.1	16.4	29.2	3.7	9.9	2.0	7.4
Cimarron		3.9	.0022	1.1	1.0		7,819	.0023	2,006	7,106	7,287	6,848	20.1	4.5	21.2	10.1	27.2	21.7	13.1	16.0	18.4	47.7
Cleveland	113	47.7	.0267	12.0	18.2	39.7	70,131	.0211	1,470	5,844	3,834	4,383	33.7	11.5	20.9	15.1	29.7	35.9	9.4	17.4	6.3	20.1
Norman		39.7	.0222	9.6	17.5		64,709	.0194	1,630	6,741	3,693	4,630	31.7	10.2	18.7	12.8	31.8	36.5	10.6	18.5	7.2	22.0
Coal		6.4	.0036	1.6	1.6		5,925	.0017	926	3,703	3,518	2,991	50.7	25.2	28.0	29.7	15.9	28.2	3.8	10.3	1.6	6.6
Comanche	243	78.7	.0446	19.1	34.4	69.1	127,099	.0381	1,594	6,650	3,687	4,734	27.3	8.6	23.0	15.4	32.1	35.9	10.6	18.2	7.0	21.9
△Lawton		59.1	.0331	16.9	18.9		83,798	.0251	1,418	4,958	4,431	4,695	27.3	8.7	23.7	16.0	32.1	36.2	10.1	17.5	6.8	21.6
Cotton		9.7	.0048	2.8	2.6	2.2	11,478	.0038	1,319	4,981	4,567	4,027	38.4	13.5	27.5	21.7	24.0	31.6	6.9	13.8	5.2	19.4
Craig		18.0	.0101	4.8	4.8	5.4	18,574	.0066	1,032	4,038	3,816	3,380	43.0	19.0	29.0	27.2	20.5	32.1	4.8	11.5	2.7	10.2
Creek	168	39.8	.0217	11.9	12.2	25.5	53,135	.0189	1,369	4,903	4,352	4,062	32.9	12.0	25.2	19.6	29.7	38.5	8.0	16.0	4.2	13.9
Sapulpa		15.9	.0089	4.8	5.1		23,143	.0069	1,456	4,821	4,478	4,395	28.2	9.6	24.9	18.0	32.7	39.5	9.2	16.9	5.0	16.0
Custer		17.2	.0097	5.3	5.8	12.6	26,694	.0080	1,552	5,037	4,577	4,304	31.4	10.9	27.2	20.1	27.5	33.8	8.2	15.5	5.7	19.7
Clinton		9.1	.0051	2.7	3.3		14,752	.0044	1,621	5,464	4,470	4,717	26.4	8.3	26.4	17.8	30.5	34.2	9.6	16.6	7.1	23.1
Delaware		18.0	.0094	4.1	4.2		15,086	.0045	1,008	3,680	3,520	3,015	49.9	24.7	28.6	30.2	16.1	28.1	3.5	9.5	1.9	7.5
Dewey		6.1	.0034	1.8	1.7		8,372	.0025	1,372	5,233	4,925	3,813	38.3	15.0	27.1	22.6	24.1	33.2	6.4	13.7	4.1	15.5
Ellis		7.2	.0040	2.2	2.2		13,158	.0040	1,828	5,981	5,731	5,278	26.2	7.4	25.1	15.1	27.4	27.5	10.2	15.7	11.1	34.3
Garfield	217	46.8	.0262	14.0	16.5	43.2	83,667	.0251	1,788	5,731	5,046	5,022	22.1	6.5	24.4	15.4	34.8	36.8	11.0	17.8	7.7	23.5
△Enid		43.2	.0242	14.2	15.5		77,891	.0234	1,803	5,485	5,025	5,016	22.1	6.6	24.5	15.5	34.8	36.7	11.0	17.7	7.6	23.5
Garvin		28.7	.0160	8.2	8.3	11.2	37,604	.0112	1,310	4,586	4,524	4,134	33.4	12.0	25.4	19.5	28.3	36.4	8.2	16.0	4.7	16.1
Pauls Valley		7.8	.0044	2.3	2.4		11,039	.0033	1,415	4,800	4,600	4,478	26.5	8.8	25.0	17.7	33.5	39.7	9.9	17.9	5.1	15.9
Grady		30.4	.0171	9.3	9.9	16.9	42,777	.0129	1,407	4,600	4,305	3,976	36.3	13.6	27.4	21.9	24.4	32.5	7.1	14.5	4.8	17.5
Chickasha		16.9	.0095	5.4	6.2		25,694	.0077	1,520	4,758	4,144	4,187	34.7	12.4	26.2	19.9	25.3	32.0	8.1	15.6	5.7	20.1
Grant		8.3	.0046	2.4	2.7		15,236	.0045	1,836	6,348	5,561	5,150	26.7	7.7	25.4	15.7	27.6	28.4	9.8	15.4	10.5	32.8
Greer		8.7	.0049	2.6	2.8	3.2	11,960	.0036	1,375	4,609	4,639	4,065	33.8	12.4	29.6	23.1	24.5	32.0	7.1	14.1	5.0	18.4
Harmon		6.4	.0036	1.7	1.7	2.4	11,060	.0033	1,728	6,506	6,206	5,560	26.9	7.2	24.1	13.7	25.1	23.8	10.4	15.0	13.5	40.3
Harper		5.1	.0028	1.4	1.5		9,315	.0028	1,826	6,654	6,002	5,679	22.6	5.9	23.7	13.2	29.6	27.8	11.3	16.1	12.8	37.0
Haskell		11.9	.0067	2.9	3.2		11,668	.0035	980	4,020	3,569	3,202	44.8	20.8	28.8	28.6	20.3	33.6	4.3	11.0	1.8	6.0
See Seminole-Wewoka-Holdenville																						
Hughes		14.0	.0078	4.1	4.2	4.3	16,747	.0061	1,196	4,085	3,989	3,491	42.3	18.0	28.0	25.4	21.2	32.4	5.4	12.5	3.1	11.7
Jackson		29.7	.0166	8.2	13.2	18.4	48,428	.0145	1,631	5,906	3,666	4,281	31.2	10.9	29.2	21.7	28.1	32.3	7.7	14.5	5.8	20.6
Altus		18.4	.0103	6.1	6.0		27,018	.0081	1,468	4,429	4,455	4,267	31.5	11.0	29.0	21.6	26.2	32.5	7.6	14.4	5.7	20.5
Jefferson		8.5	.0048	2.4	2.7		11,506	.0034	1,384	4,794	4,254	3,932	38.7	13.9	27.9	22.6	23.9	32.2	6.8	13.9	4.7	17.4
Johnston		9.9	.0056	2.5	2.8		9,254	.0029	938	3,714	3,283	2,958	51.2	25.8	27.4	29.4	16.1	28.9	3.7	10.2	1.6	5.7
Kay		48.1	.0275	15.9	18.1	40.2	95,576	.0257	1,743	5,486	5,293	5,031	22.9	6.8	22.4	14.1	35.5	37.5	11.7	18.8	7.5	22.8
Blackwell		11.0	.0062	3.5	3.7		17,607	.0053	1,601	5,031	4,759	4,664	24.1	7.7	23.1	15.7	37.0	42.1	10.4	18.1	5.4	16.4
Ponca City		25.6	.0143	8.5	8.7		48,819	.0146	1,907	5,743	5,611	5,416	19.8	5.5	21.0	12.3	37.0	36.2	13.1	19.6	9.1	26.4
Kingfisher		9.6	.0054	2.8	2.7	2.5	14,896	.0045	1,552	5,320	5,405	4,980	30.1	9.8	28.4	18.3	27.9	32.0	8.3	14.7	7.3	25.2
Kiowa		13.9	.0075	4.1	4.2	3.9	20,370	.0061	1,509	4,968	4,801	4,373	30.8	10.5	27.8	20.2	26.8	32.5	8.5	15.7	6.1	21.1
Latimer		7.1	.0040	1.9	2.1		7,696	.0023	1,084	4,050	3,631	3,159	47.0	22.2	28.8	29.0	17.9	30.0	4.1	10.5	2.2	8.3
Le Flore		28.5	.0160	7.8	7.7	5.2	28,712	.0098	1,007	3,681	3,694	3,227	45.3	20.9	28.8	28.3	19.3	31.7	4.4	11.1	2.2	8.0
Lincoln		16.8	.0105	5.0	5.5	2.3	23,618	.0071	1,286	4,218	4,226	3,675	39.3	15.9	27.1	23.4	23.8	34.4	6.3	13.9	3.5	12.4
Logan		17.8	.0099	5.5	6.4	10.7	28,195	.0078	1,472	4,763	4,058	3,881	38.3	14.7	25.3	20.7	24.8	33.5	7.3	15.3	4.5	15.8
Guthrie		10.7	.0060	3.4	3.9		15,741	.0047	1,471	4,630	3,961	4,038	35.9	13.3	25.2	19.9	26.3	34.7	7.8	15.7	4.8	16.4
Love		6.3	.0036	1.8	1.8		6,269	.0019	995	3,918	3,747	3,211	46.2	21.4	28.0	27.7	19.0	31.3	4.8	12.2	2.0	7.4
McClain		13.4	.0075	3.6	3.9	3.3	16,214	.0049	1,210	4,267	4,119	3,635	38.6	15.8	28.8	25.1	23.5	34.3	5.9	13.1	3.2	11.7
McCurtain		28.5	.0148	6.9	6.9	4.1	23,776	.0071	997	3,446	3,433	2,928	50.0	25.4	29.3	31.8	16.2	29.4	3.2	8.8	1.3	4.6
McIntosh		14.5	.0081	3.7	3.7	4.3	12,924	.0039	891	3,493	3,480	2,960	50.6	25.6	28.8	31.0	15.6	27.9	3.3	9.2	1.7	6.3
Major		7.6	.0043	2.2	2.3		12,279	.0037	1,616	5,581	5,300	4,529	29.4	9.7	27.0	18.8	27.9	32.7	9.0	16.1	6.7	22.6
Marshall		8.1	.0045	2.4	2.4	2.7	10,930	.0032	1,349	4,554	4,386	4,062	36.4	13.4	24.5	19.1	28.9	35.2	7.3	14.5	4.9	17.8
Mayes		21.9	.0123	6.0	6.1	5.1	23,734	.0072	1,084	3,956	3,871	3,468	41.7	18.0	28.7	26.4	21.7	33.2	5.1	11.9	2.8	10.5
Murray		11.8	.0064	3.5	3.9	4.7	15,828	.0047	1,364	4,522	4,056	3,948	38.3	13.7	27.2	21.9	24.5	32.8	7.4	15.3	4.6	16.3
Muskogee		68.8	.0341	17.9	19.1	45.6	85,941	.0257	1,409	4,784	4,472	4,196	34.4	12.2	25.7	19.4	28.3	33.2	8.1	15.6	5.5	19.6
Muskogee		45.6	.0253	14.9	16.0		70,650	.0212	1,549	4,742	4,391	4,367	32.5	11.1	25.2	18.3	27.5	33.5	8.7	16.1	6.1	21.0
Noble		10.6	.0056	3.1	3.1	4.3	15,039	.0045	1,504	4,861	4,713	4,247	39.8	10.7	26.9	20.1	29.1	36.2	8.8	18.5	4.9	16.5
Nowata		11.2	.0062	3.3	3.3	3.5	14,863	.0044	1,305	4,440	4,387	3,902	38.2	13.8	28.1	21.2	26.5	36.1	7.2	14.9	4.9	14.0
Okfuskee		12.4	.0079	3.4	3.5	2.6	13,318	.0049	1,074	3,917	3,774	3,325	45.6	20.4	27.9	29.6	19.2	30.8	4.4	10.7	2.9	11.5
Oklahoma	113	425.7	.2382	136.1	146.1	380.6	602,776	.2408	1,986	5,998	5,530	5,468	19.3	5.3	22.6	13.1	35.8	34.6	12.5	18.5	9.8	28.5
Midwest City		33.5	.0187	9.7	9.8		88,158	.0174	1,736	5,996	5,914	5,677	16.5	4.3	20.6	11.5	38.8	36.2	14.1	20.2	10.0	27.8
▲Oklahoma City		313.6	.1749	104.6	110.9		610,487	.1831	1,953	5,836	5,502	5,447	19.6	5.4	22.9	13.3	35.3	34.4	12.4	18.4	9.8	28.5
Okmulgee		36.7	.0209	10.6	11.2	23.4	47,838	.0143	1,334	4,494	4,229	3,996	34.4	12.8	26.4	21.1	27.9	37.0	7.2	14.7	4.1	14.4
Okmulgee		19.7	.0110	6.3	7.0		28,040	.0086	1,454	4,546	4,075	4,046	33.6	13.4	26.7	20.9	27.9	36.6	7.4	14.8	4.4	15.3
Osage		31.9	.0178	9.2	9.2	16.1	45,307	.0136	1,425	4,929	4,575	4,533	29.2	9.6	23.1	16.2	32.1	37.5	9.7	17.3	5.9	19.4

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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grow with OKLAHOMA!

How to increase YOUR SALES in Oklahoma



• Get growth in your sales with a selling campaign in The Daily Oklahoman and Oklahoma City Times—the media that give the most effective coverage in the state.

Metropolitan Oklahoma City and the Retail Trading Zone account for 55% of Oklahoma's Retail Sales. The Oklahoman and Times dominate this market area with 66.8% combined daily and 54% Sunday family coverage.

In addition, these newspapers provide the most effective coverage of the 58-county Greater Oklahoma City Market Area with 55.5% daily and 47.4% Sunday family coverage.

The Oklahoma Market...and Oklahoman and Times Coverage

	26 County ABC Retail Trading Zone (including Metro Oklahoma City)	% of State	58 County Greater Oklahoma City Market Area	% of State
Population	1,110,200	47.9%	1,575,000	67.9%
Households	339,440	48.4%	480,000	68.5%
Total Retail Sales	$1,301,325,000	55.0%	$1,718,777,000	67.6%
Food Sales	$ 307,682,000	49.3%	$ 421,104,000	67.4%
Drug Sales	$ 48,941,000	52.0%	$ 63,925,000	68.0%
Auto Sales	$ 263,279,000	47.3%	$ 362,992,000	65.3%
Consumer Spendable Income	$1,782,977,000	49.1%	$2,392,477,000	65.9%
OKLAHOMAN AND TIMES COVERAGE		% of family Coverage		% of family Coverage
Daily Combined Circulation	226,612	66.8%	266,407	55.5%
Sunday Circulation	183,726	54.0%	227,468	47.4%

Source: SRDS Consumer Market Data; A.B.C. Audit, September 30, 1959, Paragraph 13.

grow with OKLAHOMA

TOTAL CIRCULATION

Daily Combined 269,233

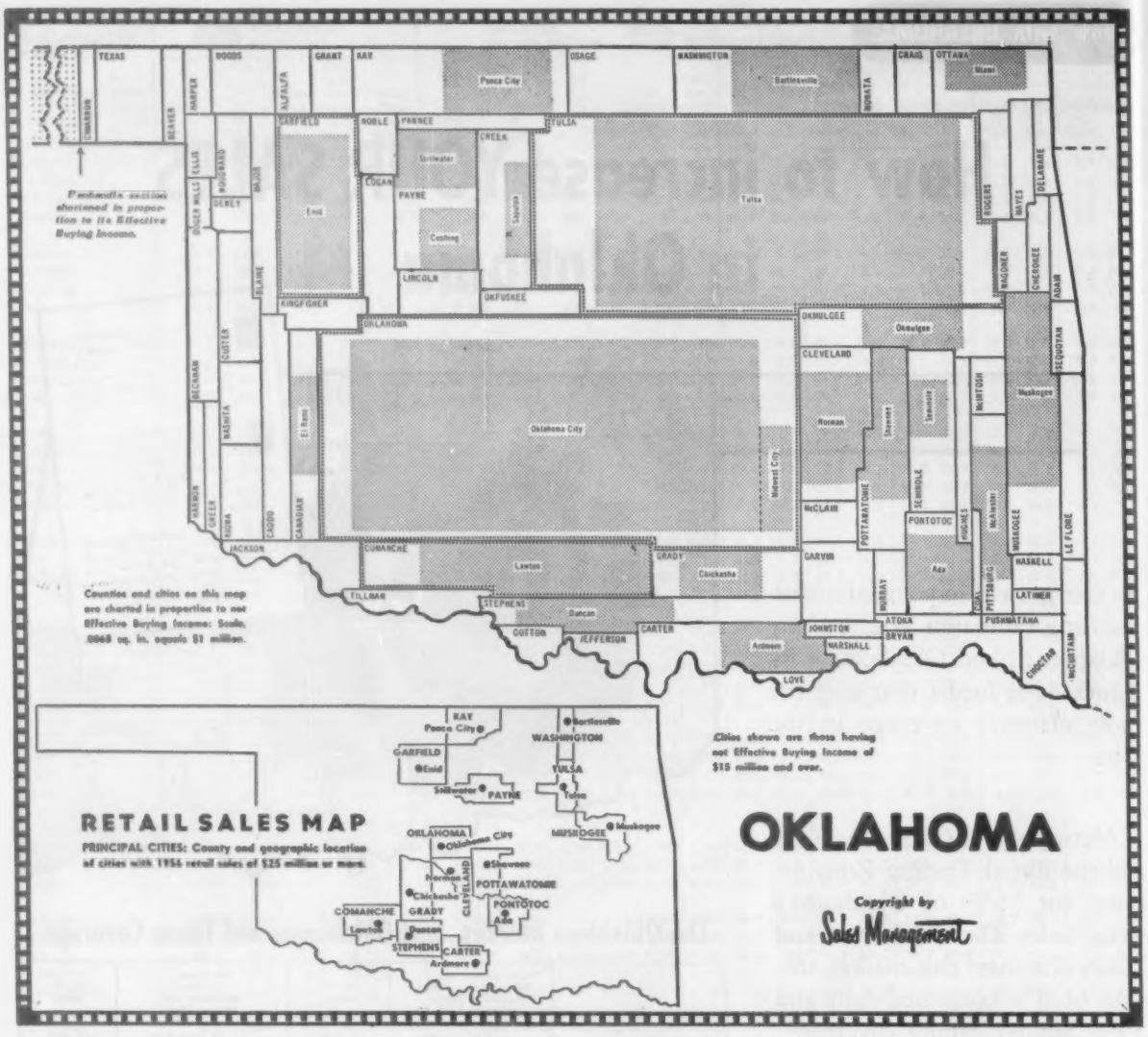
Sunday 240,245

A.B.C. Audit Average for 12 Months ending Sept. 30, 1959.

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency



OKLAHOMA — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME—ESTIMATES, 1960 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Ottawa		27.4	.0153	8.5	8.6	17.6	38,989	.0117	1,422	4,585	4,493	4,169	31.4	11.2	26.9	20.5	29.4	37.4	7.7	15.0	4.6	15.9
Miami		13.8	.0077	4.7	4.8		22,663	.0068	1,642	4,822	4,653	4,520	27.3	9.0	25.5	17.9	32.5	38.0	9.1	16.3	5.6	18.8
Pawnee		12.7	.0071	3.8	4.0	2.7	16,817	.0050	1,324	4,426	4,176	3,778	38.6	15.2	26.9	22.6	24.1	33.8	6.4	13.8	4.0	14.6
Payne		39.8	.0223	11.3	17.2	37.4	68,853	.0201	1,680	5,916	5,876	4,438	32.0	10.7	29.8	14.9	31.4	37.5	9.7	17.8	6.1	19.1
Cushing		13.0	.0067	4.0	4.3		19,538	.0059	1,627	4,882	4,841	4,517	29.3	9.7	24.8	17.4	30.7	36.1	9.2	16.5	6.0	20.3
Stillwater		25.4	.0142	6.2	13.0		44,923	.0135	1,769	7,246	3,456	4,471	33.3	11.1	17.5	12.5	32.3	38.3	10.4	18.8	6.5	19.3
Pittsburg		31.6	.0177	8.8	8.9	19.5	36,053	.0108	1,141	4,067	4,087	3,674	38.4	15.6	29.5	24.6	23.5	33.8	6.2	13.8	3.4	12.2
McAlester		19.5	.0109	5.6	5.8		24,135	.0072	1,238	4,310	4,142	3,993	34.3	13.8	27.8	23.1	26.2	34.7	7.4	15.1	4.3	15.3
Pontotoc		27.8	.0156	8.4	9.0	19.2	40,032	.0120	1,440	4,766	4,446	4,190	33.0	11.7	25.8	19.6	28.4	36.0	7.7	14.9	5.1	17.8
Ada		19.2	.0107	6.2	7.0		30,681	.0092	1,595	4,940	4,370	4,439	31.0	10.4	24.9	17.8	29.6	35.4	8.5	15.5	6.0	20.9

The "SM" symbols mark o iginal, exclusive estimates by SALES MANAGEMENT.

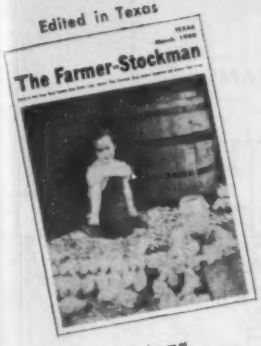
For Retail Sales data, see Section 4 loeat'on on page 17.

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SM Standard (▲) and Potential (Δ) Metropolitan County Areas.

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

Edited in Texas



Edited in Oklahoma

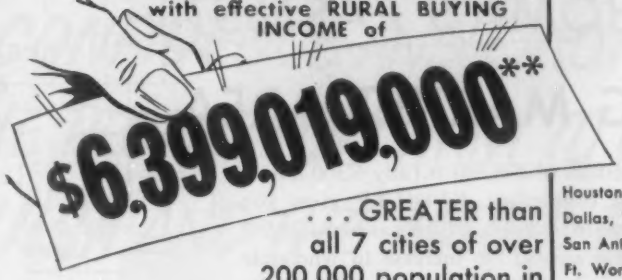


The Farmer-Stockman provides greatest most effective coverage in

Texhoma-Land*

*RURAL TEXAS AND OKLAHOMA

with effective RURAL BUYING INCOME of



$6,399,019,000**

. . . GREATER than all 7 cities of over 200,000 population in Texas and Oklahoma combined!



Houston, Texas	$1,786,262,000
Dallas, Texas	1,339,518,000
San Antonio, Texas	783,189,000
Ft. Worth, Texas	742,657,000
Oklahoma City	553,709,000
Tulsa, Oklahoma	503,386,000
El Paso, Texas	423,908,000
TOTAL	**$6,132,629,000**

The Farmer-Stockman reaches more families in Texhoma-Land* than any other publication. And reaches them with unequaled depth of readership, reader confidence and advertising response. For space reservations or additional data, contact your nearest Farmer-Stockman office now! *Rural Texas and Oklahoma **Sales Management, May 10, 1959

Chicago 11, SUperior 7-6145
400 N. Michigan Avenue
Lee Hainline, Mgr.

New York 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

Dallas 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

Oklahoma City 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

OKLAHOMA

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Pottawatomie		43.5	.0243	13.0	13.6	28.4	58,208	.0174	1,338	4,478	4,257	3,971	34.2	12.8	27.1	21.7	27.3	36.6	7.3	14.8	4.1	14.1
Shawnee		28.4	.0159	8.7	9.9		41,138	.0123	1,449	4,729	4,155	4,190	31.6	11.2	25.9	19.7	29.6	37.3	8.2	15.9	4.7	15.9
Pushmataha		10.8	.0060	2.8	2.9	2.2	9,906	.0030	917	3,538	3,375	2,945	51.5	28.1	28.3	30.5	16.9	27.1	3.4	9.3	1.8	7.0
Roger Mills		5.7	.0032	1.5	1.6		7,529	.0023	1,321	5,019	4,668	3,871	32.2	12.4	30.0	24.6	27.4	37.6	7.1	14.8	3.3	10.6
Rogers		20.8	.0117	5.9	6.6	5.8	28,841	.0080	1,290	4,549	4,036	3,810	37.3	14.6	26.8	22.3	25.1	34.9	7.0	14.9	3.8	13.3
Seminole		31.2	.0174	8.8	8.8	22.8	42,062	.0126	1,348	4,780	4,742	4,352	30.5	10.5	23.0	16.8	32.4	39.4	9.1	16.9	5.0	16.4
Seminole-Wewoka-Holdenville		*24.6*	*.0137*	7.7			*24,899*	*.0103*	*1,399*	*4,451*												
Seminole		11.6	.0065	3.4	3.4		16,182	.0049	1,395	4,759	4,703	4,464	28.3	9.5	23.5	16.7	33.7	40.0	9.3	16.9	5.2	16.9
Sequoyah		19.7	.0111	4.9	5.0	2.8	17,509	.0053	889	3,573	3,489	3,056	48.1	23.5	29.7	30.9	16.9	29.4	3.4	8.9	1.9	7.3
Stephens		37.5	.0209	11.3	11.7	27.4	80,326	.0178	1,582	5,250	5,057	4,753	25.4	8.0	24.3	16.2	33.3	37.2	10.4	17.7	6.6	20.9
Duncan		24.0	.0134	7.5	7.8		39,854	.0120	1,661	5,314	5,088	4,952	23.3	7.0	23.3	14.9	35.0	37.4	11.2	18.4	7.2	22.3
Texas		12.0	.0068	3.3	3.8	7.9	26,623	.0080	2,219	8,068	8,983	8,977	15.9	3.4	17.6	8.0	32.9	25.0	14.6	17.0	19.0	46.6
Guymon		7.0	.0039	2.1	2.2		14,886	.0045	2,127	7,089	6,684	6,754	16.2	3.6	17.9	8.4	33.8	26.5	14.5	17.4	17.6	44.1
Tillman		14.5	.0081	4.2	4.3	4.5	20,797	.0062	1,434	4,952	4,824	4,381	32.2	11.0	27.5	19.9	25.8	31.1	7.9	14.7	6.6	23.3

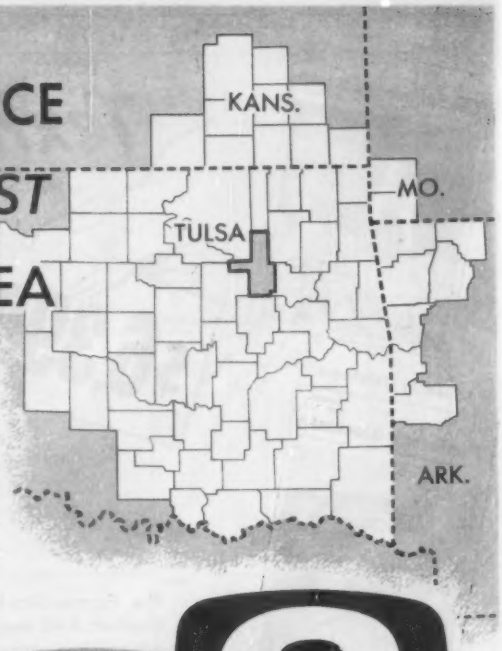
For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

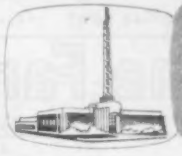
THE BROADEST AUDIENCE IN OKLAHOMA'S *FASTEST* GROWING MARKET AREA



KVOO-TV's home potential of 273,200 is fully 6,300 homes higher than its nearest competitor. KVOO-TV gives you coverage in both Metropolitan Tulsa, which has had a 70.9% increase in retail volume and 92.7% increase in wholesale volume since 1948,* and the more than 50 counties of the rich "Magic Empire" — a total effective buying power of two billion dollars. Get in touch with your Blair representative right away and let him give you the story — an exciting sales story for YOU!

**Based on Figures from the Bureau of the Census.*

For current availabilities contact any office of
BLAIR TELEVISION ASSOCIATES
National Representatives



KVOO-TV NBC 2 TULSA

OKLAHOMA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Tulsa	168	342.2	.1915	108.7	116.2	282.4	673,740	.2021	1,969	6,198	5,796	5,753	18.6	4.8	21.2	11.7	35.4	32.7	13.3	18.7	11.5	32.1
▲Tulsa		271.6	.1520	90.6	97.2		578,241	.1734	2,129	6,383	5,937	5,826	18.3	4.7	20.9	11.4	35.4	32.3	13.5	18.7	11.9	32.9
Wagoner		16.8	.0094	4.6	4.5	4.6	17,230	.0052	1,026	3,748	3,709	3,296	45.0	20.4	28.8	27.7	19.1	30.6	4.5	11.1	2.6	10.2
Washington		41.3	.0231	13.0	13.9	32.5	86,927	.0261	2,105	6,687	6,234	6,177	17.7	4.3	18.8	9.7	34.8	29.7	14.9	19.6	13.8	36.7
Bartlesville		20.5	.0171	10.0	10.8		69,905	.0310	2,292	6,991	6,422	6,540	15.4	3.5	17.8	8.7	35.5	28.7	15.9	19.7	15.4	39.4
Washita		13.6	.0076	3.9	4.0	2.2	20,130	.0060	1,480	5,162	4,981	4,309	30.1	10.4	28.1	20.7	28.6	35.2	7.8	14.6	5.4	19.1
Woods		10.8	.0061	3.3	3.6	7.2	26,882	.0081	2,489	8,148	7,408	5,166	25.1	7.2	24.0	14.7	30.4	31.3	10.8	16.9	9.7	29.9
Alva		7.2	.0040	2.3	2.6		12,914	.0039	1,794	5,615	4,879	5,072	25.8	7.6	24.6	15.4	28.9	30.1	10.3	16.5	10.4	30.4
Woodward		12.8	.0071	3.6	3.6	7.9	18,529	.0055	1,448	5,147	5,047	4,595	28.6	9.3	25.9	17.9	29.7	34.4	9.0	15.8	6.8	22.6
Woodward		7.9	.0044	2.5	2.5		12,385	.0037	1,568	4,954	4,834	4,715	26.7	8.4	25.4	17.1	31.4	35.4	9.5	16.3	7.0	22.8
Total Above Cities		1,209.1	.6765	386.6	426.9		2,201,243	.6603	1,821	5,694	5,156	5,137	23.2	6.7	22.8	14.0	33.5	34.3	11.5	18.0	9.0	27.1
State Total		2,290.1	1.2816	679.7	747.5	1,424.2	3,624,579	1.0872	1,583	5,333	4,849	4,699	28.6	9.1	24.4	16.5	30.0	33.9	7.7	16.7	7.3	23.8

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Enid	46.8	.0262	14.6	16.5	43.2	83,667	.0251	1,788	5,731
△Lawton	79.7	.0446	19.1	34.4	58.1	127,008	.0381	1,594	6,650
Oklahoma City	473.4	.2649	148.1	153.4	420.3	872,906	.2619	1,844	5,894

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Tulsa	381.0	.2132	120.5	128.4	307.9	726,875	.2180	1,908	6,032
Total Above Areas	980.9	.5489	302.3	342.7	830.5	1,810,456	.5431	1,846	5,989

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

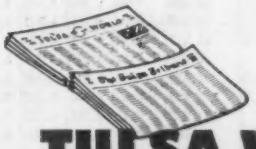
Before using these figures read foreword, page 19.
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For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

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OIL CAPITAL NEWSPAPERS





TULSA WORLD
TULSA TRIBUNE

MORNING • EVENING • SUNDAY

REPRESENTED NATIONALLY BY • THE BRANHAM CO.

OFFICES IN THE PRINCIPAL CITIES IN U. S. A.



YOU CAN'T IGNORE EUGENE without ignoring a population of 70,000 in the twin cities of Eugene-Springfield. The second market in Oregon, that's all . . . fifth in the entire Pacific Northwest . . . one of the nation's newest standard metropolitan markets.

YOU SHOULDN'T IGNORE THE EUGENE REGISTER-GUARD, either —not with its large, loyal, responsive audience . . . 94% coverage in the city zone. (Oh, say, now! Sorry about that burst eardrum. Hurt?)

YOU CAN'T IGNORE

EUGENE

Eugene Register-Guard

LANE COUNTY HOME NEWSPAPER

Represented nationally by Sawyer-Ferguson-Walker Co.



OREGON — (Other Pacific States: California, Washington)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959						Income Breakdown of Households							
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hsids.	% Inc.	% Hsids.	% Inc.	% Hsids.	% Inc.	% Hsids.	% Inc.	% Hsids.	% Inc.
Baker		18.9	.0106	6.3	6.3	10.3	30,484	.0092	1,613	4,839	4,810	4,437	29.3	10.0	26.6	19.2	27.2	32.7	10.1	18.7	6.8	19.4
Baker		10.3	.0058	3.3	3.5		16,928	.0051	1,643	5,130	4,794	4,634	26.8	8.7	25.4	17.6	29.3	33.9	11.2	19.7	7.3	20.1
Benton		41.3	.0231	11.8	17.2	21.2	72,425	.0217	1,754	6,138	4,200	4,795	29.4	9.2	21.0	14.0	27.9	31.2	12.5	21.3	9.2	24.3
Corvallis		21.8	.0122	5.6	11.4		44,585	.0134	2,045	7,962	3,900	5,182	22.2	6.4	22.7	14.0	30.1	31.2	14.1	22.3	10.9	26.1
Clackamas	124	115.5	.0647	38.5	36.5	41.3	191,620	.0575	1,659	5,250	5,249	4,853	24.3	7.5	24.0	15.9	31.2	34.3	12.5	21.1	8.0	21.2
Oregon City		8.8	.0049	2.9	3.1		15,818	.0047	1,798	5,454	4,987	4,976	21.6	6.5	21.6	13.9	35.1	37.9	14.3	23.5	7.4	18.2
Clatsop		27.4	.0153	9.1	10.6	16.1	53,278	.0159	1,944	5,856	4,982	5,109	21.5	6.3	21.4	13.4	33.7	35.4	14.7	23.5	8.7	21.4
Astoria		12.6	.0071	4.4	5.1		26,799	.0080	2,127	6,091	5,235	5,425	18.1	5.0	20.1	11.9	35.6	35.3	16.2	24.4	10.0	23.4
Columbia		21.5	.0120	6.7	6.7	4.5	34,713	.0105	1,615	5,181	5,133	4,687	23.7	7.6	24.7	16.9	33.0	37.8	12.4	21.7	6.2	16.6
Coos		56.3	.0315	18.8	19.3	22.2	109,408	.0328	1,943	5,819	5,662	5,411	18.2	5.1	21.0	12.4	35.3	35.9	15.4	23.2	10.1	24.3
Coos Bay		8.0	.0045	2.7	3.0		18,670	.0056	2,334	6,915	6,068	6,332	11.1	2.6	17.3	8.7	38.1	32.3	18.2	23.5	15.3	32.9
Coos Bay-North Bend		*16.5*	*.0091*	*5.5*			*35,278*	*.0100*	*2,045*	*6,051*												
Crook		10.9	.0056	2.7	2.9	3.7	18,522	.0055	1,852	6,860	6,341	6,254	12.9	3.1	16.5	8.5	37.8	32.1	17.9	23.4	15.1	32.9
Curry		17.5	.0098	6.1	6.1		27,997	.0084	1,600	4,590	4,546	4,268	32.9	11.5	26.1	19.5	25.6	32.1	8.6	16.3	6.8	20.6
Deschutes		20.8	.0117	6.7	8.6	17.0	37,678	.0113	1,811	5,624	5,651	5,248	19.0	5.4	22.2	13.6	35.0	35.8	14.7	22.9	9.1	22.3
Bend		13.2	.0074	4.3	4.4		24,235	.0073	1,836	5,636	5,464	5,325	18.4	5.2	21.1	12.7	35.9	36.2	15.3	23.4	9.3	22.5
Redmond		3.8	.0021	1.1	1.3		7,451	.0022	1,961	6,774	5,732	5,946	12.3	3.1	19.3	10.4	38.5	34.6	17.3	23.9	12.6	28.0
Douglas		67.8	.0379	20.7	21.2	12.4	114,415	.0343	1,688	5,527	5,384	5,114	19.5	5.7	24.0	15.1	34.3	35.8	13.6	21.8	8.6	21.6
Roseburg		12.4	.0069	3.7	4.6		25,545	.0077	2,060	6,904	5,479	5,988	12.4	3.1	19.4	10.4	38.1	34.0	16.9	23.1	13.2	29.4
Gilliam		3.6	.0020	1.2	1.3		7,781	.0024	2,161	6,484	5,944	5,898	22.2	5.7	24.1	13.1	24.2	22.6	11.4	15.8	18.1	43.4
Grant		8.1	.0046	2.4	2.9		18,216	.0048	2,002	6,757	5,592	5,880	16.2	4.1	20.2	11.0	33.0	30.1	16.6	23.1	14.0	31.7
Harney		6.5	.0038	1.9	2.3	3.4	12,582	.0038	1,936	6,622	5,386	5,518	20.3	5.5	18.8	11.0	32.6	31.6	16.7	24.8	11.6	27.1
Hood River		13.7	.0077	4.2	4.1	4.1	22,309	.0067	1,628	5,312	5,317	4,867	21.8	6.8	26.0	17.1	32.4	35.5	12.1	20.3	7.7	20.2
Jackson		72.0	.0403	23.4	23.7	36.2	123,359	.0370	1,713	5,272	5,205	4,886	24.4	7.5	24.1	15.8	30.7	33.7	12.4	20.8	8.4	22.2
Medford		26.1	.0146	9.0	9.1		49,460	.0148	1,895	5,496	5,388	5,206	21.6	6.2	22.4	13.8	32.2	33.1	13.8	21.7	10.0	25.2
Jefferson		9.2	.0051	2.7	2.9		15,972	.0048	1,736	5,916	5,401	5,265	20.7	5.9	24.1	14.7	31.3	31.9	13.0	20.2	10.9	27.3
Josephine		31.0	.0174	10.2	10.3	10.1	48,580	.0146	1,567	4,763	4,717	4,375	30.3	10.4	26.4	19.3	26.7	32.9	10.1	18.8	6.5	18.6
Grants Pass		10.1	.0057	3.7	3.7		17,910	.0054	1,773	4,841	4,744	4,615	28.8	9.4	23.7	16.5	28.5	33.0	11.5	20.3	7.5	20.8
Klamath		47.5	.0265	15.0	16.2	30.4	91,417	.0274	1,925	6,094	5,617	5,576	16.6	4.5	21.7	12.5	34.7	33.3	15.6	22.9	11.4	26.8
Klamath Falls		20.7	.0116	6.8	8.1		45,950	.0138	2,220	6,757	5,673	6,012	13.6	3.4	18.6	9.9	36.6	32.7	17.6	23.9	13.6	30.1
Lake		7.4	.0042	2.3	2.3	3.2	14,143	.0042	1,911	6,149	5,915	5,645	17.1	4.6	23.2	13.2	31.2	29.6	15.7	22.7	12.8	29.9
Lane	218	151.8	.0849	47.7	51.7	73.0	278,828	.0837	1,837	5,845	5,392	5,315	20.1	5.7	21.0	12.7	34.2	34.5	14.5	22.3	10.2	24.8
△Eugene		54.4	.0304	17.0	22.9		114,272	.0343	2,101	6,722	4,990	5,653	19.5	5.2	18.2	10.4	33.8	32.1	15.8	23.0	12.7	29.3
Springfield		14.1	.0079	4.1	4.3		24,169	.0072	1,714	5,895	5,580	5,464	16.3	4.5	19.9	11.7	38.6	37.7	15.7	23.6	9.5	22.5
Eugene-Springfield		*68.5*	*.0383*	*21.1*			*138,441*	*.0418*	*2,021*	*6,561*												
Lincoln		26.2	.0147	9.0	9.1	4.0	41,471	.0124	1,583	4,606	4,551	4,290	29.9	10.5	28.1	21.0	28.6	33.2	9.5	18.1	5.9	17.2
Linn		57.0	.0319	17.0	17.1	22.8	92,780	.0278	1,628	5,458	5,426	5,024	21.0	6.3	23.9	15.3	33.6	35.8	13.2	21.5	8.3	21.1
Albany		14.0	.0078	4.6	5.0		26,554	.0080	1,897	5,773	5,286	5,305	17.4	4.9	22.8	13.8	35.8	36.1	14.7	22.7	9.3	22.5
Lebanon		6.5	.0036	1.9	2.0		10,684	.0032	1,644	5,623	5,342	5,271	20.8	5.9	20.1	12.2	34.4	35.0	15.1	23.5	9.6	23.4
Malheur		23.6	.0132	8.6	8.6	6.6	33,897	.0102	1,436	5,136	5,120	4,554	25.8	8.5	29.4	20.7	27.8	32.7	9.7	17.4	7.3	20.7
Ontario		4.9	.0027	1.4	1.7		8,681	.0026	1,772	6,201	5,106	5,612	16.4	4.4	23.3	13.3	33.6	32.0	14.3	20.9	12.4	29.4
Marion	281	122.5	.0686	37.0	39.2	54.0	195,750	.0687	1,598	5,291	4,982	4,805	25.1	7.2	24.9	16.6	29.9	33.5	11.9	20.2	8.2	21.9
1△Salem		49.2	.0275	15.4	17.2		88,511	.0265	1,799	5,747	5,117	5,199	21.9	6.3	22.0	13.6	32.3	33.2	13.8	21.8	10.0	25.1
Morrow		5.0	.0028	1.3	1.6		9,773	.0030	1,955	7,518	5,863	6,115	17.2	4.2	22.0	11.5	28.7	25.2	14.5	19.4	17.6	39.7
Multnomah	124	661.0	.3139	194.4	210.7	467.9	1,130,040	.3389	2,014	5,813	5,383	5,348	20.9	5.9	20.6	12.3	33.0	33.1	14.8	22.8	10.7	26.1
Gresham		3.6	.0020	1.1	1.2		6,007	.0018	1,669	5,461	5,006	5,098	17.8	5.3	25.8	16.2	34.7	36.4	13.5	21.7	8.2	20.4
▲Portland		414.8	.2321	144.9	162.3		866,605	.2599	2,089	5,981	5,337	5,435	20.3	5.6	20.1	11.9	33.2	32.7	15.2	22.8	11.2	27.0

1 Salem is in Marion and Polk Counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.



Who reads the Oregon Journal?

Homemakers . . . homefolks . . . homeowners . . . !

Important?...



Mighty important in the Portland Oregon Market where the pride of belonging and ownership is greater.



So...?

Portlanders want home ownership of their newspaper too . . . ownership that understands them and has earned their trust.

It's proved! Knowledgeable media buyers have, for over 50 years chosen the Oregon Journal to SELL the Portland Oregon Market! They know, as you should know, that The Journal—Portland's Only Home-Owned and Operated newspaper—is the place to put your advertising!

CONSUMER ANALYSIS

You can't sell Portland without

The OREGON JOURNAL

Evening and Sunday — Home Owned

Published in the interest of the Northwest country and its people.

Represented nationally by O'Mara & Ormsbee, New York, Chicago, Detroit, San Francisco, Los Angeles; by F. A. Bartlett in Seattle.

OREGON

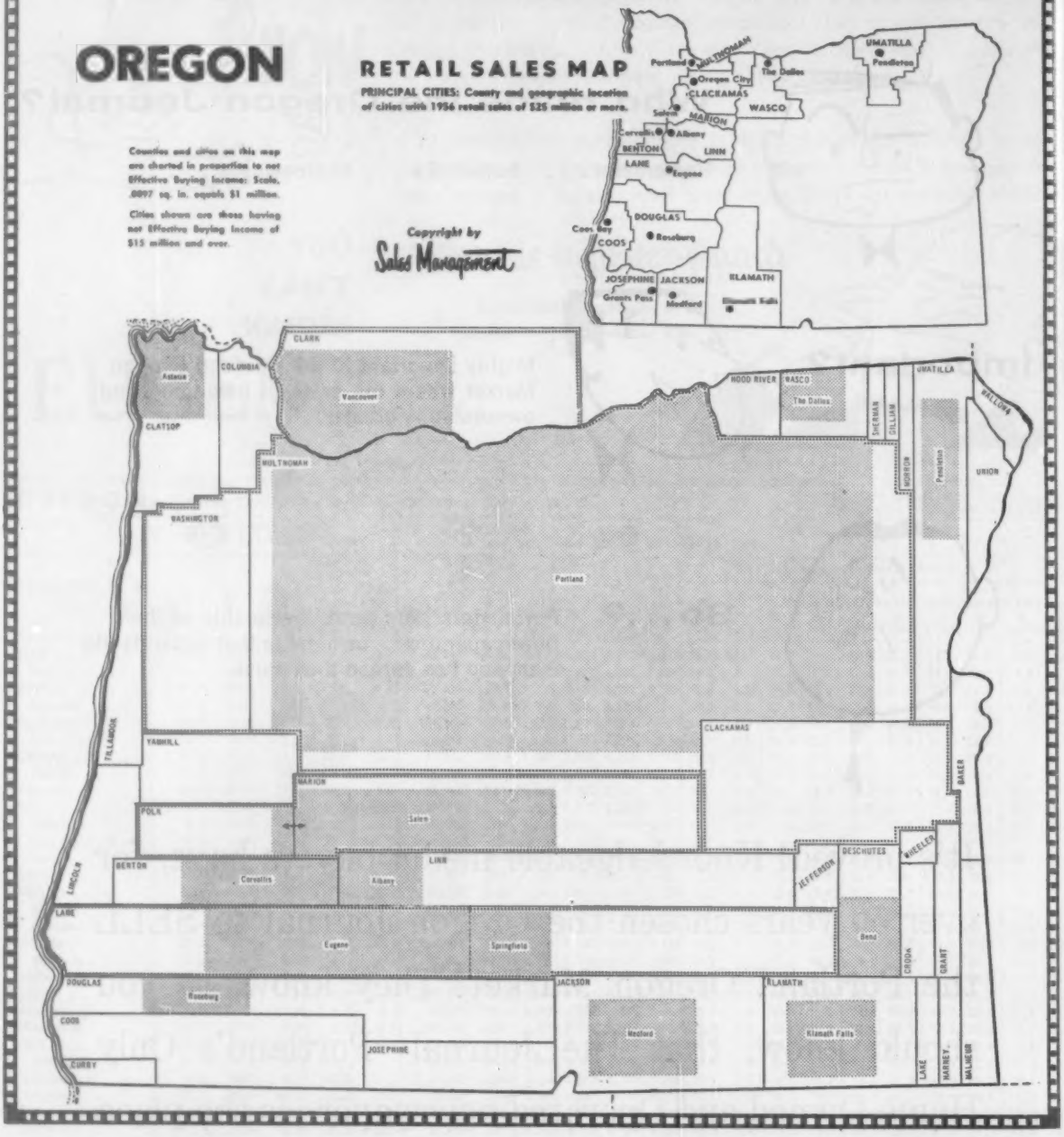
RETAIL SALES MAP

PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.

Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0097 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.

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OREGON	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
COUNTIES CITIES (continued)																						
Polk	281	25.6	.0148	8.0	8.0	7.7	41,698	.0123	1,629	5,212	5,166	4,779	24.3	7.6	25.3	17.0	30.7	34.4	12.1	20.7	7.6	20.3
1△Salem																						
Sherman		2.3	.0013	.7	.8		5,691	.0017	2,474	8,130	7,114	7,100	11.0	2.3	17.9	8.1	31.8	24.0	15.9	18.3	23.4	47.3
Tillamook		19.6	.0110	6.2	6.2	4.4	33,937	.0102	1,731	5,474	5,390	5,041	20.1	6.0	24.5	15.6	34.0	36.1	13.2	21.4	8.2	20.9
Tillamook		4.4	.0025	1.3	1.5		8,116	.0024	1,845	6,243	5,287	5,549	16.3	4.4	23.3	13.4	33.9	32.8	15.1	22.3	11.4	27.2
Umatilla		46.5	.0260	14.6	14.7	17.7	81,156	.0244	1,745	5,559	5,504	5,173	20.3	5.9	23.9	14.8	33.0	34.2	13.2	20.9	9.6	24.2
Pendleton		15.5	.0087	4.5	4.8		27,019	.0081	1,743	6,004	5,520	5,557	17.0	4.6	21.7	12.5	35.1	33.8	14.7	21.7	11.5	27.4
Union		17.7	.0099	8.7	8.8	9.5	28,753	.0086	1,624	5,044	4,841	4,549	26.5	8.8	25.2	17.7	30.5	36.0	11.6	20.8	6.2	16.7
La Grande		9.5	.0053	3.1	3.4		16,178	.0049	1,703	5,219	4,696	4,715	25.3	8.1	22.9	15.6	32.2	36.5	12.8	23.2	6.8	17.0

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

1 Salem is in Marion and Polk Counties.
For Retail Sales data, see Section 4 location on page 17.

Before using these figures read foreword, page 19.
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OREGON

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Wallowa		7.5	.0042	2.4	2.4		12,774	.0038	1,703	5,323	5,186	4,848	25.3	7.9	26.0	17.2	28.3	31.2	11.2	18.8	9.2	24.8
Wasco		21.3	.0120	7.2	7.1	11.9	37,653	.0113	1,768	5,230	5,260	4,892	24.9	7.7	25.2	16.5	29.0	31.7	11.8	19.7	9.1	24.4
The Dalles		11.9	.0067	4.1	4.0		21,408	.0064	1,799	5,221	5,263	5,018	23.6	7.1	24.6	15.7	29.8	31.8	12.3	20.0	9.7	25.4
Washington	124	98.2	.0549	31.2	31.7	25.1	171,321	.0514	1,745	5,491	5,399	5,087	22.8	5.7	23.1	14.5	31.3	33.2	13.2	21.2	9.6	24.4
Hillsboro		7.8	.0044	2.8	2.7		14,289	.0043	1,832	5,103	5,157	4,916	24.0	7.3	23.7	15.5	31.3	34.1	12.5	20.9	8.5	22.2
Wheeler		2.2	.0012	.8	.8		4,191	.0013	1,906	5,239	5,239	4,859	22.1	6.8	26.3	17.3	31.9	35.3	11.9	20.0	7.8	20.6
Yamhill		31.5	.0177	10.0	10.2	9.7	48,502	.0145	1,540	4,850	4,737	4,358	30.1	10.4	25.6	18.8	28.0	34.5	10.3	19.3	6.0	17.0
McMinnville		7.5	.0042	2.4	3.0		14,004	.0042	1,867	5,835	4,668	5,117	25.2	7.4	19.2	12.1	31.8	33.3	13.8	22.0	10.0	25.2
Total Above Cities		765.9	.4286	256.1	293.3		1,539,848	.4618	2,011	6,013	5,250	5,404	20.1	5.6	20.6	12.2	33.4	33.1	15.0	22.7	10.9	26.4
State Total		1,815.5	1.0161	588.5	623.2	951.3	3,291,112	.9872	1,813	5,592	5,281	5,113	22.3	6.6	22.6	14.2	32.1	33.5	13.5	21.7	9.5	24.0

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Eugene	151.8	.0849	47.7	51.7	68.5	278,828	.0837	1,837	5,845
Portland	884.7	.4838	290.7	307.9	583.4	1,646,714	.4939	1,904	5,665
△Salem	148.1	.0829	45.0	47.3	61.7	237,448	.0712	1,603	5,277
Total Above Areas	1,164.6	.6516	383.4	406.9	713.6	2,162,990	.6488	1,857	5,642

PENNSYLVANIA— (Other Middle Atlantic States: New Jersey, New York)

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adams		50.4	.0282	13.9	16.3	13.3	78,003	.0234	1,548	5,612	4,766	4,831	21.5	6.6	23.9	15.6	37.1	40.2	11.0	18.3	6.5	19.3
Gettysburg		7.6	.0043	2.2	3.6		16,032	.0048	2,109	7,287	4,336	5,563	19.1	5.1	16.1	9.1	40.5	38.2	14.1	20.3	10.2	27.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Sales Management's Up-to-Date

1960 COUNTY OUTLINE RETAIL SALES MAP OF THE 50 UNITED STATES

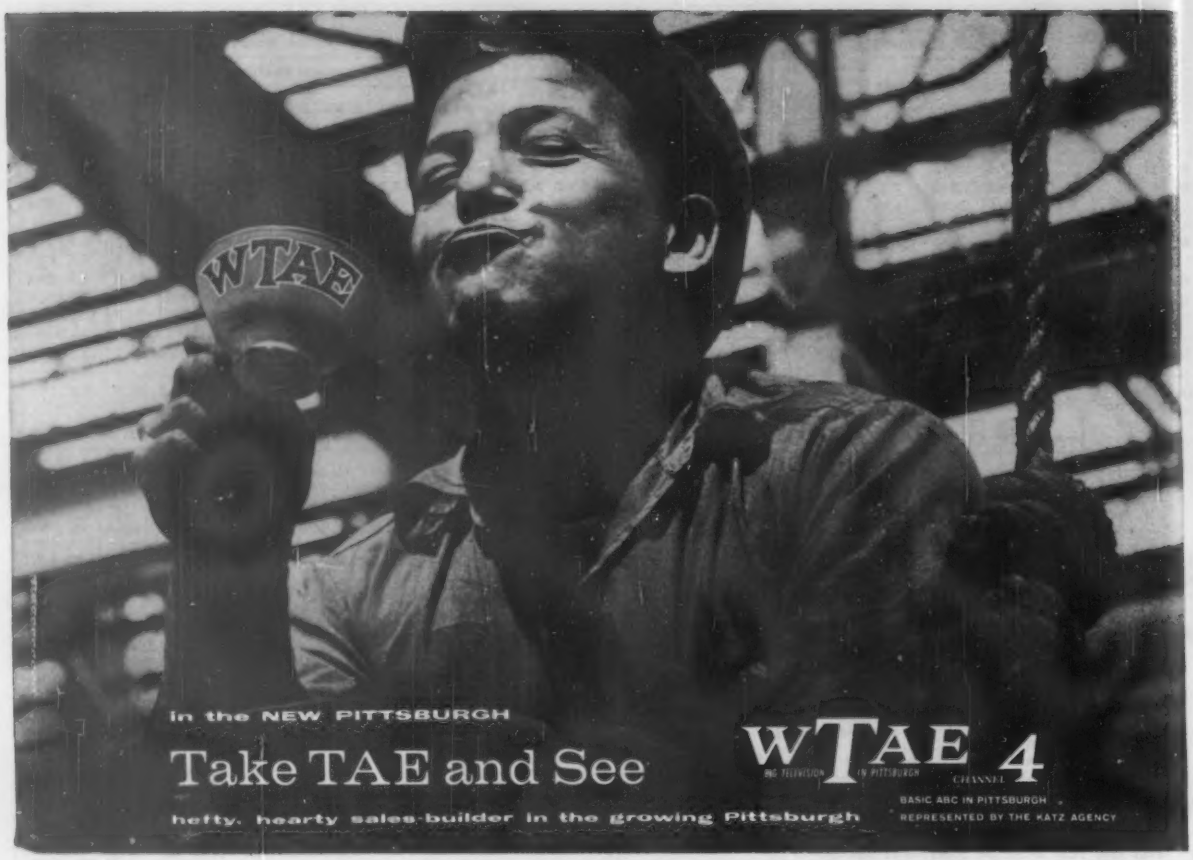
Includes Alaska and Hawaii (also Canadian Markets)

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . in 8 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by 7 different County color shadings . . .
   - –for counties with $500 million or more.
   - –for counties with $250 million to $500 million.
   - –for counties with $100 million to $250 million.
   - –for counties with $50 million to $100 million.
   - –for counties with $25 million to $50 million.
   - –for counties with $10 million to $25 million.
   - –for counties under $10 million.
4. 1750 cities with retail sales of $20 million or more.
5. City populations indicated–(as of January 1, 1960).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed family average.

PRICE: $4.50 a single copy; $3.50 each for two or more copies; $3.00 for five or more

SALES MANAGEMENT, 630 Third Avenue, New York 17, N. Y.



PENNA.

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Allegheny	121	1,623.5	.9086	469.7	644.0	1,459.0	3,328,181	.9983	2,050	7,086	6,117	6,427	11.1	2.8	15.9	7.8	41.4	33.8	17.7	22.0	13.8	33.8
Bellevue		12.9	.0072	5.0	4.4		29,962	.0090	2,323	7,491	6,782	6,934	9.5	2.0	12.0	5.8	41.3	31.5	19.8	23.8	16.5	37.9
Bethel		22.7	.0127	7.1	6.7		51,708	.0155	2,278	7,283	7,683	6,787	10.1	2.2	14.2	6.6	41.1	31.8	19.1	22.5	15.5	36.9
Braddock		13.8	.0077	3.6	4.5		22,317	.0067	1,617	6,199	4,957	5,373	14.6	4.0	22.0	12.9	41.3	40.3	13.9	20.8	8.2	22.0
Brentwood		15.2	.0085	4.5	4.8		35,460	.0106	2,333	7,880	7,284	7,385	8.8	1.8	12.0	5.1	39.0	27.7	21.0	23.8	19.2	42.6
Carnegie		12.2	.0068	3.4	4.0		24,768	.0074	2,030	7,285	6,189	6,531	9.7	2.2	15.1	7.3	42.0	33.8	19.3	23.7	13.9	33.0
Clairton		17.7	.0099	4.7	5.1		31,697	.0095	1,791	6,744	6,143	6,236	9.9	2.4	17.3	8.7	43.0	36.2	17.6	23.6	12.2	30.1
Coraopolis		8.9	.0050	2.5	3.0		17,714	.0053	1,990	7,086	5,835	6,398	9.7	2.2	16.4	8.1	42.1	34.5	18.6	23.3	13.2	31.9
Dormont		12.6	.0071	4.4	4.4		33,617	.0098	2,589	7,413	7,354	7,073	11.5	2.4	13.5	6.0	35.7	26.6	21.3	24.1	18.0	40.9
Duquesne		14.8	.0083	4.2	4.6		26,559	.0080	1,795	6,324	5,669	5,883	10.3	2.6	20.1	10.7	43.3	38.6	16.1	22.0	10.2	26.1
Etna		5.8	.0032	1.8	1.8		11,426	.0034	1,970	6,348	6,130	6,137	9.7	2.3	17.0	8.7	44.0	37.7	18.0	23.5	11.3	27.8
Homestead-West Homestead-Munhall		*30.9*	*.0173*	*8.6*			*60,838*	*.0138*	*1,969*	*7,074*												
Homestead		8.0	.0045	2.3	3.1		16,241	.0049	2,030	7,061	5,239	6,085	9.6	2.3	15.7	8.1	46.2	39.9	17.7	23.3	10.8	26.4
McKeesport		50.1	.0280	15.0	17.0		98,835	.0296	1,973	6,589	5,794	6,023	12.2	3.0	18.3	9.5	41.9	36.5	16.1	21.5	11.5	29.5
McKees Rocks		14.0	.0078	4.0	4.8		27,408	.0082	1,955	6,853	5,628	6,067	9.7	2.4	18.5	9.6	43.5	37.6	17.1	22.6	11.2	27.8
Mount Lebanon Township		35.6	.0199	10.2	12.3		115,913	.0348	3,256	11,364	9,371	10,485	6.5	.9	6.9	2.1	20.3	10.1	27.5	21.1	38.8	65.8
Mount Oliver		6.2	.0035	1.7	2.2		13,455	.0040	2,170	7,915	6,116	6,912	7.9	1.7	11.8	5.4	43.7	32.5	21.8	25.2	15.8	35.2
Munhall		19.4	.0109	5.3	5.6		37,659	.0113	1,941	7,106	6,709	6,600	9.6	2.1	14.7	7.0	41.9	33.4	19.5	23.7	14.3	33.8
North Braddock		13.6	.0076	3.7	3.6		22,216	.0067	1,634	6,004	6,080	5,817	12.7	3.2	17.8	9.6	43.1	38.8	16.5	22.8	9.9	25.6
▲Pittsburgh		686.6	.3843	199.3	247.3		1,438,526	.4315	2,095	7,218	5,816	6,378	11.6	2.7	16.1	7.9	41.5	34.3	16.9	21.2	13.9	34.0
Sewickley		6.2	.0035	2.0	2.5		16,841	.0051	2,716	8,421	6,786	7,467	9.5	1.9	13.6	5.3	38.6	27.1	18.9	20.3	20.4	45.4
Swissvale		17.5	.0098	4.9	5.4		34,646	.0104	1,980	7,071	6,343	6,611	9.3	2.1	13.7	6.5	42.5	33.8	20.4	24.7	14.1	32.9
Tarentum		8.0	.0045	2.4	2.7		16,336	.0049	2,042	6,807	5,969	6,080	10.3	2.5	15.6	8.1	45.6	39.3	17.7	23.3	10.8	26.8
Tarentum-Brackenridge		*15.0*	*.0084*	*4.4*			*30,336*	*.0091*	*2,022*	*6,894*												
Turtle Creek		13.3	.0068	3.4	3.6		23,360	.0067	1,534	6,579	6,167	6,137	9.7	2.3	14.1	7.2	46.7	39.5	18.4	23.9	11.1	27.1
West Mifflin		29.5	.0165	6.5	8.4		48,743	.0146	1,652	7,499	5,751	6,514	8.6	2.0	15.6	7.5	42.3	34.0	19.8	24.4	13.7	32.1
Wilkinsburg		30.9	.0173	10.0	11.6		74,570	.0224	2,413	7,457	6,381	6,786	9.4	2.0	13.3	5.7	42.6	33.0	20.4	24.1	15.3	35.2

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

because . . .

Allegheny County
(PITTSBURGH, PENNA.)
has an effective
buying income
of $3,328.181,000*

*SM, 1960

it stands to reason . . .

the true prospects
for your merchandise
are in,



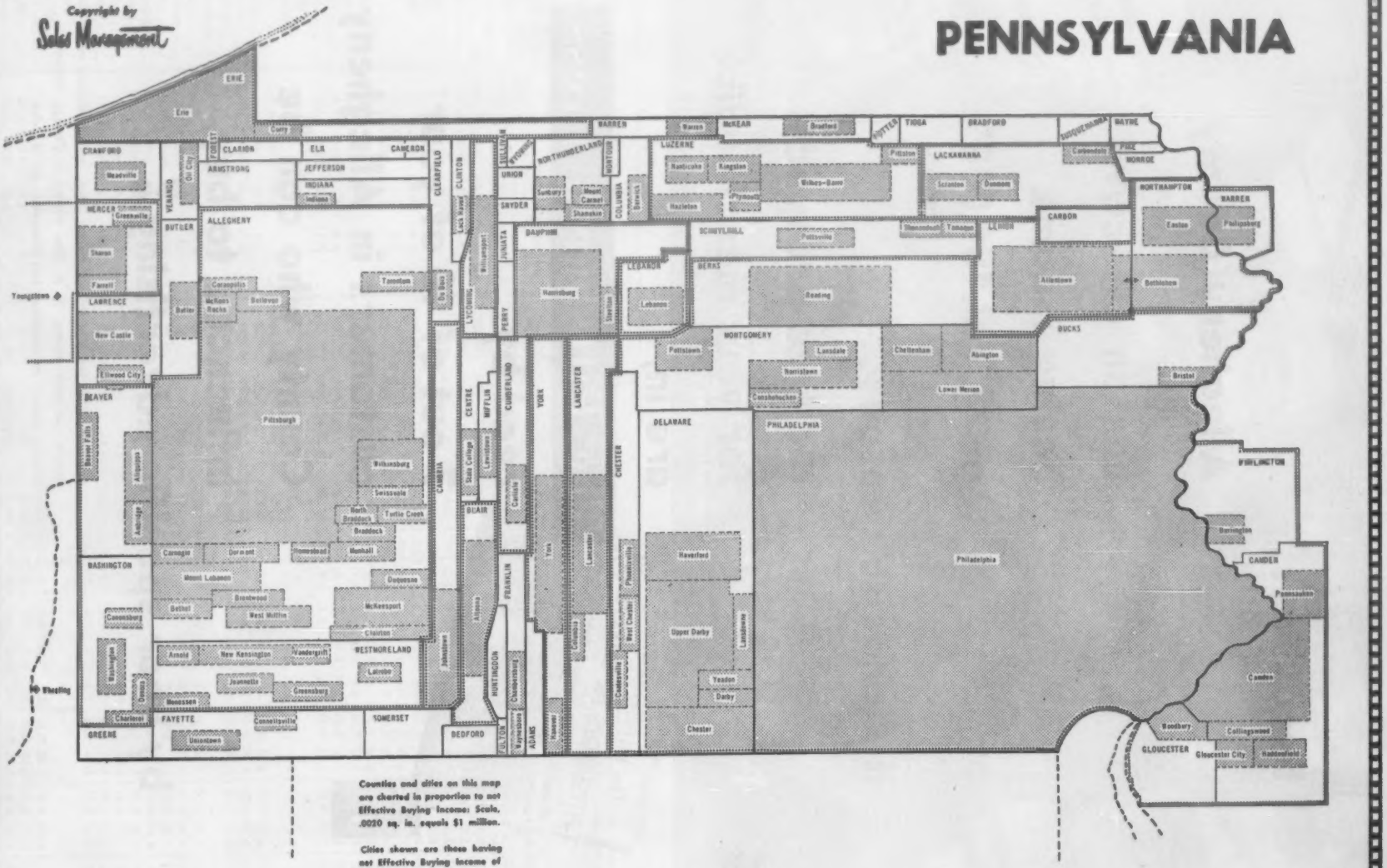
The Pittsburgh Press

read by
7 out of 10 of your
customers in Allegheny
County who can be
influenced to buy,
by your specific advertising!

Represented by the General Advertising Dept., Scripps-Howard newspapers, 230 Park Avenue, N. Y. City. Offices in Chicago, Cincinnati, Detroit, Dallas, Philadelphia, San Francisco, Los Angeles.

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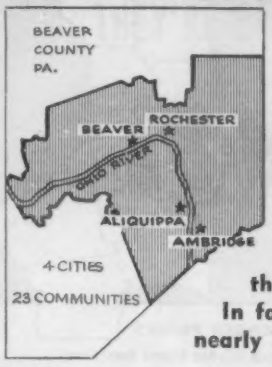
PENNSYLVANIA



Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0020 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.

BEAVER COUNTY buying power now $404,530,000



Up $30 million in the past year!

BEAVER COUNTY TIMES circulation now 29,454*

Up 22% in the past year!

Now a one-paper buy covers more Beaver County households than all other ABC newspapers combined—including Pittsburgh dailies! In fact THE BEAVER COUNTY TIMES covers 80% of the city zone where nearly ½ of the 58,000 Beaver County households are located!

Beaver County Times County's only ABC newspaper. (Formerly Beaver Valley Times)

National Representative: BOTTINELLI-KIMBALL, INC. *Subject to audit.

PENNA. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hsld.	$0-2,499 % Inc.	$2,500-3,999 % Hsld.	$2,500-3,999 % Inc.	$4,000-6,999 % Hsld.	$4,000-6,999 % Inc.	$7,000-9,999 % Hsld.	$7,000-9,999 % Inc.	$10,000&over % Hsld.	$10,000&over % Inc.
Armstrong		81.1	.0454	23.1	24.4	23.4	131,346	.0394	1,620	5,686	5,362	5,228	16.2	5.1	22.3	13.4	38.9	39.1	12.6	19.3	8.0	23.1
Kittanning		7.6	.0043	2.4	2.6		15,245	.0046	2,006	6,352	5,863	5,843	15.0	3.8	19.1	10.3	40.5	36.4	14.1	19.3	11.3	30.2
Beaver	121	207.3	.1160	58.1	67.7	144.8	404,530	.1214	1,951	6,963	5,978	6,274	9.6	2.3	16.2	8.1	44.3	37.0	17.7	22.7	12.2	29.9
Aliquippa-Ambridge-Rochester-Beaver		*61.4*	*.0344*	*17.4*			*129,747*	*.0389*	*2,113*	*7,457*												
Aliquippa		28.6	.0160	7.6	9.6		57,842	.0174	2,022	7,611	6,025	6,717	8.4	1.8	16.0	7.5	40.9	32.0	19.5	23.3	15.2	35.4
Ambridge		17.8	.0100	4.9	6.2		36,389	.0109	2,044	7,426	5,846	6,595	9.2	2.1	13.8	6.6	43.2	34.4	19.7	23.9	14.1	33.0
Beaver Falls-New Brighton		*31.6*	*.0177*	*9.4*			*69,778*	*.0191*	*2,018*	*6,784*												
Beaver		7.9	.0044	2.7	2.9		20,460	.0061	2,590	7,578	6,966	7,020	9.4	2.0	12.6	5.6	42.7	31.9	18.4	21.0	16.9	39.5
Beaver Falls		20.4	.0114	6.1	7.4		42,114	.0126	2,064	6,904	5,635	6,112	9.6	2.3	17.3	8.9	44.8	38.5	17.0	22.3	11.3	28.0
Rochester		7.1	.0040	2.2	2.5		15,056	.0045	2,121	6,844	6,022	6,257	9.7	2.3	17.0	8.5	43.7	36.6	17.3	22.2	12.3	30.4
1Ellwood City																						
Bedford		45.2	.0253	12.5	13.8	4.0	57,900	.0173	1,281	4,632	4,180	4,026	31.7	11.6	27.2	21.3	29.1	37.9	7.8	18.5	4.2	13.7
Bedford		4.0	.0022	1.3	1.5		7,904	.0024	1,976	6,080	5,006	5,407	19.5	5.3	21.4	12.5	36.2	35.0	13.1	19.4	9.8	27.8
Berks	129	271.7	.1529	80.7	93.7	175.9	558,183	.1675	2,054	6,917	5,957	6,208	12.2	2.9	17.6	8.9	41.1	34.7	16.3	21.1	12.8	32.4
▲Reading		113.5	.0635	34.3	42.4		244,549	.0734	2,155	7,130	5,768	6,290	10.4	2.4	16.9	8.4	42.9	35.9	16.9	21.6	12.9	31.7

1 Ellwood is in Beaver and Lawrence counties.
For Retail Sales data, see Section 4 location on page 17.

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

Daily Leader-Times takes care of Armstrong County all by itself; an isolated market that earns $131,346,000

Kittanning is the news as well as the shopping center for Armstrong County. Insulated from outside influence, the Daily Leader-Times alone covers the complete city zone *plus* the thousands of other homes in the county.

The DAILY LEADER-TIMES • ***Kittanning, Pa.***

Represented by The Julius Mathews Special Agency, Inc.



HOW IMPORTANT ARE 1,300 GROCERY STORES?

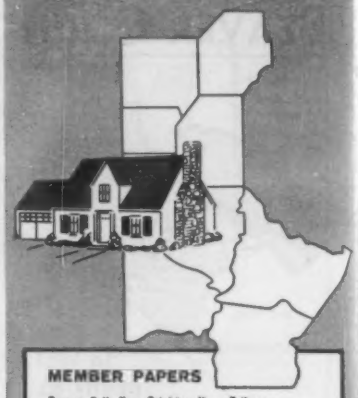
In Allegheny County, plus the nine-county WESTERN PENNSYLVANIA HOMETOWN DAILIES market, there are 3,400 grocery stores, 1,300 of them being in the hometown market.

Ask yourself this: How can you fare, through the available advertising media, to sell families whose annual grocery bill is over $348 million at these 1,300 hometown market stores?

- You reach only one out of 8 through even the top Pittsburgh newspaper.
- You reach only one out of 10 through even the top weekly magazine.
- You have to be on the one television channel they are tuned to, out of the six they can receive.
- You have to be on the one radio station they are tuned to, out of the five (or many, many more) they can receive.

Consider, then, the coverage you get in the hometown market's newspapers:

Western Pennsylvania Hometown Dailies



MEMBER PAPERS

Beaver Falls-New Brighton News-Tribune
Brownsville Telegraph (E)
Butler Eagle (E)
Greensburg Tribune-Review (D)
Jeannette News-Dispatch (E)
New Castle News (E)
Oil City-Franklin Derrick and News-Herald (M&E)
Sharon-Farrell-Sharpsville Herald (E)
Tarentum-Brackenridge Valley Daily News (E)
Washington Observer & Reporter (M&E)

REACH 8 OUT OF 10 FAMILIES WHO SHOP 1,300 GROCERY STORES!

Get the facts about coverage in this hometown market! Write for "Food Advertising and Coverage Study," dealing with the families served by 1,300 grocery stores in the WESTERN PENNSYLVANIA HOMETOWN DAILIES market. Simply address postcard to FACS, P.O. Box 1857, Pittsburgh 30, Pennsylvania.

TOTAL CIRCULATION
192,915
10-PAPER PACKAGE RATE
DISCOUNTS UP TO 30%

Ads and Data Go Together

The advertisements in this issue—besides giving information on how best to reach and sell the various markets—frequently complement the issue's basic market data by spotlighting local devolopments and trends behind the SM estimates. The ads and the data go together.



THEY'RE EATING LIKE 60 IN ALTOONA!



Industrial Growth and Development Pushes Per Family Food Sales to New All-Time High... 5th Highest in Pennsylvania!

All indications point to the greatest year yet in 1960 for Altoona and Blair County. One new industry after another has moved to Altoona, with industrial construction evident on every hand . . . a dozen new plants in the past ten years adding $12-million to the annual payroll.

That's why Altoona area families spend over 20% more per year for food than the average family in a city that size. Blair County's $1,009 annual per household food expenditure ranks it fifth among Pennsylvania Metropolitan Areas. Last year's total food sales exceeded $40-million, total retail sales were over $140-million.

No problem reaching this big-spending, food-buying audience, either . . . with 98% of Altoona families and 70% of the Blair County homes using the ALTOONA MIRROR, Blair County's *only daily newspaper* as their principal guide for buying—everything!

TOP QUALITY ROP COLOR AVAILABLE . . .

with 30 years of color experience in 1, 2 and 3 colors . . 238,000 lines of color advertising last year!

SELL MORE IN PENNSYLVANIA IN '60 WITH THE

Altoona Mirror

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Richard E. Beeler, Advertising Manager

PENNA. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Blair	5	130.4	.0730	38.2	42.5	99.1	213,910	.0641	1,640	5,600	5,032	5,635	19.1	5.8	22.8	14.2	38.9	40.8	12.2	19.5	7.0	20.2
▲Altoona		75.1	.0420	22.9	25.8		130,389	.0391	1,736	5,694	5,042	5,148	18.0	5.2	21.9	13.4	39.9	40.7	12.8	19.9	7.4	20.8
Bradford		52.3	.0293	15.5	17.9	16.7	83,847	.0252	1,603	5,409	4,923	4,755	26.1	8.1	23.1	15.3	32.9	36.2	10.8	18.3	7.1	22.1
Bucks	119	336.0	.1880	99.2	107.1	159.8	663,633	.1990	1,975	6,690	6,195	6,221	12.9	3.1	17.0	3.6	41.0	34.5	16.1	20.7	13.0	33.1
Bristol		13.8	.0077	3.8	4.2		25,681	.0077	1,861	6,758	6,103	6,224	11.0	2.6	16.7	8.4	42.7	36.1	17.3	22.2	12.3	30.7
Doylestown		5.7	.0032	1.2	2.1		8,063	.0024	1,415	6,719	3,738	6,285	14.0	3.3	17.1	8.6	39.1	33.5	16.0	20.5	13.8	35.1
Levittown-Fairless Hills		72.8	.0407	22.5	22.6		168,442	.0505	2,314	7,486	7,437	7,132	3.2	.7	13.5	6.0	45.7	33.5	21.5	24.2	16.1	35.6
Morrisville		7.9	.0044	2.4	2.6		18,608	.0056	2,355	7,753	7,157	7,176	9.3	1.9	10.6	4.6	42.0	30.8	20.5	22.9	17.6	39.8
Quakertown		6.8	.0038	2.1	2.3		14,476	.0043	2,129	6,893	6,095	6,397	10.6	2.4	16.5	8.1	42.4	34.8	16.9	21.2	13.6	33.5
Butler		109.0	.0610	30.4	34.9	34.3	180,493	.0542	1,656	5,937	5,159	5,269	17.7	4.9	20.4	12.2	40.3	40.2	13.7	20.8	7.9	21.9
Butler		23.7	.0133	7.4	8.3		43,103	.0129	1,819	5,825	5,190	5,279	18.0	5.0	19.6	11.7	40.6	40.2	13.9	21.2	7.9	21.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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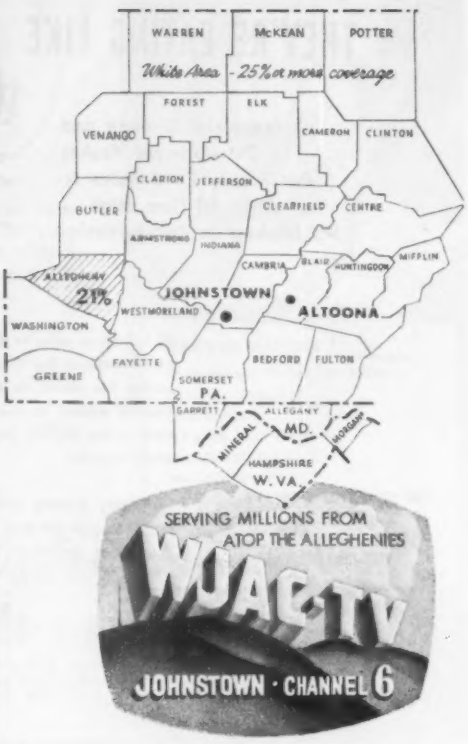
It's PEOPLE who make BUYING POWER effective

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PENNA.

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

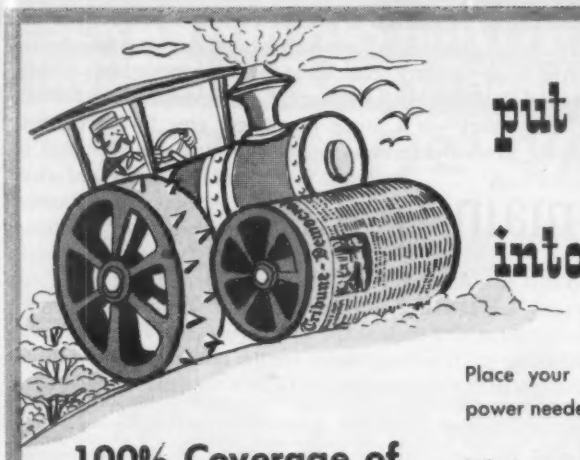
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Cambria	76	206.0	.1163	55.0	61.1	130.6	321,482	.0964	1,561	5,845	5,260	5,300	15.3	4.3	22.8	13.5	40.8	40.4	13.3	20.1	7.8	21.7
▲Johnstown		63.9	.0358	18.2	21.2		114,382	.0343	1,790	6,285	5,386	5,630	12.3	3.2	20.2	11.3	43.6	40.7	15.0	21.3	8.9	23.5
Cameron		5.9	.0039	1.9	2.2	3.6	12,945	.0039	1,876	6,813	5,710	6,034	9.7	2.4	19.4	10.1	42.2	36.7	17.6	23.4	11.1	27.4
Carbon		54.7	.0306	15.5	16.5	37.3	99,650	.0269	1,639	5,784	5,432	5,359	15.5	4.3	22.0	12.9	40.9	40.0	13.5	20.2	8.1	22.6
Centre		75.7	.0423	19.0	30.3	33.3	122,433	.0367	1,617	6,444	4,040	4,952	26.2	7.8	19.1	12.1	34.5	36.7	11.9	19.2	8.3	24.2
Bellefonte		6.4	.0036	2.0	2.1		11,567	.0035	1,807	5,784	5,508	5,366	20.2	5.5	20.1	11.8	37.2	36.5	13.2	19.7	9.3	26.5
State College-Bellefonte		*29.3*	*.0164*	*6.1*			*645,451*	*.0196*	*2,854*	*10,750*												
State College		22.9	.0128	4.1	15.7		53,884	.0162	2,353	13,142	3,429	6,567	13.0	2.9	14.3	6.9	35.8	28.5	19.6	24.0	17.3	37.7
Chester	119	208.7	.1168	54.7	68.5	70.7	401,205	.1203	1,922	7,335	5,849	6,427	11.9	2.7	17.2	8.4	40.2	33.0	16.1	20.0	14.6	35.9
Coatesville		14.1	.0079	3.9	5.0		29,330	.0088	2,080	7,521	5,866	6,560	9.6	2.2	16.9	8.1	41.5	33.2	17.2	21.0	14.8	35.5
Oxford		3.6	.0020	1.2	1.2		5,841	.0018	1,623	4,868	4,868	4,474	31.2	10.3	23.5	16.5	30.1	35.3	8.6	15.4	6.6	22.5
Phoenixville		15.4	.0086	4.1	5.0		31,447	.0094	2,042	7,670	6,248	6,876	9.5	2.0	14.1	6.4	41.4	31.7	18.6	21.7	16.4	38.2
West Chester		16.4	.0092	4.3	7.0		35,726	.0107	2,178	8,308	5,083	6,550	12.5	2.8	13.4	6.4	41.8	33.5	16.9	20.7	15.4	36.6
Clarion		37.6	.0211	10.4	11.1	4.6	53,215	.0160	1,415	5,117	4,778	4,576	26.8	8.6	24.4	16.8	32.7	37.6	9.9	17.3	6.2	19.7
Clearfield		79.0	.0442	22.3	24.3	23.9	115,184	.0348	1,458	5,165	4,729	4,634	22.5	7.2	25.5	17.3	36.1	40.7	10.3	17.9	5.6	16.9
Clearfield		9.4	.0053	2.9	3.4		17,500	.0062	1,862	6,034	5,147	5,346	15.0	4.1	22.6	13.3	41.5	40.8	12.8	19.1	8.1	22.7
Du Bois		11.5	.0064	3.6	4.3		22,098	.0066	1,922	6,138	5,094	5,411	16.3	4.4	20.7	12.0	41.0	39.8	13.4	19.9	8.6	23.9
Clinton		39.1	.0219	11.1	12.9	17.0	62,611	.0187	1,601	5,641	4,842	4,991	18.4	5.4	24.1	15.2	38.9	40.9	11.8	19.0	6.8	19.5
Lock Haven		13.1	.0073	3.8	5.2		25,481	.0076	1,945	6,706	4,900	5,582	13.9	3.7	20.9	11.8	41.5	39.0	14.4	20.6	9.3	24.9
Columbia		57.5	.0322	17.1	18.9	25.6	90,726	.0272	1,578	5,306	4,789	4,748	21.0	6.5	23.7	15.7	38.1	42.1	11.4	19.3	5.8	16.4
Berwick		14.5	.0081	4.3	4.7		23,492	.0070	1,620	5,463	4,963	4,965	16.8	5.0	22.1	14.0	42.4	44.8	12.8	20.7	5.9	15.5
Bloomsburg		11.1	.0063	3.4	4.4		20,364	.0061	1,835	5,989	4,628	5,050	19.2	5.6	21.3	13.3	39.3	40.8	13.0	20.7	7.2	19.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.



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The Tribune-Democrat
JOHNSTOWN, PA

PENNA. COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1960 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Crawford		77.3	.0432	22.7	26.1	29.5	135,477	.0407	1,753	5,968	5,179	5,201	19.7	5.6	21.3	12.9	38.2	38.5	12.6	19.4	8.2	23.6
Meadville		20.1	.0112	6.7	8.2		43,583	.0131	2,168	6,505	5,292	5,719	16.3	4.2	17.9	9.8	40.7	37.3	14.6	20.5	10.5	28.2
Titusville		9.4	.0053	3.2	3.3		16,554	.0050	1,761	5,173	4,921	4,872	22.3	6.8	23.6	15.2	36.5	39.3	10.7	17.6	6.9	21.1
Cumberland	66	122.4	.0685	35.8	42.3	57.5	232,681	.0698	1,901	6,499	5,500	5,790	14.4	3.7	18.9	10.2	41.0	37.2	15.1	21.0	10.6	27.9
Carlisle		18.8	.0105	5.7	7.6		38,676	.0116	2,057	6,785	5,060	5,765	13.7	3.5	18.5	10.1	42.7	38.8	14.8	20.8	10.3	27.0
Lemoyne		5.2	.0029	1.6	1.8		11,548	.0035	2,221	7,218	6,293	6,470	8.0	1.8	13.1	6.3	45.9	37.3	20.5	25.4	12.5	29.2
Dauphin	66	223.0	.1248	66.6	78.0	163.3	439,785	.1319	1,972	6,603	5,638	5,918	11.7	2.9	18.8	10.0	42.9	38.1	15.9	21.5	10.7	27.5
▲Harrisburg		92.2	.0516	29.1	37.1		204,424	.0613	2,217	7,025	5,510	6,103	9.8	2.4	18.3	9.4	43.8	37.7	16.6	21.8	11.5	28.7
Steelton		11.9	.0067	2.9	3.5		20,647	.0062	1,735	7,120	5,800	6,181	9.7	2.3	17.5	8.9	44.1	37.5	16.8	21.8	11.9	29.5
Delaware	119	574.2	.3214	163.1	185.4	452.1	1,334,126	.4002	2,323	8,180	7,193	7,536	9.4	1.8	11.2	4.7	38.7	27.0	20.2	21.5	20.5	45.0
Chester		72.0	.0403	19.9	24.9		150,445	.0451	2,090	7,560	6,025	6,670	9.5	2.1	14.5	6.8	42.4	33.5	18.6	22.3	15.0	35.3
Clifton Heights		8.5	.0048	2.2	2.3		16,797	.0050	1,976	7,635	7,218	7,055	9.0	1.9	12.7	5.7	41.3	30.7	20.0	22.7	17.0	39.0
Darby		14.9	.0083	4.0	4.8		29,973	.0090	2,012	7,493	6,118	6,688	9.5	2.1	13.0	6.1	43.5	34.2	19.2	23.0	14.8	34.6
Haverford Township		57.4	.0321	16.2	18.6		165,713	.0497	2,887	10,229	8,899	9,512	7.4	1.1	8.1	2.7	27.9	15.5	23.4	19.7	33.2	61.0
Lansdowne		13.3	.0074	4.2	4.3		36,425	.0109	2,739	8,673	8,406	8,121	9.4	1.7	10.5	4.1	34.6	22.3	21.2	20.9	24.3	51.0
Media		6.6	.0037	1.9	2.2		14,901	.0045	2,258	7,843	6,670	7,017	9.8	2.1	12.7	5.7	40.9	30.6	19.4	22.2	17.2	39.4
Upper Darby Township		95.1	.0532	28.3	30.6		244,982	.0735	2,576	8,657	8,000	8,115	7.6	1.4	10.4	4.0	35.9	23.2	21.9	21.7	24.2	49.7
Yeadon		12.0	.0067	3.2	3.5		27,179	.0082	2,265	8,493	7,702	7,865	9.3	1.7	9.9	4.0	36.9	24.6	21.4	21.9	22.5	47.8
Elk		36.4	.0203	10.0	10.7	20.1	60,184	.0180	1,653	6,018	5,615	5,556	15.0	4.0	21.6	12.2	40.0	37.8	13.9	20.1	9.5	25.9

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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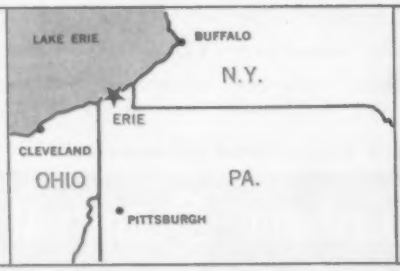


Erie, Pa./market in the mainstream

Astride the link between New York's and Ohio's thruways, with over two million dollars earmarked to take care of St. Lawrence Seaway traffic, Erie, Pa., is a market in the mainstream of east-west transportation. ■ And since industry, commerce—and buying power—follow transportation facilities, Erie—3rd city[1] in Pennsylvania, 5th[1] in "upstate" New York[2]—is a prime investment area for advertisers. ■ Evidencing Erie's dynamism, *employment hit a two-year high* in 1959[3]. And *year-end average earnings of industrial employees were 2nd among Pennsylvania markets*[4]. Note also that *Erie has a larger percentage of households in the top three income brackets than any other major*[5] *Pennsylvania city*[1]. ■ Just as vibrant as Erie itself are its newspapers, The Times & News. No matter what you're selling, theirs are the only pages that can do an effective job in this expanding Great Lakes market.

1. 1960 Sales Management Survey of Buying Power. 2. For many advertisers Erie is an integral part of Western New York, inseparably linked, for marketing purposes, with Buffalo and Rochester. 3. U.S. Employment Service. 4. Pennsylvania Bureau of Employment Security. 5. 100,000-and-over population.

When you think Pennsylvania think Philadelphia Pittsburgh —and **Erie**





The Erie Times *evening*

The Erie News *morning*

The Erie Times-News *Sunday*

For latest market and media data call Newspaper Division of The Katz Agency, Inc.

PENNA. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1960 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Erie	50	236.8	.1326	68.9	79.3	191.1	468,479	.1400	1,970	6,770	5,877	6,087	12.5	3.0	16.5	8.5	42.7	37.0	16.5	21.7	11.8	29.8
Corry		8.0	.0045	2.4	2.6		13,540	.0041	1,693	5,642	5,206	5,151	19.2	5.5	21.4	13.0	39.1	39.9	13.7	19.7	7.6	21.9
▲Erie		144.1	.0806	42.5	49.7		296,764	.0890	2,059	6,983	5,963	6,283	11.0	2.6	15.5	7.7	43.5	38.5	17.3	22.0	12.7	31.2
Fayette		164.7	.0921	45.6	49.7	56.4	250,628	.0751	1,522	5,496	5,041	4,975	21.1	6.3	22.7	14.3	37.1	30.1	12.0	19.3	7.1	21.9
Brownsville		6.9	.0039	2.2	2.3		13,414	.0037	1,799	5,643	5,247	5,279	19.6	5.5	21.5	12.8	37.5	37.2	12.7	19.3	8.7	25.2
Connellsville-South Connellsville		*15.9*	*.0089*	*4.6*			*29,079*	*.0084*	*1,766*	*6,104*												
Connellsville		13.3	.0074	3.9	4.6		23,444	.0070	1,763	6,011	5,097	5,353	18.2	5.0	20.1	11.8	39.4	38.6	13.7	20.5	8.6	24.1
Uniontown		20.0	.0112	6.1	7.4		39,968	.0120	1,998	6,552	5,390	5,765	17.1	4.4	18.5	10.1	38.5	35.0	14.7	20.5	11.2	30.0
Forest		5.2	.0030	1.4	1.3		8,472	.0020	1,245	4,623	4,732	4,417	26.4	8.8	25.9	18.4	32.6	33.9	9.8	17.7	5.3	16.2
Franklin		84.5	.0472	24.1	27.0	34.2	132,910	.0398	1,573	5,515	4,915	4,928	19.7	5.9	24.4	15.6	37.7	40.1	11.5	18.7	6.7	19.7
Chambersburg		19.5	.0109	6.0	7.5		36,489	.0109	1,871	6,082	4,808	5,271	16.3	4.6	21.5	12.8	41.3	41.2	13.1	19.9	7.8	21.5
Waynesboro		11.1	.0062	3.6	4.2		22,733	.0068	2,048	6,316	5,365	5,597	14.0	3.7	21.8	12.3	41.1	38.6	13.6	19.5	9.5	26.0
Fulton		10.6	.0060	2.8	3.0		12,194	.0037	1,150	4,355	4,005	3,641	37.5	15.2	28.4	24.5	24.9	35.9	5.9	13.1	3.3	11.3

For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

Connellsville

Fayette County income of over one quarter million dollars, plus a healthy share from Westmoreland County is a self-contained market. Strictly local, this business is loyal to its local daily

THE DAILY COURIER
Connellsville, Pa.

Represented by the Julius Mathews Special Agency, Inc.

South Connellsville

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$1,592,320.00 SUBSCRIBED IN 1959!

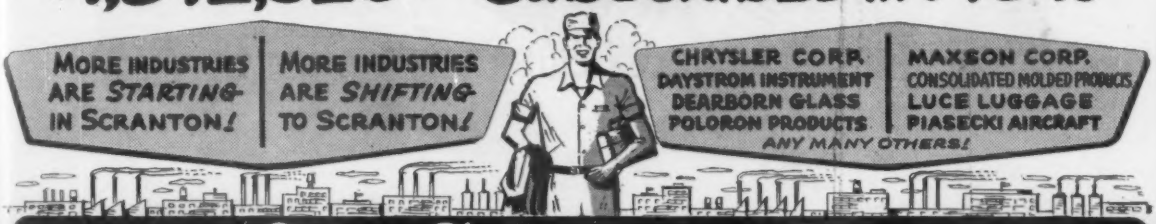
MORE INDUSTRIES ARE *STARTING* IN SCRANTON!

MORE INDUSTRIES ARE *SHIFTING* TO SCRANTON!

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MAXSON CORP.
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PENNA.

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Greene		42.9	.0240	11.7	13.5	5.6	65,503	.0196	1,527	5,599	4,844	4,829	21.6	6.6	23.9	15.5	36.1	39.4	11.8	19.5	6.6	19.0
Waynesburg		5.6	.0031	1.5	2.5		10,985	.0033	1,962	7,323	4,394	5,403	19.6	5.4	17.7	10.3	39.3	38.1	14.0	20.8	9.4	25.4
Huntingdon		39.4	.0220	10.9	12.3	11.8	54,886	.0165	1,393	5,035	4,453	4,363	25.8	8.7	26.1	18.8	33.9	40.8	9.4	17.3	4.8	14.4
Huntingdon-Mount Union		*12.5*	*.0070*	*4.1*			*21,627*	*.0065*	*1,730*	*5,275*												
Huntingdon		7.8	.0044	2.7	3.4		14,865	.0045	1,906	5,506	4,372	4,716	24.2	7.6	21.6	14.4	36.7	40.8	11.3	19.2	6.2	18.0
ndiana		69.7	.0390	19.2	21.9	19.2	104,394	.0313	1,498	5,437	4,746	4,706	23.0	7.2	24.6	16.4	35.5	39.7	10.7	18.2	6.2	18.5
Indiana		12.5	.0070	3.9	5.6		26,836	.0080	2,147	6,881	4,754	5,583	19.4	5.1	17.4	9.8	38.5	36.3	14.2	20.3	10.5	28.5
Jefferson		46.9	.0263	13.7	14.6	20.1	70,690	.0212	1,507	5,160	4,836	4,669	23.4	7.4	24.8	16.7	35.3	39.6	10.5	18.1	6.0	18.2
Punxsutawney		10.5	.0059	3.4	3.5		17,642	.0053	1,680	5,189	5,041	4,866	24.0	7.3	23.0	14.9	34.8	37.5	11.0	18.1	7.2	22.2
Juniata		16.4	.0092	4.6	5.0		22,000	.0066	1,341	4,783	4,360	4,101	29.5	10.6	26.8	20.5	30.9	39.6	8.7	17.0	4.1	12.3
Lackawanna	147	246.5	.1379	71.1	78.9	236.5	404,138	.1212	1,640	5,684	5,120	5,165	18.3	5.2	22.3	13.6	39.2	39.8	12.6	19.6	7.6	21.8
Carbondale		15.8	.0088	4.5	4.9		24,716	.0074	1,564	5,492	4,974	5,055	18.9	5.5	22.8	14.2	39.1	40.6	12.1	19.2	7.1	20.5
Dunmore		20.7	.0116	5.5	6.3		33,094	.0099	1,599	6,017	5,253	5,457	16.4	4.4	20.7	11.9	39.8	38.3	14.1	20.8	9.0	24.6
▲Scranton		125.2	.0701	37.6	43.0		222,112	.0666	1,774	5,907	5,161	5,321	17.0	4.7	21.4	12.6	40.1	39.6	13.3	20.1	8.2	23.0
Lancaster	81	267.5	.1497	76.7	89.1	125.6	552,078	.1656	2,064	7,198	6,194	6,482	12.5	2.8	17.4	8.4	39.5	32.1	15.5	19.1	15.1	37.6
Columbia		12.0	.0067	3.3	3.8		21,207	.0064	1,767	6,426	5,488	5,851	11.4	2.9	19.6	10.5	43.4	39.0	15.3	21.0	10.3	26.6
Ephrata		8.1	.0045	2.5	2.8		16,869	.0051	2,083	6,748	5,950	6,060	12.1	2.9	18.9	9.8	41.5	36.0	15.6	20.6	11.9	30.7
▲Lancaster		68.3	.0382	20.7	27.1		154,737	.0464	2,266	7,475	5,703	6,487	9.6	2.2	15.4	7.5	43.4	35.1	17.7	21.9	13.9	33.5

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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LANCASTER'S BUSINESS IS BLOOMING . . . IN A HALF-BILLION DOLLAR CLIMATE

Residents of the Lancaster (Penna.) metropolitan area enjoyed a buying income of more than $552,078,000* during 1959—$7,198* per household.

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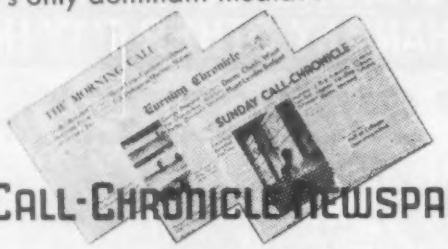
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* Sales Management, May 10, 1960

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SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Lawrence	260	**107.5**	**.0602**	**31.2**	**34.7**	**65.2**	**203,257**	**.0610**	**1,891**	**6,515**	**5,854**	**5,932**	12.4	3.1	17.5	9.3	43.2	38.1	16.2	21.9	10.7	27.6
1Ellwood City		13.8	.0077	3.8	4.5		27,151	.0081	1,967	7,145	5,990	6,335	9.7	2.2	14.8	7.4	44.8	37.1	18.3	23.2	12.4	30.1
△New Castle		51.4	.0288	14.9	17.7		101,364	.0304	1,972	6,802	5,703	6,055	11.4	2.8	16.9	8.8	43.7	37.9	16.7	22.1	11.3	28.4
Lebanon	244	**88.9**	**.0486**	**25.0**	**27.5**	**50.1**	**153,995**	**.0462**	**1,772**	**6,160**	**5,580**	**5,594**	**14.8**	**3.9**	**20.2**	**11.3**	**41.1**	**38.6**	**14.5**	**20.9**	**9.4**	**25.3**
△Lebanon		32.7	.0183	9.8	11.5		65,113	.0195	1,991	6,644	5,642	5,939	11.4	2.8	18.7	9.9	43.2	38.3	15.9	21.4	10.8	27.6
Palmyra		8.0	.0045	2.6	2.6		15,473	.0046	1,934	5,951	5,802	5,615	13.1	3.4	20.3	11.4	43.0	40.2	14.7	21.0	8.9	24.0
Lehigh	4	**223.4**	**.1251**	**64.6**	**74.3**	**169.4**	**445,290**	**.1336**	**1,993**	**6,893**	**5,989**	**6,266**	**11.0**	**2.6**	**17.4**	**8.7**	**42.2**	**35.4**	**16.5**	**21.1**	**12.9**	**32.2**
▲Allentown		116.6	.0653	34.4	40.9		245,179	.0735	2,103	7,127	5,992	6,412	10.1	2.3	16.5	8.1	42.8	35.0	17.0	21.3	13.6	33.3
2▲Bethlehem																						
Luzerne	177	**366.1**	**.2048**	**102.7**	**112.0**	**315.7**	**589,590**	**.1769**	**1,610**	**5,741**	**5,264**	**5,265**	**17.1**	**4.8**	**22.3**	**13.3**	**39.7**	**29.6**	**12.9**	**19.6**	**8.0**	**22.7**
▲Hazleton		33.8	.0189	9.3	10.7		60,505	.0181	1,790	6,506	5,647	5,892	12.2	3.0	19.4	10.4	42.4	37.8	15.2	20.7	10.8	28.1
Kingston		31.3	.0119	6.4	6.9		42,286	.0127	1,985	6,607	6,128	6,162	13.9	3.3	18.3	9.3	39.4	33.6	15.3	19.9	13.1	33.9
Nanticoke		18.8	.0105	5.4	5.9		29,426	.0088	1,565	5,449	4,952	4,964	17.4	5.2	22.9	14.5	41.3	43.6	12.3	19.9	6.1	16.8
Pittston		14.1	.0079	3.6	4.0		19,190	.0058	1,361	5,331	4,798	4,808	19.2	5.9	23.7	15.5	39.1	42.6	12.2	20.4	5.8	15.6
Plymouth		13.0	.0073	3.7	4.1		20,833	.0062	1,603	5,631	5,068	5,200	15.1	4.3	23.0	13.9	42.0	42.4	12.8	19.7	7.1	19.7
▲Wilkes-Barre		71.8	.0402	19.9	24.4		127,326	.0382	1,772	6,393	5,210	5,582	14.8	3.9	20.3	11.4	41.5	39.1	14.0	20.1	9.4	25.5
Lycoming	297	**107.4**	**.0602**	**32.5**	**36.7**	**70.7**	**187,781**	**.0564**	**1,748**	**5,778**	**5,112**	**5,182**	**17.5**	**5.0**	**22.7**	**13.7**	**39.7**	**40.2**	**12.5**	**19.4**	**7.6**	**21.7**
△Williamsport		47.9	.0268	14.7	17.7		92,660	.0278	1,934	6,303	5,209	5,537	14.7	3.9	20.7	11.7	41.7	39.7	13.8	20.0	9.1	24.7
McKean		**49.6**	**.0277**	**15.1**	**16.4**	**24.9**	**90,851**	**.0272**	**1,832**	**6,017**	**5,537**	**5,495**	**15.6**	**4.2**	**20.0**	**11.5**	**41.7**	**39.8**	**13.8**	**20.1**	**8.9**	**24.4**
Bradford		16.9	.0095	5.2	6.1		35,036	.0105	2,073	6,738	5,726	6,011	13.6	3.3	18.0	9.4	41.4	36.2	15.1	20.1	11.9	31.0
Mercer	285	**116.3**	**.0651**	**33.2**	**37.9**	**65.9**	**227,822**	**.0683**	**1,959**	**6,862**	**6,009**	**6,142**	**12.2**	**2.9**	**16.4**	**8.4**	**42.7**	**36.5**	**16.6**	**21.7**	**12.1**	**30.5**
△Farrell		14.1	.0079	3.6	4.5		25,481	.0076	1,807	7,078	5,544	6,224	9.9	2.4	17.9	9.1	42.5	35.7	17.3	22.3	12.4	30.5
Greenville		9.7	.0054	3.0	3.8		20,628	.0062	2,127	6,876	5,372	5,948	14.8	3.7	13.7	7.2	43.7	38.7	16.8	22.6	11.0	27.8
Grove City		7.9	.0044	2.5	3.2		18,759	.0056	2,375	7,504	5,862	6,582	9.8	2.2	12.6	6.0	45.3	36.1	18.2	22.2	14.1	33.5
△Sharon		29.1	.0163	8.5	10.2		65,381	.0196	2,247	7,692	6,366	6,956	9.8	2.1	12.4	5.6	41.7	31.5	19.5	22.4	16.6	38.4
△Sharon-Farrell-Sharpsville		*49.8*	*.0275*	*13.9*			*103,419*	*.0310*	*2,108*	*7,440*												

1 Ellwood City is in Beaver and Lawrence counties.
2 Bethlehem is in Lehigh and Northampton counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.
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Pace-Setting Progress In Pennsylvania's Purse-onality Market



LEBANON DAILY NEWS

Represented Nationally By
Story, Brooks & Finley

"Heard the News? Sharon, Pa. is now a Metro Market!"



Market area: In addition to the city of Sharon and its suburbs, the market includes the cities of Mercer, Farrell, Sharpsville, Grove City and Greenville—all of which are in Mercer County. The population of Mercer County is now 117,500.

Location: Sharon is approximately 70 miles north of Pittsburgh and 15 miles east of Youngstown, Ohio. This makes it a completely independent city. In fact, no outside newspaper has as much as 15% coverage of Sharon!

Industry: The Sharon metropolitan area is chiefly a manufacturing center with a number of diversified supporting industries. It has a desirable "balance" of business. The Shenango Valley, in which Sharon is located, is a rich agricultural region. Thus, Sharon has many factors contributing to a vigorous local economy!

Quality Market: Today, Sharon ranks 50th in the entire U. S. A. in per household income. The trend points to still further advancement in this direction . . . with retail sales expected to be $130 million! Per family food sales are 74th in the U. S. A., per family car sales are 96th. In other categories, Sharon's total sales dollars rank equally high.

Coverage: The new Sharon Metro area should be included in your advertising plans now; the potential is ready and waiting. There is really only one way to cover Sharon effectively—with the Sharon Herald. The Herald gets to *all* families in this fast-growing, fast-spending market. *Be sure you get this news to your associates!*

The Sharon Herald

GALLAGHER-DeLISSER, INC. NATIONAL REPRESENTATIVES

When you're analyzing sales - remember...



ONLY THE GLOBE TIMES COVERS BETHLEHEM, PA.!

. . . and gives you good coverage of the Lehigh Valley market! County coverage plans in this market (Bethlehem, Easton and Allentown) often overlook the real buying power concentrated in Bethlehem because the business is *in the city* itself. In Northampton County, for example, the cities of Bethlehem and Easton account for 75% of total retail sales. Thus, it's obvious you need city coverage to make sales.

However, in each of the three cities, "outside papers" do not penetrate the vital city zones. It becomes necessary to use a *home-town* paper to do the job. In the case of Bethlehem, only the Globe Times gets to the area of greatest potential.

With the Globe Times you completely cover Bethlehem, a market of 100,249 ABC City Zone population, $82 million in retail sales, and $7,000 family income. This is such a vital, big-spending city that Allentown retailers placed over 3½ million lines in the Globe Times last year!

Remember: local papers give you today's key to successful selling in the Lehigh Valley market! Be sure the Bethlehem Globe Times is on your list.

The Bethlehem Globe-Times

Rolland L. Adams, Publisher
Gallagher-DeLisser, Inc., National Representatives

PENNA. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

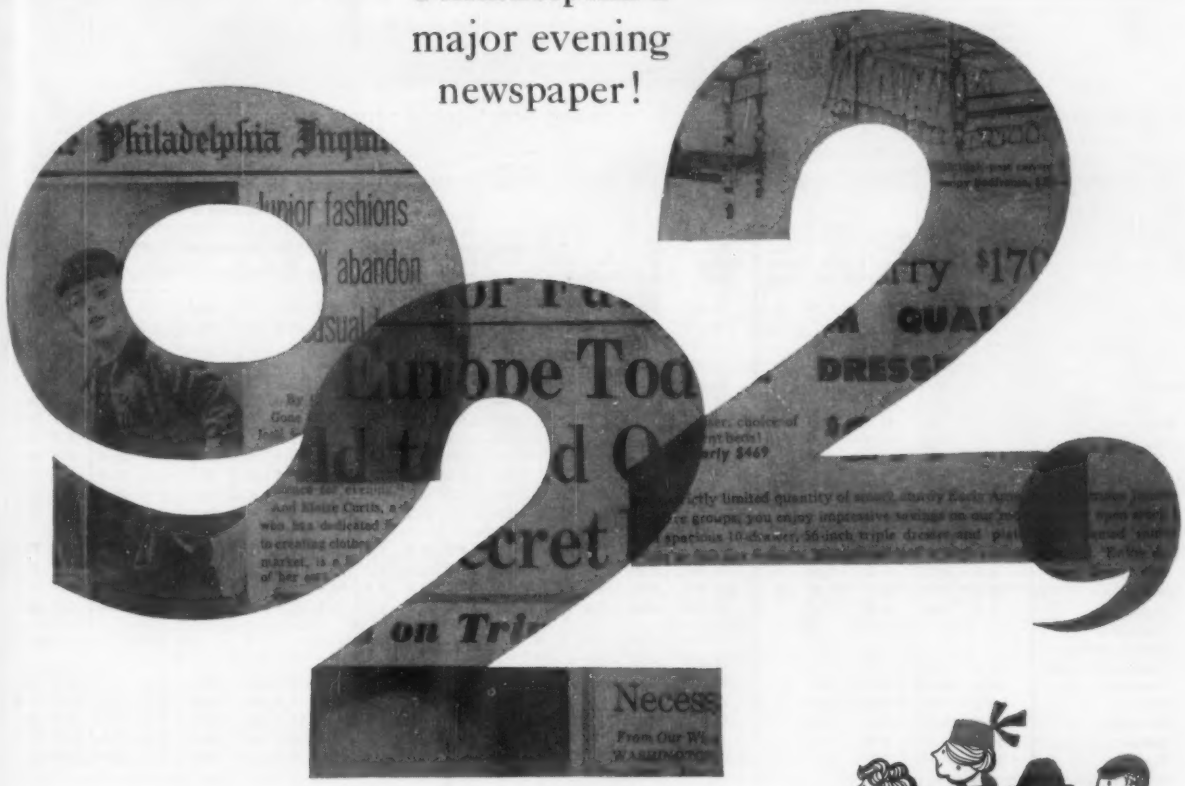
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Mifflin		42.2	.0236	12.0	13.0	17.2	65,179	.0196	1,545	5,432	4,989	4,903	19.8	5.7	24.5	15.7	38.2	41.9	11.3	18.5	6.2	18.2
Lewistown		14.1	.0079	4.4	5.1		26,325	.0079	1,867	5,983	5,162	5,330	16.1	4.4	22.1	13.0	40.8	40.3	12.8	19.3	8.2	23.0
Monroe		40.9	.0229	12.1	15.2	14.6	72,973	.0219	1,784	6,031	4,790	5,217	18.7	5.3	22.0	13.2	38.4	38.8	12.7	19.6	8.2	23.3
Stroudsburg		6.5	.0036	1.9	2.5		13,170	.0040	2,026	6,932	5,268	5,935	10.5	2.6	20.1	10.6	43.4	38.4	15.1	20.4	10.9	28.0
Stroudsburg-East Stroudsburg		*13.9*	*.0078*	*4.1*			*27,083*	*.0081*	*1,944*	*6,691*												
Montgomery	119	510.4	.2856	141.0	166.8	305.8	1,177,824	.3533	2,308	8,353	7,102	7,609	9.5	1.8	13.0	5.4	38.1	26.3	17.8	18.8	21.6	47.7
Abington Township		55.8	.0312	16.1	17.9		135,662	.0407	2,431	8,426	7,548	7,830	9.2	1.7	11.4	4.6	37.5	25.1	19.1	19.6	22.8	49.0
Cheltenham Township		38.2	.0214	12.1	13.0		131,002	.0393	3,429	10,827	10,016	9,933	8.0	1.2	9.5	3.0	28.5	15.0	18.4	14.9	35.6	65.9
Conshohocken		11.2	.0063	2.6	3.3		21,730	.0065	1,940	8,358	6,585	7,316	8.4	1.7	12.8	5.5	40.0	28.7	19.8	21.7	19.0	42.4
Hatboro		7.8	.0044	2.2	2.7		17,429	.0052	2,234	7,922	6,446	7,371	8.7	1.7	12.5	5.3	39.5	28.2	20.0	21.8	19.3	43.0
Jenkintown		5.8	.0032	1.7	2.4		15,735	.0047	2,713	9,256	6,443	7,921	11.1	2.1	10.1	4.0	36.1	23.9	18.3	18.5	24.4	51.5
Lansdale		13.5	.0076	4.0	4.4		29,715	.0089	2,201	7,429	6,706	6,825	9.6	2.1	15.2	7.0	40.4	31.1	18.7	22.0	16.1	37.8
Lower Merion Township		61.2	.0343	18.4	23.5		204,311	.0613	3,338	11,104	8,671	10,067	12.7	1.9	9.6	3.0	24.1	12.5	14.6	11.6	39.0	71.0
Norristown		40.2	.0225	9.6	12.0		72,630	.0218	1,807	7,566	6,022	6,643	9.6	2.1	16.1	7.6	41.7	33.0	17.4	21.0	15.2	36.3
Pottstown		26.1	.0146	8.0	9.1		59,109	.0177	2,265	7,389	6,492	6,736	9.5	2.1	14.4	6.7	42.9	33.5	17.7	21.0	15.5	36.7
Souderton		5.6	.0031	1.7	2.0		13,539	.0041	2,418	7,964	6,650	7,225	9.5	1.9	14.2	6.2	37.2	27.1	20.2	22.4	18.9	42.4
Montour		17.1	.0096	3.8	4.6	7.5	20,158	.0060	1,179	5,304	4,358	4,479	25.0	8.3	24.8	17.4	34.7	40.6	10.2	18.2	5.3	15.5
Northampton	4	188.3	.1054	53.8	63.2	145.5	363,743	.1106	1,958	6,854	5,832	6,124	11.5	2.8	17.3	8.9	42.5	36.3	16.8	22.0	11.9	30.0
2▲Bethlehem		76.6	.0429	21.4	26.9		156,721	.0470	2,046	7,323	5,806	6,445	9.8	2.2	15.7	7.6	42.9	35.1	18.0	22.4	13.6	32.7
Easton-Wilson (Pa.)-Phillipsburg (N. J.)		*66.7*	*.0373*	*19.0*			*134,717*	*.0404*	*2,020*	*7,090*												
▲Easton		36.8	.0206	10.3	10.4		71,014	.0213	1,930	6,895	6,821	6,559	4.1	.9	19.2	9.2	46.0	36.8	17.6	21.6	13.1	31.5
Northumberland		114.9	.0643	33.8	38.0	80.9	174,492	.0524	1,519	5,209	4,635	4,758	20.1	6.2	25.3	16.7	37.8	41.7	11.0	15.6	5.8	16.8
Mount Carmel		14.2	.0079	4.1	4.4		20,227	.0061	1,424	4,933	4,594	4,550	23.3	7.6	26.5	18.3	35.0	40.3	9.8	17.3	5.4	16.5
Shamokin		15.2	.0085	4.4	4.7		23,508	.0071	1,547	5,343	4,987	4,919	20.2	6.1	24.3	15.5	37.4	39.9	11.4	18.5	6.7	20.0
Sunbury		15.4	.0086	4.9	5.5		28,045	.0084	1,821	5,723	5,059	5,186	17.7	5.0	23.0	14.0	39.0	39.4	12.5	19.4	7.8	22.2
Perry		25.0	.0140	7.1	7.8	2.2	37,981	.0114	1,519	5,349	4,832	4,706	22.2	7.0	23.2	15.5	37.3	41.5	11.5	19.6	5.8	16.3
Philadelphia	119	2,123.5	1.1884	621.4	757.9	2,123.5	4,334,671	1.3002	2,041	6,976	5,719	6,163	13.0	3.1	17.0	8.6	40.9	35.0	16.4	21.3	12.7	32.0
▲Philadelphia		2,123.5	1.1884	621.4	757.9		4,334,671	1.3002	2,041	6,976	5,719	6,163	13.0	3.1	17.0	8.6	40.9	35.0	16.4	21.3	12.7	32.0
Pike		9.6	.0054	3.3	3.2		15,534	.0046	1,618	4,707	4,746	4,449	27.1	9.0	25.0	17.7	33.1	39.0	9.4	16.9	5.4	17.4
Potter		15.9	.0089	4.7	5.3	3.2	23,728	.0072	1,492	5,049	4,477	4,363	26.5	9.0	25.9	18.7	33.0	39.5	9.5	17.6	5.1	15.2
Schuylkill		180.4	.1009	51.0	56.3	111.7	278,658	.0835	1,545	5,464	4,947	4,932	19.5	5.8	23.7	15.1	38.4	40.8	11.8	15.3	6.6	19.0
Mahanoy City		10.1	.0057	3.0	3.0		15,172	.0046	1,502	5,057	4,942	4,795	21.0	6.5	25.1	16.4	36.9	40.4	10.8	18.1	6.2	18.6
Pottsville		23.0	.0129	6.7	7.9		40,165	.0120	1,746	5,995	5,064	5,259	19.3	5.4	22.0	13.1	37.7	37.7	12.3	15.8	8.7	25.0
Shenandoah		14.3	.0080	3.9	4.5		21,537	.0065	1,506	5,522	4,715	4,894	17.3	5.2	24.2	15.5	40.3	43.2	12.2	20.0	6.0	16.1
Tamaqua		11.6	.0065	3.6	3.9		20,009	.0060	1,725	5,558	5,045	5,100	15.3	4.4	22.2	13.7	42.6	43.8	13.4	21.1	6.5	17.0
Snyder		28.5	.0160	7.7	8.5	4.5	36,990	.0111	1,298	4,804	4,320	4,252	27.2	9.4	26.4	19.5	32.8	40.6	9.1	17.2	4.5	13.3
Somerset	76	78.9	.0430	21.2	23.2	17.0	106,049	.0318	1,379	5,002	4,571	4,427	23.7	7.9	26.8	19.0	35.3	41.9	9.5	17.2	4.7	14.0
Somerset		6.2	.0035	1.7	2.3		11,592	.0035	1,870	6,819	5,040	5,693	11.5	3.0	18.5	10.2	46.1	42.5	14.9	21.0	9.0	23.3
Sullivan		6.0	.0034	1.7	1.6		7,784	.0024	1,297	4,579	4,669	4,195	29.6	10.4	25.7	19.2	31.7	39.7	8.5	16.3	4.5	14.4
Susquehanna		31.6	.0177	8.8	9.7	5.7	48,377	.0139	1,468	5,270	4,781	4,801	24.7	7.9	23.8	16.3	34.9	39.8	10.8	18.5	5.8	17.2
Tioga		36.3	.0203	10.7	12.1	7.2	54,982	.0166	1,514	5,137	4,530	4,457	25.7	8.5	25.0	17.6	34.0	40.0	10.0	18.1	5.3	15.8
Union		28.9	.0160	8.5	9.1	6.1	37,647	.0113	1,400	5,792	4,098	4,578	25.9	8.4	22.1	15.1	35.5	40.6	10.6	18.6	5.9	17.3

2 Bethlehem is in Lehigh and Northampton Counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

The
Philadelphia
Inquirer
sells to 922,000
adult readers
who don't read
Philadelphia's
major evening
newspaper!



Talk about exclusive customers! Nearly a million (922,000) of The Daily Inquirer's 1,406,000 total readers do not read Philadelphia's other major daily.* And in the suburbs, which account for 60% of the market's buying income, The Inquirer reaches 164,000 *more* exclusive adult readers than the other major daily. In fact, when you put your advertising in The Inquirer, you reach an *exclusive* suburban audience that's larger than the other newspaper's *total* suburban audience.

*Source: *"Philadelphia Newspaper Analysis" by Sindlinger & Company Inc.*



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7945

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3057

In Key East Coast Markets

Donnelly Adv.
Since 1850
the ultimate in Outdoor Advertising
FOR INFORMATION ON ALL OUR MARKETS
CALL BOSTON, MASS., JAmaica 2-8800
Scranton Office — call Diamond 6-5761
Wilkes-Barre Office — call VAlley 3-7113
Donnelly Adv.

From Maine to Florida

PENNA. COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hsids.	% Inc.	$2,500-3,999 % Hsids.	% Inc.	$4,000-6,999 % Hsids.	% Inc.	$7,000-9,999 % Hsids.	% Inc.	$10,000&over % Hsids.	% Inc.
Venango		65.4	.0366	18.6	19.2	37.6	97,207	.0291	1,486	5,226	5,063	4,827	20.9	6.4	24.0	15.6	37.6	41.0	11.3	18.7	6.2	18.3
Franklin		10.6	.0059	3.3	3.7		19,396	.0058	1,830	5,878	5,242	5,289	17.2	4.8	20.5	12.2	40.9	40.6	13.5	20.5	7.9	21.9
Oil City-Franklin		*30.1*	*.0168*	*9.5*			*51,767*	*.0155*	*1,720*	*5,566*												
Oil City		19.5	.0109	6.0	6.2		32,371	.0097	1,660	5,395	5,162	5,010	19.9	5.9	22.8	14.3	38.4	40.2	11.9	19.0	7.0	20.6
Warren		37.6	.0211	10.7	11.7	14.7	61,587	.0185	1,636	5,756	5,237	5,111	19.1	5.5	22.4	13.8	39.0	40.0	12.0	18.9	7.5	21.8
Warren		14.7	.0082	5.0	5.3		29,449	.0088	2,003	5,890	5,491	5,505	15.6	4.2	20.9	12.0	41.1	39.1	13.3	19.3	9.1	25.4
Washington	121	215.1	.1204	61.5	68.4	93.4	371,484	.1114	1,727	6,040	5,424	5,459	15.6	4.2	20.6	11.9	41.0	39.4	14.1	20.7	8.7	23.8
Canonsburg		13.1	.0073	3.9	4.2		22,370	.0067	1,708	5,736	5,286	5,275	16.6	4.7	20.9	12.5	41.4	41.0	13.4	20.4	7.7	21.4
Charleroi		9.3	.0052	2.8	3.1		18,107	.0054	1,947	6,467	5,841	5,952	9.7	2.4	16.6	8.8	47.1	41.5	16.7	22.5	9.9	24.8
Donora		11.9	.0067	3.7	3.7		22,530	.0068	1,897	6,103	5,993	5,809	12.1	3.1	18.1	9.8	44.3	40.0	15.8	21.8	9.7	25.3
Monongahela		9.0	.0050	2.8	2.9		15,843	.0048	1,760	5,658	5,463	5,355	15.9	4.4	20.8	12.2	41.7	40.9	13.6	20.4	8.0	22.1
Washington		25.6	.0143	7.6	9.4		48,093	.0144	1,879	6,328	5,088	5,486	15.2	4.1	19.8	11.4	41.8	39.9	14.4	21.1	8.8	23.5
Wayne		27.3	.0152	7.7	8.4	5.7	39,438	.0119	1,446	5,128	4,591	4,470	25.9	8.5	26.0	18.3	33.2	30.0	9.4	16.9	5.5	17.3
Honesdale		5.7	.0032	1.9	2.0		10,096	.0030	1,771	5,314	5,048	4,922	19.9	6.0	25.5	16.3	36.7	39.0	11.1	18.1	6.8	20.6
Westmoreland	121	335.6	.1879	94.4	103.3	162.1	564,491	.1693	1,682	5,980	5,480	5,455	15.5	4.2	20.8	12.0	41.1	39.5	13.9	20.5	8.7	23.8
Arnold		9.8	.0055	2.8	3.2		17,994	.0054	1,836	6,426	5,623	5,839	9.8	2.5	19.7	10.6	44.1	39.9	16.4	22.6	9.7	24.4
Greensburg-South Greensburg-Southwest Greensburg		*26.3*	*.0150*	*7.9*			*53,315*	*.0160*	*1,989*	*6,749*												
Greensburg		19.3	.0108	5.6	6.7		39,675	.0119	2,056	7,085	5,865	6,297	10.6	2.5	16.9	8.5	43.5	36.2	16.0	20.4	13.0	32.4
Irwin		6.2	.0035	1.8	2.2		13,477	.0040	2,174	7,487	6,027	6,481	9.8	2.2	14.1	6.8	44.2	35.8	18.4	22.8	13.5	32.4
Jeannette		17.9	.0100	5.2	5.5		31,254	.0094	1,746	6,010	5,622	5,581	13.3	3.5	20.2	11.4	43.3	40.7	14.4	20.7	8.8	23.7
Latrobe		13.4	.0075	3.6	4.5		25,797	.0077	1,925	7,166	5,688	6,243	10.8	2.6	17.1	8.6	43.7	36.6	15.7	20.2	12.7	32.0
Monessen		19.7	.0110	5.5	6.3		36,868	.0111	1,871	6,703	5,848	6,078	9.7	2.4	17.1	8.8	44.9	38.7	17.4	23.0	10.9	27.1
New Kensington-Arnold		*36.0*	*.0202*	*10.4*			*66,545*	*.0199*	*1,848*	*6,398*												
New Kensington		26.2	.0147	7.6	8.6		48,549	.0146	1,853	6,388	5,623	5,754	13.8	3.5	19.4	10.6	41.4	37.8	15.2	21.2	10.2	26.9
Vandergrift		9.2	.0051	2.7	3.2		16,634	.0050	1,808	6,161	5,198	5,488	10.2	2.7	19.7	11.3	47.6	45.6	15.2	22.2	7.3	18.2
Wyoming		16.2	.0090	4.7	5.4		23,893	.0072	1,478	5,094	4,425	4,341	27.8	9.4	26.3	19.1	32.3	39.1	8.4	15.5	5.2	16.9

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

THE SCRANTONIAN — THE SCRANTON TRIBUNE
SCRANTON'S ONLY SUNDAY NEWSPAPER
SCRANTON'S OLDEST DAILY

When you buy SCRANTON the COMBINATION is your best buy!
39¢ Per Line Buys 84,000 Families
COVERS 91% of the Scranton Metropolitan Area

1959 LINAGE
10,672,264

ABC CITY ZONE
161,965 (pop.)

WARD-GRIFFITH CO., Inc.
National Representatives



Roy Face, Pirate ace – big league hurler in a big league market, Pittsburgh.

This is Pittsburgh where...

- In ratings, coverage, influence, KDKA-TV is the powerhouse in Pittsburgh.
- For sales leadership, put your money on the leader, KDKA-TV. In Pittsburgh, no selling campaign is complete without this powerful WBC station.

- ARB figures show KDKA-TV holds 45% share of audience in this three station market.
- Your message can reach 4.5 million TV viewers on Channel 2, in an area that includes 29 counties.

Wayne Klotsky, construction man, one of the 4.5 million people in KDKA-TV's selling orbit.



Sterling Yates, Atlantic Weatherman, helps build big audiences on KDKA-TV.





Josie Carey, Sylvania Award Winner, charms children with her Storyland 5 nites a week on KDKA-TV.

From window washers to window watchers, everyone in Pittsburgh knows KDKA-TV.



your most powerful TV selling force is...

KDKA 2 TV
Pittsburgh
REPRESENTED BY TVAR
WESTINGHOUSE BROADCASTING COMPANY, INC.

PENNA. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
York	181	237.0	.1327	71.0	80.0	118.7	440,262	.1320	1,858	6,021	5,500	5,594	14.5	3.8	20.9	11.8	41.1	38.5	14.0	20.1	9.5	25.8
Hanover		15.2	.0085	4.6	5.4		30,167	.0090	1,985	6,558	5,549	5,810	12.9	3.3	20.1	10.9	41.9	37.8	14.5	20.0	10.6	28.0
▲York		65.0	.0364	20.3	23.9		132,549	.0398	2,039	6,530	5,543	5,847	12.7	3.2	19.4	10.4	42.2	37.9	15.1	20.7	10.6	27.8
Total Above Cities		6,118.9	3.4243	1,790.2	2,151.1		12,639,686	3.7910	2,066	7,060	5,876	6,293	12.3	2.9	16.9	8.4	40.8	34.1	16.6	21.1	13.4	33.5
State Total		11,402.3	6.3813	3,270.4	3,773.7	7,949.6	21,670,856	6.5003	1,901	6,626	5,743	5,959	14.3	3.5	18.4	9.7	40.1	35.4	15.4	20.7	11.8	30.7

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Allentown-Bethlehem-Easton	474.2	.2655	137.5	158.4	346.9	936,031	.2808	1,974	6,807
Altoona	130.4	.0730	38.2	42.5	99.1	213,910	.0641	1,640	5,600
Erie	238.8	.1326	68.9	78.3	191.1	466,478	.1400	1,970	6,770
Harrisburg	345.4	.1933	102.4	120.3	220.8	672,466	.2017	1,947	6,567
Johnstown	282.9	.1583	76.2	84.3	147.6	427,531	.1282	1,511	5,611
Lancaster	267.5	.1497	76.7	89.1	125.6	552,078	.1656	2,064	7,198
△Lebanon	86.9	.0486	25.0	27.5	50.1	153,995	.0462	1,772	6,160
△New Castle	107.5	.0602	31.2	34.7	65.2	203,257	.0610	1,891	6,515
1Philadelphia	4,439.1	2.4843	1,274.5	1,519.3	3,578.7	9,329,319	2.7983	2,102	7,320

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Pittsburgh	2,381.5	1.3329	683.7	783.6	1,859.3	4,668,686	1.4004	1,960	6,829
Reading	271.7	.1520	80.7	93.7	175.9	558,183	.1675	2,054	6,914
Scranton	246.5	.1379	71.1	78.9	236.5	404,138	.1212	1,640	5,684
△Sharon-Farrell-Sharpsville	116.3	.0651	33.2	37.9	68.9	227,822	.0683	1,959	6,862
Wilkes-Barre-Hazleton	366.1	.2048	102.7	112.0	315.7	589,590	.1768	1,610	5,741
△Williamsport	107.4	.0602	32.5	36.7	70.7	187,781	.0564	1,748	5,778
York	237.0	.1327	71.0	80.0	118.7	440,262	.1320	1,858	6,201
Total Above Areas	10097.2	5.6511	2,905.5	3,378.2	7,670.8	20,031,527	6.0085	1,984	6,894

1 Includes Camden, N.J.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

NEWPORT IS INTERESTED ONLY IN **Newport Daily News**

RHODE ISLAND'S HIGHEST-INCOME MARKET

(Family Income)

$7,399 (County) $8,430 (City)

(Total Income)

$145,020,000 $90,198,000

Newport—a major market in New England

Rhode Island's highest-income market reads the only daily in Newport County—The Daily News. Circulation covers 88% of the city zone; 69% of the county.

*Year Round Market * Plus Thousands of Navy Personnel*

Plus Expanded Summer Market

The Newport Daily News

Largest Circulation in Southern Rhode Island

Represented by The Julius Mathews Special Agency, Inc.

RHODE ISLAND— (Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Vermont.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Bristol	125	31.9	.0178	9.0	9.7	29.3	59,630	.0179	1,869	6,629	6,142	6,152	15.3	3.8	21.6	11.4	37.1	32.6	13.6	18.2	12.4	34.0
Bristol		14.0	.0078	3.9	4.2		24,483	.0073	1,749	6,278	5,799	5,800	16.1	4.2	22.4	12.5	37.9	35.4	13.1	18.6	10.5	29.3
Kent	125	106.0	.0598	31.2	32.4	91.9	196,318	.0589	1,870	6,292	6,046	5,832	14.7	3.8	21.4	11.7	39.3	35.8	14.0	19.5	10.6	29.2
Warwick		60.9	.0341	17.7	18.5		113,768	.0341	1,868	6,428	6,140	6,044	14.1	3.5	20.6	11.1	39.8	35.6	14.4	19.7	11.1	30.1
West Warwick		21.8	.0123	5.8	*		35,054	.0105	1,608	6,044	*	*	*	*	*	*	*	*	*	*	*	*
Newport		76.7	.0429	19.8	32.5	46.9	145,020	.0435	1,891	7,399	4,458	5,678	17.5	4.7	21.6	12.3	37.3	35.6	13.5	19.6	10.1	27.8
Newport		44.3	.0247	10.7	20.3		90,198	.0271	2,041	8,430	4,423	6,042	13.7	3.4	19.5	10.4	40.3	36.2	15.1	20.6	11.4	29.4
Providence	125	579.0	.3240	173.4	198.7	530.3	1,095,472	.3286	1,892	6,318	5,511	5,723	17.2	4.6	22.0	12.5	37.6	35.5	13.2	19.0	10.0	28.4
Central Falls		22.0	.0123	6.5	7.3		38,216	.0115	1,737	5,879	5,212	5,311	16.0	4.6	24.8	15.1	39.5	40.1	12.4	19.4	7.3	20.8
Cranston		64.8	.0363	17.4	19.6		119,850	.0359	1,850	6,888	6,109	6,347	14.3	3.4	18.5	9.5	39.0	33.2	15.2	19.8	13.0	34.1
Pawtucket-Central Falls		*106.1*	*.0594*	*32.9*			*201,910*	*.0606*	*1,903*	*6,157*												
East Providence		41.1	.0230	11.9	*		88,982	.0267	2,165	7,477	*	*	*	*	*	*	*	*	*	*	*	*
▲Pawtucket		84.1	.0471	26.4	28.4		163,694	.0491	1,946	6,201	5,764	5,778	15.2	4.0	21.5	12.1	39.7	37.1	13.9	19.9	9.7	26.9
▲Providence		238.4	.1278	67.7	84.7		442,016	.1326	1,935	6,529	5,215	5,696	17.8	4.7	22.3	12.7	36.9	35.1	12.8	18.6	10.2	28.9
Woonsocket		49.0	.0274	14.7	16.3		90,828	.0272	1,848	6,158	5,543	5,629	16.8	4.8	22.6	13.0	38.2	36.7	13.1	19.3	9.3	26.5
Washington		60.8	.0340	18.6	24.6	15.8	110,814	.0331	1,824	6,057	4,491	5,301	21.9	6.3	21.3	13.0	35.9	36.7	12.3	19.1	8.6	24.9
Westerly		12.8	.0072	3.7	4.0		21,071	.0063	1,646	5,695	5,260	5,249	22.5	6.5	24.3	15.0	33.0	34.0	11.6	18.2	8.6	26.3
Total Above Cities		643.1	.3509	186.4	203.3		1,227,860	.3663	1,909	6,587	6,040	5,806	16.3	4.3	21.6	12.0	38.2	35.6	13.5	19.3	10.4	28.8
State Total		863.2	.4775	249.8	297.9	711.2	1,606,954	.4820	1,883	6,433	5,394	5,732	17.1	4.5	21.9	12.4	37.7	35.5	13.2	19.1	10.1	28.5

*Not available
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.



WHAT'S UP? Effective Buying Income in Pawtucket-Central Falls—a big part of the Providence-Pawtucket metropolitan area. Only the Pawtucket Times gives effective advertising coverage, 400% more than any other daily, 800% more than any other evening newspaper.

Pawtucket Times

PAWTUCKET, RHODE ISLAND

Represented Nationally By

STORY, BROOKS & FINLEY, INC.

PAWTUCKET—CENTRAL FALLS* EFFECTIVE BUYING INCOME

***POP.: 106,100 H.H.: 32,900**

	Total	Per Capita	Per Household
1960	$201,910,000.	$1,903.	$6,137
Increase Over 1959	4%	7%	7%

(SM '60 Survey)

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

ONE-IN-A-MILLION TEST MARKET...

one newspaper...and a million and more prospects!



You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and Evening	291,503	.62
Sunday Journal	188,039	.60
Sunday and Morning	245,758	.70
Sunday and Evening	331,823	.98
Sunday, Morning, Evening	389,542	$1.04

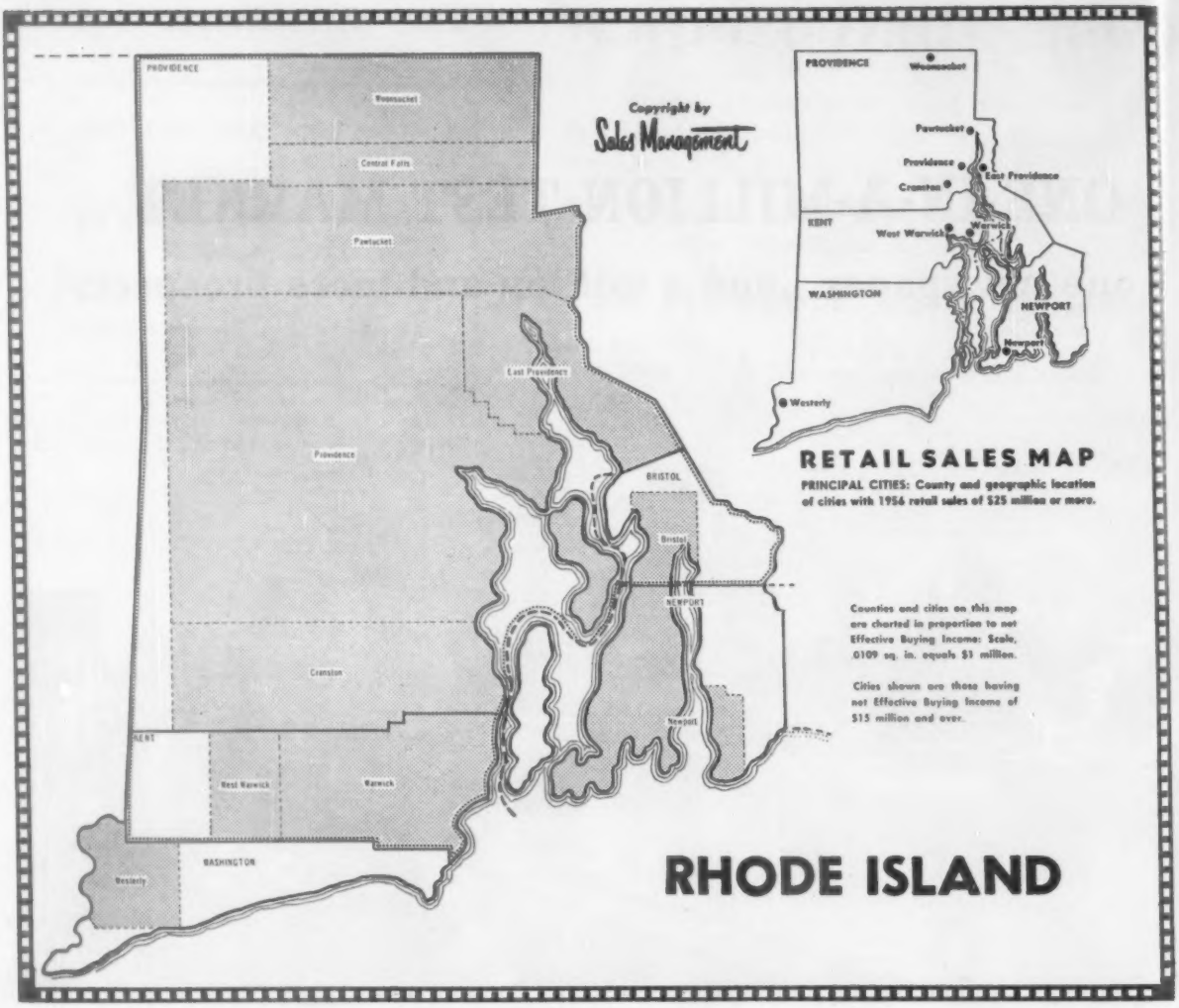
(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Boston office: 479 Statler Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.



RHODE ISLAND METRO. AREA	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREA	SM POPULATION ESTIMATES, 1$1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Providence	715.9	.4008	213.6	240.9	648.5	1,351,420	.4054	1,888	6,327	Total Above Area	715.9	.4008	213.6	240.9	648.5	1,351,420	.4054	1,888	6,327
RHODE ISLAND METROPOLITAN STATISTICAL AREA																			
Providence	787.5	.4407	236.5	262.1	681.0	1,518,775	.4475	1,929	6,422	Total Above Areas	787.5	.4407	236'5	262.1	681.0	1,518,775	.4475	1.929	6.422

SOUTH CAROLINA—

(Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, Virginia, W. Virginia.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Abbeville		21.0	.0117	5.3	6.2	5.2	24,514	.0074	1,167	4,625	3,927	3,717	40.1	16.1	25.8	22.0	24.0	34.4	6.2	13.4	3.9	14.1
Aiken	12	90.0	.0504	24.0	26.6	23.1	135,327	.0406	1,504	5,639	5,062	5,062	26.2	7.7	28.4	17.7	22.1	23.0	12.4	19.8	10.9	31.8
Aiken		12.4	.0069	4.0	4.6		24,826	.0074	2,002	6,207	5,295	5,678	15.8	4.3	28.4	15.9	27.0	26.1	17.1	24.5	11.7	30.3
Allendale		19.5	.0109	4.4	5.4		14,026	.0042	719	3,188	2,596	2,434	66.6	40.8	21.2	27.6	9.3	20.3	1.6	5.4	1.3	5.9
Anderson		94.6	.0529	24.9	27.3	63.6	117,112	.0351	1,238	4,703	4,281	4,121	31.3	11.3	26.8	22.2	28.4	36.5	6.8	13.4	4.7	16.6
Anderson		42.8	.0240	13.4	14.8		61,435	.0184	1,435	4,585	4,147	4,281	30.1	10.5	30.0	21.5	28.5	35.3	7.1	13.4	5.3	19.3
Bamberg		16.0	.0090	3.9	4.4	5.4	13,968	.0042	873	3,582	3,150	2,848	56.4	29.5	24.5	27.4	14.1	26.2	2.9	8.2	2.1	8.7
Barnwell		26.7	.0149	6.9	7.0		19,640	.0059	736	3,022	2,797	2,519	64.3	38.0	22.8	28.8	9.3	19.5	2.1	6.9	1.5	6.8
Beaufort		36.8	.0206	8.6	14.2	7.3	38,640	.0116	1,050	4,493	2,705	2,933	58.4	29.6	20.6	22.3	14.2	25.7	4.0	11.0	2.8	11.4
Berkeley		35.1	.0197	7.8	8.3		27,440	.0082	782	3,611	3,267	2,849	56.4	29.0	25.7	28.7	13.7	25.6	3.3	9.3	1.9	7.5

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

IN EVERY SALES CATEGORY
OVER 1/3
OF SOUTH CAROLINA
SALES ARE MADE IN
CHARLESTON
AND ITS
18-COUNTY AREA!

A DECADE OF GROWTH
IN CHARLESTON, SOUTH CAROLINA

	1950	1959	
POPULATION	181.4	210.5	+16%
E. B. I.	234,456	276,520	+15%
CIRCULATION			
DAILY	70,398	93,063	+32%*
SUNDAY	80,952	102,757	+27%*

* ABC Figures

Charleston EVENING POST NEWS and COURIER
Represented Nationally by
THE JOHN BUDD COMPANY

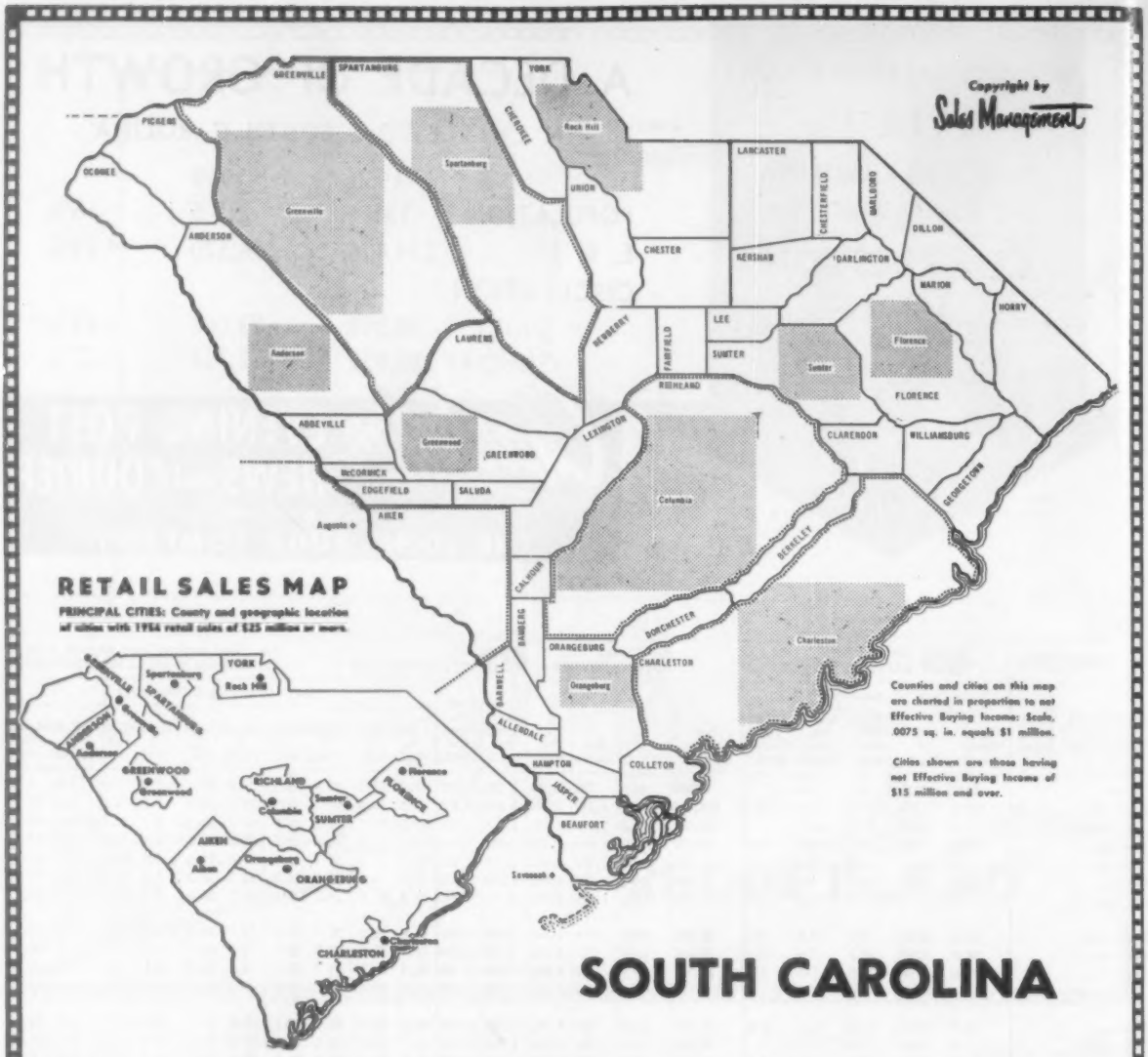
S. CAROLINA — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hsids.	$0-2,499 % Inc.	$2,500-3,999 % Hsids.	$2,500-3,999 % Inc.	$4,000-6,999 % Hsids.	$4,000-6,999 % Inc.	$7,000-9,999 % Hsids.	$7,000-9,999 % Inc.	$10,000&over % Hsids.	$10,000&over % Inc.
Calhoun		13.0	.0073	3.1	3.2		10,254	.0031	789	3,308	3,133	2,842	61.0	34.4	23.4	28.1	11.6	23.3	2.4	7.4	1.6	6.8
Charleston	28	210.5	.1178	57.5	71.4	139.8	276,520	.0829	1,314	4,809	3,868	4,049	37.8	13.8	24.3	19.1	26.0	34.1	6.8	13.5	5.3	19.5
▲Charleston		73.1	.0409	21.9	28.2		107,961	.0324	1,477	4,930	3,828	4,082	39.9	14.6	23.9	18.6	23.2	30.2	6.7	13.2	6.3	23.4
Cherokee		37.5	.0209	9.1	9.9	14.5	39,872	.0120	1,063	4,382	4,000	3,713	36.0	14.5	29.9	25.5	25.2	35.9	5.6	12.3	3.3	11.8
Gaffney		9.8	.0055	2.9	3.5		14,252	.0043	1,454	4,914	4,072	4,229	30.1	10.6	28.4	21.3	29.2	36.6	7.3	14.1	5.0	17.4
Chester		33.3	.0187	8.1	8.9	11.0	37,625	.0113	1,130	4,645	4,215	3,973	36.8	13.8	25.7	20.6	25.7	34.2	7.1	14.4	4.7	17.0
Chester		7.9	.0044	2.3	2.5		10,892	.0033	1,379	4,736	4,191	4,247	33.8	11.9	26.1	19.5	27.1	33.6	7.1	13.6	5.9	21.4
Chesterfield		34.3	.0192	7.8	8.6	4.7	29,989	.0090	874	3,845	3,459	3,052	53.6	26.2	26.7	27.8	13.3	23.0	3.3	8.7	3.1	14.3
Clarendon		35.5	.0198	7.3	7.9	3.1	25,242	.0076	711	3,458	3,180	2,684	59.5	33.0	25.6	30.2	10.6	21.1	2.4	7.3	1.9	8.4
Colleton		27.9	.0157	7.0	7.4	6.0	24,217	.0072	868	3,460	3,258	2,784	56.5	30.3	25.7	29.4	13.6	25.7	2.5	7.1	1.7	7.5
Waterboro		6.0	.0034	1.7	2.0		7,011	.0021	1,169	4,124	3,506	3,521	46.3	19.6	26.2	23.7	18.8	28.3	4.3	9.9	4.4	18.5
Darlington		49.8	.0278	11.9	13.1	13.5	49,775	.0150	999	4,183	3,797	3,470	45.0	19.3	25.9	23.7	20.6	31.4	5.0	11.7	3.5	13.9
Hartsville		7.0	.0039	1.8	2.4		9,815	.0029	1,402	5,453	4,090	4,571	32.1	10.5	22.3	15.5	29.5	34.0	9.0	16.0	7.1	24.0
Dillon		31.9	.0179	6.9	7.8	5.5	27,123	.0081	850	3,931	3,457	3,108	47.9	22.9	29.9	30.5	16.4	28.2	3.4	8.8	2.4	9.6
Dorchester		26.1	.0146	6.1	7.1	3.0	24,001	.0072	920	3,935	3,358	3,105	51.5	24.7	26.8	27.4	15.2	25.9	3.5	9.2	3.0	12.8
Edgefield		17.4	.0097	4.2	4.3	2.8	15,875	.0048	912	3,780	3,626	3,226	50.1	23.1	25.5	25.1	17.7	29.1	3.8	9.1	3.1	13.6
Fairfield		17.9	.0100	4.3	4.7	5.0	16,705	.0050	933	3,885	3,491	3,143	46.1	21.9	29.4	29.7	18.9	31.7	3.7	9.6	1.9	7.1
Florence		86.8	.0486	21.3	22.7	34.3	87,993	.0264	1,014	4,131	3,872	3,428	44.5	19.3	27.8	25.8	19.7	30.5	4.6	10.9	3.4	13.5
Florence		28.9	.0162	8.4	10.1		38,878	.0117	1,345	4,628	3,836	3,957	37.6	14.2	26.3	21.1	24.6	32.9	6.6	13.4	4.9	18.4
Georgetown		36.3	.0203	9.0	9.0	22.0	36,660	.0110	1,010	4,073	4,063	3,581	40.9	17.0	29.6	26.2	20.7	30.6	5.1	11.5	3.7	14.7
Georgetown		14.3	.0080	4.1	4.5		18,013	.0054	1,260	4,393	3,975	3,950	37.2	14.0	28.9	23.2	22.4	30.2	6.3	12.9	5.2	19.7

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Definition of Cash Income Per Household

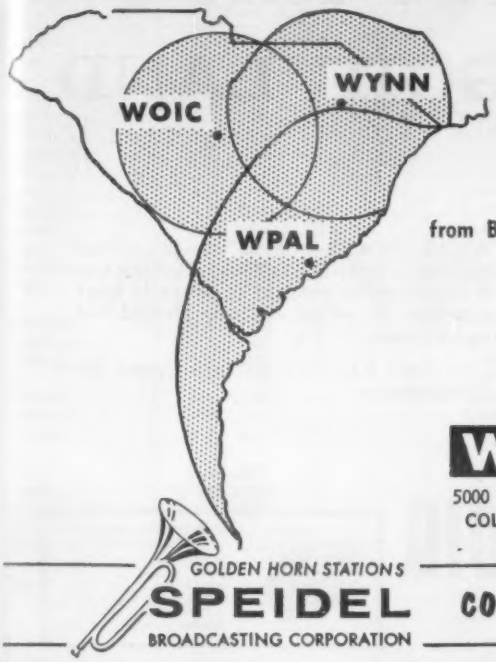
Cash Income Per Household is a mathematical average—total cash *actually available for spending* divided by total households. Cash Income is net Effective Buying Income less non-cash items such as food and fuel produced and consumed by farmers, imputed rentals of owner-occupied homes, income received by trusts, pension and welfare funds and income of non-profit institutions.



S. CAROLINA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-8,999		$7,000-9,999		$10,000&over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Greenville	04	208.4	.1156	56.8	65.6	117.6	310,203	.0930	1,503	5,461	4,727	4,809	25.7	8.0	26.3	17.4	31.1	34.2	9.2	15.5	7.7	24.9
Brandon-Judson		13.2	.0068	3.3	3.6		16,650	.0050	1,265	5,048	4,589	4,575	22.0	7.2	29.8	20.7	33.7	38.9	9.3	16.3	5.3	16.9
▲Greenville		70.0	.0392	30.3	27.6		129,497	.0388	1,850	6,379	4,692	5,313	24.2	6.8	23.9	14.3	30.6	30.5	10.4	15.9	10.9	33.5
1Greer		6.5	.0036	1.7	2.1		9,796	.0029	1,507	5,762	4,593	4,899	19.5	5.9	25.6	16.6	37.9	41.2	10.7	17.6	6.3	18.7
Greenwood		45.5	.0254	12.0	13.8	24.1	65,682	.0197	1,444	5,474	4,739	4,754	24.6	7.7	27.8	18.4	31.9	35.7	5.8	14.9	7.2	23.3
Greenwood		16.0	.0090	4.6	5.6		25,926	.0078	1,620	5,636	4,575	4,960	23.3	7.0	27.3	17.4	32.1	34.3	8.9	14.6	8.4	26.7
Hampton		20.7	.0118	4.9	5.5		15,384	.0046	742	3,136	3,017	2,671	58.2	32.5	25.7	30.6	12.7	25.1	2.1	6.4	1.3	5.4
Horry		79.1	.0443	17.4	20.9	22.6	74,187	.0223	938	4,264	3,535	3,367	45.4	20.1	28.9	27.3	18.1	28.6	4.2	10.0	3.4	14.0
Conway		9.0	.0050	2.3	2.9		11,326	.0034	1,258	4,924	3,872	4,291	34.9	13.1	27.1	20.1	24.3	30.0	6.7	12.6	7.0	25.2
Myrtle Beach		13.6	.0076	3.7	4.7		14,797	.0044	1,088	3,999	3,134	3,612	43.7	17.6	28.2	24.8	20.1	29.5	5.1	11.4	3.9	16.7
Jasper		12.1	.0067	2.9	3.1		9,841	.0029	797	3,324	3,102	2,713	58.3	32.0	25.6	29.9	11.8	22.8	2.8	6.5	1.7	6.8
Kershaw		35.1	.0197	8.4	9.5	9.0	33,484	.0100	954	3,986	3,513	3,318	47.4	21.3	28.2	25.1	16.6	29.6	4.6	11.3	3.2	12.7
Camden		9.0	.0050	2.0	3.0		9,238	.0028	1,025	4,619	3,079	3,921	39.6	15.0	26.4	21.4	22.3	30.2	6.5	13.5	5.2	19.9
Lancaster		41.9	.0234	10.0	11.4	13.1	50,225	.0151	1,199	5,023	4,373	4,258	26.0	9.1	30.1	22.4	32.1	40.1	7.4	14.0	4.4	14.4
Lancaster		9.1	.0051	2.7	3.0		13,126	.0039	1,442	4,861	4,374	4,411	26.4	9.9	31.5	23.7	28.5	34.2	7.8	14.4	5.8	19.8
Laurens		44.8	.0251	10.8	12.8	17.9	54,918	.0164	1,226	5,085	4,264	4,187	34.1	12.1	25.2	19.1	27.7	35.1	7.6	14.7	5.4	19.0
Laurens		10.1	.0057	3.7	3.1		14,239	.0043	1,410	5,274	4,593	4,665	25.6	9.1	25.9	17.6	29.4	33.5	8.7	15.2	7.4	24.6
Lee		24.0	.0134	5.1	5.3	3.4	18,182	.0049	674	3,173	3,028	2,823	63.4	37.5	22.8	28.7	10.7	22.4	1.8	5.8	1.3	5.6
Lexington	35	61.0	.0342	15.8	16.8	18.4	66,873	.0201	1,096	4,232	3,965	3,781	34.7	13.8	30.4	25.7	25.9	39.4	5.6	12.1	3.4	12.0
McCormick		8.5	.0047	2.0	2.1		7,306	.0021	850	3,653	3,325	2,952	55.7	28.1	25.4	27.3	12.7	23.0	3.4	9.3	2.8	12.3
Marion		32.8	.0194	7.4	8.3	11.8	29,000	.0087	884	3,919	3,478	3,095	50.3	24.2	29.0	29.8	14.6	24.9	3.2	8.3	2.9	12.8

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1960. Before using these figures read foreword, page 19.

sell over 1,000,000 Negroes



WITH THE 3 SPEIDEL STATIONS

The Speidel Group has a very simple formula for success—specialized programming to a special audience*—that means special results for their advertisers. Get success stories and details on multi-station discounts from Bob Dore, National Reps and Dora-Clayton Southeastern Reps.

*Percentage Negro population in coverage areas:

WOIC—43% WPAL—52% WYNN—53%

WOIC 5000 W 1470 KC COLUMBIA, S. C.

WPAL 1000 W 730 KC CHARLESTON, S. C.

WYNN 250 W 540 KC FLORENCE, S. C.

GOLDEN HORN STATIONS
SPEIDEL BROADCASTING CORPORATION

concentrated coverage where it counts

S. CAROLINA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hsids.	$0-2,499 % Inc.	$2,500-3,999 % Hsids.	$2,500-3,999 % Inc.	$4,000-6,999 % Hsids.	$4,000-6,999 % Inc.	$7,000-9,999 % Hsids.	$7,000-9,999 % Inc.	$10,000&over % Hsids.	$10,000&over % Inc.
Marlboro		26.1	.0148	6.2	6.7	6.4	21,514	.0065	824	3,470	3,209	2,807	57.4	30.5	24.5	27.7	13.3	25.2	2.8	8.2	2.0	8.4
Newberry		30.9	.0173	7.9	8.8	11.2	35,295	.0106	1,142	4,488	4,004	3,743	38.5	15.3	27.8	23.5	24.0	34.0	5.8	12.4	3.9	14.8
Newberry		8.0	.0045	2.4	2.9		11,204	.0034	1,401	4,668	3,863	4,055	33.8	12.4	25.9	20.3	29.0	37.9	6.8	13.5	4.5	15.9
Oconee		38.9	.0218	9.2	12.3	6.8	40,364	.0121	1,038	4,387	3,282	3,167	49.4	23.3	24.2	24.3	19.8	32.9	4.3	11.0	2.3	8.5
Orangeburg		74.5	.0417	17.4	20.6	17.7	64,351	.0193	864	3,698	3,119	2,868	59.8	31.1	22.4	24.8	11.8	21.7	3.1	8.7	2.9	13.7
Orangeburg		17.7	.0099	4.7	6.6		22,057	.0066	1,246	4,693	3,304	3,575	51.8	21.6	20.9	18.6	16.0	23.7	5.7	12.9	5.6	23.2
Pickens		45.4	.0254	11.6	12.4	7.2	53,347	.0160	1,175	4,599	4,277	4,058	29.3	10.8	31.2	24.4	28.9	37.7	6.5	13.0	4.1	14.1
Richland	35	187.3	.1048	42.3	67.5	139.6	265,728	.0797	1,419	6,282	3,935	4,806	28.5	8.9	24.8	16.4	28.9	31.8	9.4	15.8	8.4	27.1
▲Columbia		116.0	.0649	30.3	42.3		182,547	.0548	1,574	6,025	4,306	4,916	28.3	8.6	24.2	15.6	28.8	31.1	9.7	15.9	9.0	28.8
Saluda		17.1	.0096	4.2	4.4	.2	14,776	.0044	864	3,518	3,323	2,824	55.8	29.4	26.1	29.3	13.9	26.2	2.3	6.6	1.9	8.5
Spartanburg	287	163.5	.0915	42.7	47.9	62.8	214,561	.0644	1,312	5,025	4,475	4,424	28.6	9.6	27.6	19.8	29.9	35.9	8.0	14.6	5.9	20.1
△Spartanburg		46.0	.0257	11.6	16.7		65,296	.0196	1,419	5,629	3,899	4,762	26.2	8.2	26.4	17.6	30.7	34.3	9.1	15.4	7.6	24.5
1Greer																						
Sumter		69.5	.0389	14.6	23.5	30.5	71,720	.0215	1,032	4,912	3,056	3,344	45.9	20.5	28.3	26.8	16.3	28.9	4.2	10.3	3.3	13.5
Sumter		24.7	.0138	7.1	8.6		32,711	.0098	1,324	4,607	3,762	3,870	37.8	14.5	28.8	23.6	22.8	31.4	5.8	12.1	4.8	18.4
Union		30.6	.0171	7.6	8.0	10.8	34,162	.0103	1,116	4,495	4,231	4,000	33.8	12.6	29.3	23.2	25.7	34.1	6.6	13.5	4.6	16.6
Union		10.8	.0060	2.8	3.4		14,643	.0044	1,356	5,230	4,222	4,464	28.3	9.4	28.4	20.2	28.7	34.2	8.3	15.0	6.3	21.2
Williamsburg		44.0	.0248	8.8	9.7	3.7	31,930	.0095	726	3,628	3,276	2,634	61.1	34.6	24.5	29.5	10.3	20.6	2.3	7.2	1.8	8.1
York		82.6	.0462	20.1	24.6	43.3	108,498	.0326	1,314	5,398	4,408	4,479	28.8	9.6	25.8	18.3	30.6	36.2	8.7	15.8	6.1	20.1
Rock Hill		30.3	.0170	7.8	11.2		49,893	.0150	1,647	6,397	4,455	5,159	21.8	6.3	22.9	14.1	35.1	36.0	11.7	18.4	8.5	25.2
Total Above Cities		611.2	.3420	170.5	219.9		916,038	.2748	1,499	5,373	4,166	4,550	31.0	10.1	25.7	17.9	27.5	33.2	8.5	15.0	7.3	24.8
State Total		2,420.2	1.3544	594.9	706.4	947.8	2,781,834	.8345	1,149	4,676	3,938	3,882	39.0	15.0	26.5	21.7	23.3	31.8	6.3	13.2	4.9	18.3

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Charleston	210.5	.1178	57.5	71.4	139.8	276,520	.0829	1,314	4,809
Columbia	248.3	.1390	58.1	84.3	158.0	332,601	.0998	1,340	5,725
Greenville	208.4	.1166	56.8	65.6	117.6	310,203	.0930	1,503	5,461
△Spartanburg	163.5	.0915	42.7	47.9	62.8	214,561	.0644	1,312	5,025
Total Above Areas	828.7	.4639	215.1	269.2	478.2	1,133,885	.3401	1,369	5,271

1 Greer is in both Greenville and Spartanburg counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

2½ BILLION 'AIN'T HAY'---
EVEN IN BIG AGGIE LAND

Big Aggie Land spreads across five of the country's richest farm states. In the NCS #2 175 county area which makes up Big Aggie Land retail sales amounted to $2,492,215,000 in 1959.

One of the richest markets in the nation, Big Aggie Land is delivered by one medium, WNAX-570. The 84 county area Pulse Report (Oct. '59) credits WNAX-570 with from 21% to 42% of the of the total radio listening audience—taking top spot by a considerable margin in every ¼ hour period surveyed. 55 other stations shared the remaining listeners.

2½ billion 'ain't hay,' it's dollars spent by WNAX-570 listeners.

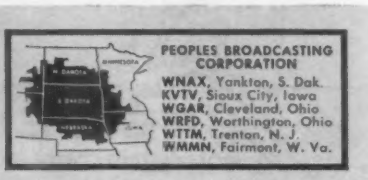
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa Yankton, South Dakota

Represented by Katz



SOUTH DAKOTA—

(Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
1 Armstrong																						
Aurora		4.2	.0024	1.2	1.1		5,331	.0016	1,269	4,443	4,549	3,781	40.1	15.9	28.1	23.7	20.9	29.5	5.1	10.9	5.8	20.0
Beadle		20.2	.0113	6.2	6.6	16.0	31,940	.0096	1,581	5,152	4,809	4,496	31.1	10.3	22.7	16.0	30.2	35.6	8.1	14.6	7.9	23.5
Huron		16.0	.0090	4.7	5.7		26,039	.0078	1,627	5,540	4,496	4,724	28.2	8.9	21.4	14.4	32.6	36.5	9.1	15.6	8.7	24.6
Bennett		3.6	.0020	.8	1.0		5,203	.0015	1,445	6,504	5,203	5,145	32.1	9.3	22.6	14.0	21.0	21.6	9.5	15.0	14.8	40.1
Bon Homme		7.6	.0043	2.2	2.6		11,513	.0035	1,515	5,233	4,428	3,988	32.6	12.2	30.1	24.0	25.3	33.7	6.6	13.4	5.4	16.7
Brookings		18.0	.0100	5.1	6.4	10.0	27,802	.0083	1,545	5,451	4,281	4,202	34.2	12.1	25.6	19.3	25.8	32.6	7.2	13.9	7.2	22.1
Brookings		10.0	.0056	2.8	4.5		16,360	.0049	1,636	5,843	3,636	4,185	36.6	13.0	23.1	17.5	25.2	32.1	7.4	14.2	7.7	23.2
Brown		34.1	.0191	10.3	11.3	25.6	55,257	.0166	1,620	5,365	4,881	4,712	25.8	8.2	25.0	16.8	31.8	35.5	9.2	15.8	8.4	23.7
Aberdeen		25.6	.0143	7.6	9.1		42,493	.0127	1,660	5,591	4,659	4,926	23.0	7.0	24.0	15.4	33.7	36.3	10.1	16.6	9.2	24.7
Brule		6.4	.0036	1.9	1.8		8,468	.0025	1,323	4,457	4,526	4,003	37.0	13.8	26.3	20.9	23.7	31.3	6.7	13.6	6.3	20.4
Buffalo		1.5	.0008	.4	1.5		1,888	.0006	1,259	4,720	1,259	3,776	40.3	15.9	26.4	22.2	20.5	28.7	7.2	15.5	5.6	17.7
Butte		9.0	.0051	2.8	2.7	4.3	12,200	.0036	1,356	4,357	4,362	3,984	34.4	12.9	26.3	21.0	27.5	36.5	6.7	13.6	5.1	16.0
Campbell		3.8	.0021	1.0	1.0		4,159	.0013	1,094	4,159	4,106	3,376	40.3	17.8	32.7	30.7	20.2	31.9	3.7	8.8	3.1	10.8
Charles Mix		14.1	.0079	4.1	4.1		20,830	.0062	1,477	5,080	4,965	4,514	27.4	9.0	25.9	18.2	31.3	36.8	8.0	14.4	7.4	21.6
Clark		7.6	.0042	2.2	2.2		10,808	.0033	1,422	4,913	4,849	4,060	32.2	11.8	30.2	23.6	25.0	32.6	6.8	13.7	5.8	18.3
Clay		11.0	.0062	3.3	4.4	5.4	16,805	.0050	1,528	5,092	3,784	3,870	43.1	16.6	21.6	17.7	21.6	29.7	7.2	15.0	6.5	21.0
Codington		19.3	.0108	5.8	6.1	15.0	30,294	.0091	1,570	5,223	4,954	4,655	26.6	8.5	24.1	16.4	32.7	37.3	8.6	14.9	8.0	22.9
Watertown		15.0	.0084	4.6	5.1		24,597	.0074	1,640	5,347	4,791	4,842	24.2	7.4	23.3	15.3	34.6	37.9	9.2	15.4	8.7	24.0
Corson		6.1	.0034	1.4	1.5		7,533	.0023	1,235	5,381	4,723	4,325	37.2	12.8	24.0	17.6	22.8	28.0	6.7	12.6	9.3	29.0
Custer		5.1	.0029	1.5	1.4		5,968	.0018	1,170	3,979	4,022	3,605	37.8	15.6	29.4	25.9	23.8	35.0	5.4	12.2	3.6	11.3
Davison		16.4	.0091	5.0	5.8	13.9	28,188	.0084	1,719	5,638	4,791	4,770	27.1	8.5	22.7	15.1	32.5	36.1	8.5	14.4	9.2	25.9
Mitchell		13.9	.0078	4.1	5.5		24,431	.0073	1,758	5,959	4,442	4,944	25.2	7.6	21.5	13.8	34.2	36.7	9.1	14.9	10.0	27.0
Day		10.2	.0058	3.0	3.0	2.2	13,912	.0042	1,364	4,637	4,533	3,890	34.7	13.3	29.4	24.0	24.9	33.9	6.0	12.5	5.0	16.3
Deuel		8.5	.0047	2.1	2.5		11,341	.0034	1,334	5,400	4,447	4,412	26.2	8.9	31.7	22.8	26.4	31.7	8.5	15.6	7.2	21.0
1 Dewey		5.0	.0028	1.1	1.1		5,462	.0016	1,092	4,965	4,786	4,113	34.4	12.5	28.5	22.0	24.2	31.3	5.8	11.3	7.1	22.9
Douglas		6.1	.0034	1.6	1.8		8,539	.0026	1,400	5,337	4,700	4,469	27.5	9.2	27.0	19.2	30.1	35.6	8.1	14.7	7.3	21.3
Edmunds		7.0	.0039	1.8	1.8		7,760	.0023	1,109	4,311	4,304	3,600	38.9	16.1	29.6	26.1	23.0	33.8	4.5	10.2	4.0	13.8
Fall River		12.2	.0069	3.4	3.7	6.0	16,454	.0050	1,349	4,839	4,421	4,305	28.7	9.9	26.0	19.2	31.6	38.8	7.9	14.9	5.8	17.2
Faulk		4.8	.0027	1.3	1.2		6,865	.0020	1,430	5,281	5,483	4,675	29.4	9.4	24.6	16.7	28.6	32.3	7.8	13.6	9.6	28.0
Grant		11.0	.0061	3.1	3.4	3.4	15,810	.0048	1,437	5,100	4,638	4,306	28.7	9.9	28.7	21.2	28.3	34.9	7.8	14.7	5.5	19.3
Gregory		7.8	.0044	2.4	2.3		10,009	.0030	1,283	4,170	4,184	3,564	38.8	16.1	30.1	26.7	21.9	32.4	5.4	12.1	3.8	12.7
Haakon		3.1	.0017	.8	.9		5,981	.0018	1,929	7,476	6,269	6,133	23.0	5.6	19.9	10.3	28.5	22.9	11.0	14.5	19.6	46.7

1 Armstrong County is no longer a political entity, having been annexed by Dewey County.

For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

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S. DAKOTA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Hamlin		7.1	.0040	2.1	2.1		9,711	.0029	1,369	4,624	4,536	3,905	31.9	12.2	33.1	26.9	24.3	33.0	5.8	12.0	4.9	15.9
Hand		6.6	.0037	1.9	1.9		10,092	.0030	1,529	5,312	5,071	4,441	32.6	10.9	27.6	19.7	23.0	27.5	7.6	13.8	9.2	28.1
Hanson		3.9	.0022	1.0	1.0		5,455	.0016	1,399	5,455	5,271	4,301	35.9	12.4	26.3	19.4	21.1	26.0	8.0	15.1	8.7	27.1
Harding		1.8	.0010	.5	.6		3,364	.0010	1,869	6,728	5,607	5,043	32.8	9.7	20.4	12.8	24.3	25.6	9.1	14.6	13.4	37.3
Hughes		11.9	.0068	3.2	3.8	9.0	21,451	.0065	1,803	6,703	5,579	5,778	19.9	5.1	18.8	10.3	33.9	31.1	12.6	17.7	14.8	35.8
Pierre		9.0	.0050	2.6	3.1		16,623	.0050	1,847	6,393	5,302	5,632	20.5	5.4	19.2	10.8	34.0	32.0	12.4	17.9	13.9	33.9
Hutchinson		11.5	.0065	3.3	3.3		14,492	.0043	1,260	4,392	4,321	3,666	38.2	15.5	27.3	23.7	25.1	36.4	5.6	12.3	3.8	12.1
Hyde		2.1	.0011	.6	.6		3,492	.0011	1,663	5,820	5,196	4,759	29.6	9.3	27.0	18.0	23.5	26.2	8.9	15.1	11.0	31.4
Jackson		2.2	.0013	.6	.6		3,022	.0009	1,374	5,037	4,948	4,325	30.2	10.4	28.5	20.9	27.2	33.4	6.7	12.6	7.4	22.7
Jerauld		3.3	.0018	.9	.8		4,491	.0013	1,361	4,990	5,174	4,163	35.1	12.6	26.3	20.1	24.9	31.7	6.5	12.7	7.2	22.9
Jones		1.8	.0009	.4	.4		2,312	.0007	1,445	5,780	4,747	4,233	35.0	12.4	24.0	18.0	25.6	32.1	8.2	15.6	7.2	21.9
Kingsbury		9.3	.0052	2.9	2.9		13,493	.0041	1,451	4,653	4,546	4,047	33.2	12.2	28.0	21.9	26.9	35.4	6.2	12.3	5.7	18.2
Lake		11.9	.0067	3.2	3.6	5.2	17,863	.0053	1,501	5,582	4,857	4,581	26.2	8.2	29.0	20.1	29.2	33.9	8.7	15.4	7.9	22.4
Lawrence		18.6	.0104	6.0	6.2	11.8	28,450	.0086	1,530	4,742	4,537	4,390	24.3	8.3	26.4	19.1	36.2	43.5	7.6	14.1	5.5	15.0
Lincoln		10.5	.0059	3.2	3.2	2.2	15,227	.0045	1,450	4,758	4,655	4,000	31.2	11.6	29.3	23.2	28.6	38.0	6.2	12.5	4.7	14.7
Lyman		5.0	.0028	1.2	1.5		8,565	.0026	1,713	7,138	5,383	5,513	26.2	7.1	20.7	11.9	26.8	25.7	10.8	15.9	15.5	39.4
McCook		10.0	.0056	2.9	2.8		13,582	.0041	1,358	4,683	4,696	4,077	31.9	11.7	28.9	22.5	25.9	33.7	7.8	15.4	5.5	16.7
McPherson		6.5	.0036	1.8	1.9		7,539	.0022	1,160	4,188	3,785	3,150	47.6	22.5	28.0	28.2	17.8	30.1	3.8	9.8	2.8	9.4
Marshall		7.0	.0039	2.1	2.1		10,039	.0030	1,434	4,780	4,628	4,004	32.4	12.1	31.2	24.8	25.0	33.0	5.6	11.3	5.8	18.8
Meade		13.2	.0074	2.2	7.5	3.5	23,051	.0070	1,746	10,478	3,040	4,462	37.1	12.4	22.0	15.7	22.4	26.7	8.3	15.0	10.2	30.2
Mellette		2.6	.0015	.6	.7		3,491	.0010	1,343	5,818	4,987	4,352	36.3	12.4	26.9	19.7	20.4	24.7	6.6	12.3	9.8	30.9
Miner		5.3	.0029	1.6	1.6		7,279	.0022	1,373	4,549	4,348	3,730	38.1	15.2	27.6	23.5	24.0	34.1	6.0	13.0	4.3	14.2
Minnehaha	99	86.5	.0484	26.7	29.8	70.9	154,615	.0464	1,787	5,791	5,175	5,177	19.4	5.6	21.9	13.4	38.0	39.0	11.1	17.3	9.6	24.7
▲Sioux Falls		68.5	.0383	20.9	24.5		124,660	.0374	1,820	5,965	5,068	5,327	17.7	4.9	20.8	12.4	39.8	39.6	11.6	17.7	10.1	25.4
Moody		7.9	.0046	2.2	2.6		11,212	.0033	1,419	5,096	4,302	3,849	38.0	14.7	26.2	21.6	24.6	33.9	5.8	12.2	5.4	17.6
Pennington	275	58.1	.0325	18.2	20.1	47.5	91,890	.0276	1,582	5,049	4,571	4,521	24.5	8.1	24.4	17.1	33.8	39.7	9.4	16.9	7.9	18.2
△Rapid City		44.2	.0247	13.6	15.3		72,051	.0216	1,630	5,298	4,709	4,803	23.4	7.3	24.1	15.9	34.7	38.2	9.7	16.4	8.1	22.2
Perkins		5.8	.0032	1.6	1.6	2.3	9,015	.0027	1,554	5,634	5,353	4,769	28.5	8.9	21.7	14.5	31.2	34.6	9.2	15.7	9.4	26.3
Potter		4.6	.0026	1.3	1.4		7,183	.0021	1,562	5,525	5,131	4,612	28.4	9.2	28.8	19.8	26.1	30.0	7.0	12.3	9.7	28.7
Roberts		13.6	.0076	3.4	3.9	2.8	17,114	.0052	1,258	5,034	4,356	3,931	36.9	14.0	25.6	20.7	25.2	34.0	6.9	14.1	5.4	17.2
Sanborn		5.0	.0028	1.5	1.5		6,799	.0020	1,360	4,533	4,350	3,858	36.7	14.2	28.1	23.1	23.8	32.6	6.3	13.2	5.1	16.9
Shannon		7.0	.0039	1.4	1.5		5,082	.0015	726	3,630	3,266	3,010	55.5	27.5	22.8	24.1	14.6	25.7	3.8	10.2	3.3	12.5
Spink		11.0	.0062	3.0	3.3	2.4	15,650	.0047	1,423	5,217	4,728	4,313	29.8	10.3	28.0	20.6	27.4	33.7	8.0	15.0	6.8	20.4
Stanley		5.2	.0029	1.2	1.5		7,313	.0022	1,406	6,094	4,783	4,943	30.9	9.3	25.9	16.6	22.9	24.7	6.9	11.2	13.4	38.2
Sully		2.6	.0014	.8	.7		5,344	.0016	2,055	6,680	7,050	6,396	21.5	5.0	24.1	12.0	23.3	19.2	8.9	11.3	22.2	52.5
Todd		6.6	.0037	1.6	1.7		5,506	.0017	834	3,441	3,218	2,917	53.5	27.3	27.4	29.8	12.8	23.3	3.6	10.0	2.7	9.6
Tripp		9.3	.0052	2.7	2.8	3.5	12,811	.0038	1,378	4,745	4,575	4,087	36.5	13.3	25.4	19.7	25.0	32.5	6.2	12.2	6.9	22.3
Turner		11.0	.0062	3.1	3.1		15,034	.0045	1,367	4,850	4,703	4,050	29.0	10.7	31.5	24.7	28.3	37.1	6.4	12.7	4.8	14.8
Union		10.8	.0060	3.3	3.2	.5	14,769	.0045	1,368	4,475	4,488	3,959	33.7	12.7	27.6	22.1	27.3	36.6	6.8	13.5	4.8	15.1
Walworth		8.5	.0048	2.5	2.5	4.2	13,208	.0039	1,554	5,283	5,243	4,738	25.9	8.1	24.0	16.1	32.2	36.1	9.5	16.2	8.4	23.5
Washabaugh		1.2	.0007	.2	.3		1,212	.0004	1,010	6,060	4,040	4,689	26.5	8.5	23.8	16.1	31.1	35.1	9.3	16.0	9.3	24.3
Yankton		17.4	.0097	4.8	5.4	9.8	24,734	.0074	1,421	5,153	4,534	4,203	30.5	10.8	25.7	19.4	30.2	38.1	7.5	14.4	6.1	17.3
Yankton		9.8	.0055	3.1	3.8		16,130	.0048	1,646	5,203	4,197	4,368	30.0	10.2	23.7	17.2	31.7	38.6	8.0	14.7	6.6	19.3
Ziebach		2.4	.0013	.6	.6		3,028	.0009	1,262	5,047	4,687	4,478	39.1	13.0	21.5	15.3	20.8	24.6	7.7	13.9	10.9	33.2
Total Above Cities		212.0	.1186	64.0	76.6		363,384	.1089	1,714	5,678	4,744	4,980	22.8	6.8	22.3	14.2	35.4	37.8	10.2	16.6	9.3	24.6
State Total		690.1	.3862	198.1	219.8	277.4	1,034,300	.3102	1,499	5,221	4,706	4,428	29.6	9.9	25.5	18.3	29.4	35.3	8.1	14.8	7.5	21.7

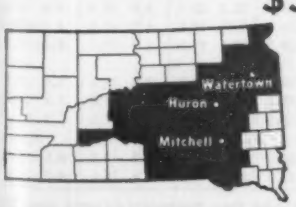
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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TRIPLE MARKET GROUP 32-COUNTY AREA		257.4	.1460	73.5			377,757	.1133	1,468	5,139												
Huron-Mitchell Watertown Corporate		44.9	.0259	13.4			75,067	.0228	1,672	5,602												

NOW . . . a Single Newspaper Buy Delivers a $377,757,000 INCOME MARKET



Exclusively covered by the TRIPLE MARKET GROUP

Average Family Coverage Daily, in this big 32-county area is 53%. Highest coverage by any outside newspaper: daily 12%, Sunday 24%.

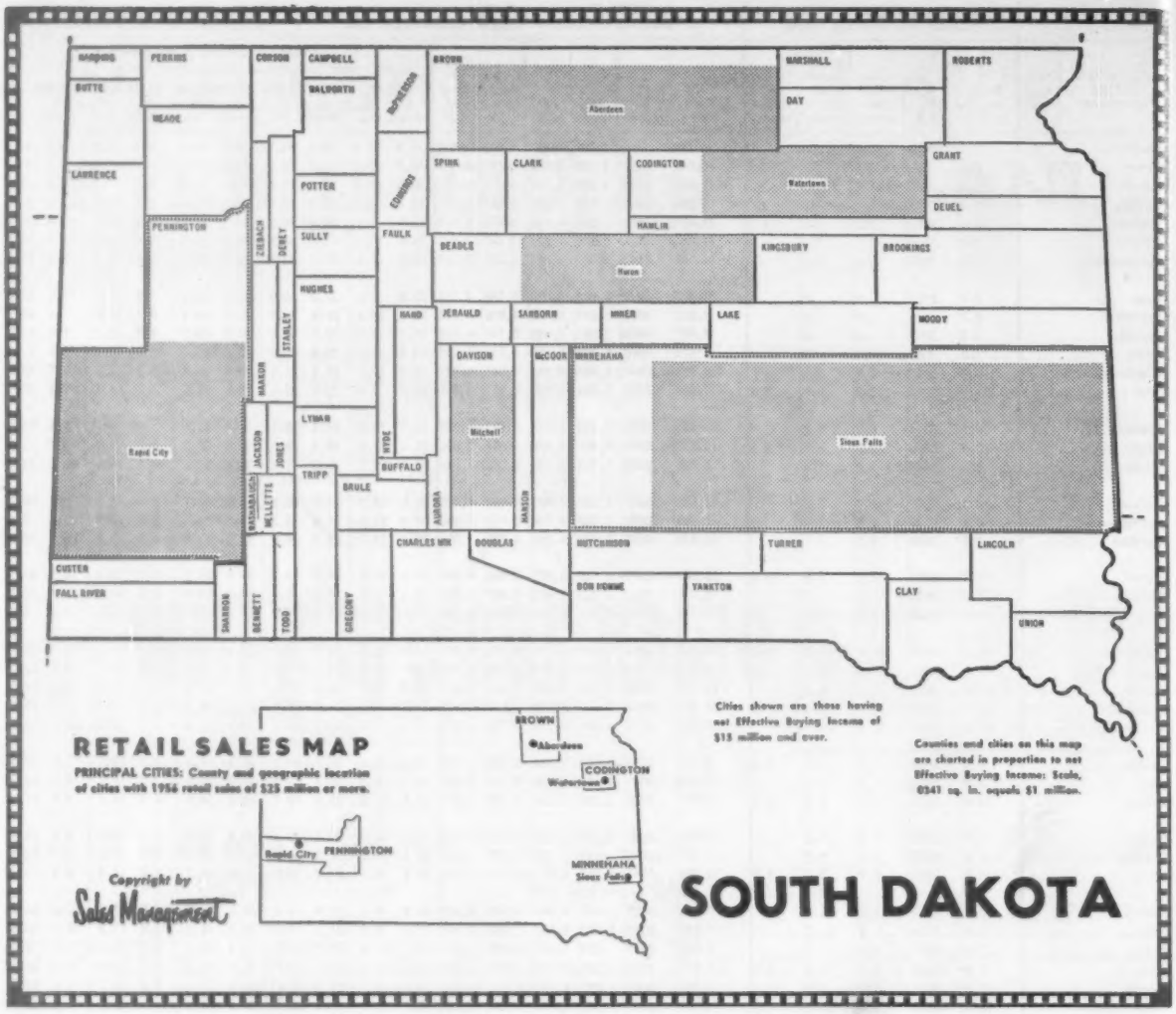
For facts on population and income see SM data totaled above—"Triple Market Group 32-County Area". For retail sales data, see South Dakota table in Section 4 of this Survey.

Nationally Represented by Johnson, Kent, Gavin & Sinding, Inc.

TRIPLE MARKET GROUP

• • •

HURON DAILY PLAINSMAN
MITCHELL DAILY REPUBLIC
WATERTOWN PUBLIC OPINION



S. DAKOTA METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Rapid City	58.1	.0325	18.2	20.1	47.5	91,890	.0276	1,582	5,049
Sioux Falls	86.5	.0484	26.7	29.8	70.9	154,615	.0464	1,787	5,791
Total Above Areas	144.6	.0809	44.9	49.9	118.4	246,505	.0740	1,705	5,490

TENNESSEE— (Other East South Central States: Alabama, Kentucky, Mississippi.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Anderson	80	65.0	.0364	16.9	18.9	30.5	110,980	.0333	1,708	6,560	5,852	5,987	13.6	3.4	18.5	9.8	39.9	35.3	16.6	22.4	11.4	29.1
Oak Ridge		27.7	.0155	7.2	9.1		56,606	.0170	2,044	7,862	6,218	6,932	3.5	1.8	13.1	6.0	40.9	31.4	21.5	25.1	16.0	35.7
Bedford		21.4	.0120	6.1	6.2	12.4	25,712	.0077	1,201	4,215	4,109	3,647	37.9	15.5	30.7	29.7	22.2	32.4	5.6	12.4	3.6	13.0
Shelbyville		12.4	.0069	3.9	4.1		16,343	.0049	1,318	4,191	3,984	3,670	35.7	13.7	30.4	24.9	23.4	32.2	6.2	12.9	4.3	16.3
Benton		14.0	.0078	3.8	4.1		14,381	.0043	1,028	3,787	3,464	3,227	44.3	20.5	29.8	29.3	19.1	31.3	4.7	11.7	2.1	7.2
Bledsoe		8.0	.0045	1.8	1.9		6,561	.0020	820	4,101	3,372	2,999	51.9	25.8	26.7	28.3	15.3	29.9	3.8	10.3	2.3	8.7
Blount	80	62.5	.0350	15.9	17.1	20.1	74,861	.0224	1,198	4,708	4,365	4,129	28.0	10.1	31.1	23.9	29.1	37.4	7.8	14.9	4.2	13.7
Maryville		9.2	.0051	2.6	3.9		16,934	.0051	1,841	6,048	4,342	4,850	24.0	7.3	25.5	16.6	33.3	35.2	10.3	17.1	7.9	23.8
Maryville-Alcoa		*17.7*	*.0099*	*5.2*			*23,669*	*.0066*	*1,681*	*5,518*												
Bradley		38.5	.0215	10.2	10.9	19.1	44,598	.0134	1,158	4,372	4,071	3,886	33.4	12.8	30.3	24.8	28.0	35.3	6.4	13.4	3.9	13.7
Cleveland		19.1	.0107	5.6	6.3		25,709	.0077	1,346	4,591	4,074	4,006	31.9	11.9	29.7	23.5	27.3	36.0	6.9	14.0	4.2	14.6

For Retail Sales data, see Section 4 location on page 17.
SM Standard (△) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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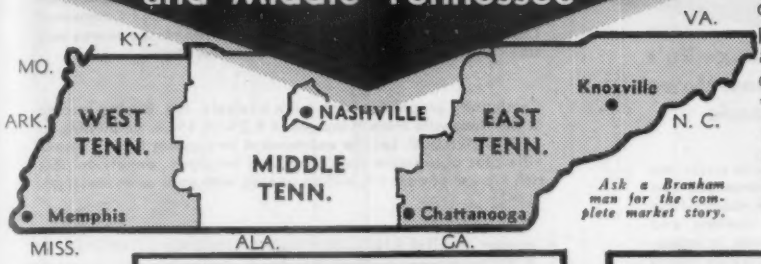
*Population UP by 25,000 in Tennessee

80%

of the gain was in

NASHVILLE

and Middle Tennessee



Ask a Branham man for the complete market story.

★

NASHVILLE, capital of Tennessee, is the only large city (380,100) in Middle Tennessee, one of the three legal geographical divisions of the state. During the last University of Tennessee population and migration study*, Nashville and the Midstate area were shown as far outstripping all other sections of the state. The Midstate growth represented over 19,000 of the 25,000 statewide total. This rich area, well-balanced economically between agriculture and industry, is completely dominated by these newspapers . . . 9 out of 10 family coverage in Metropolitan Nashville, and 7 out of 10 in the Retail Trading Zone.

**Only Study of Its Kind Until The Official 1960 Census*

No other advertising medium (radio, TV or magazine) reaches the "big third" of Tennessee as does these newspapers . . . a market of over one million people with an Effective Buying Income of over one billion dollars.

Nashville Banner

PLAN $16 MILLION IN HOMES

Evening

THE NASHVILLE TENNESSEAN

MID-STATE GAINS NEW PLANT

Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent

Represented Nationally by **THE BRANHAM CO.**

TENNESSEE

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Campbell		28.7	.0161	6.6	7.0	4.9	26,433	.0079	921	4,005	3,730	3,395	39.8	17.4	31.8	29.7	21.2	33.0	4.8	11.6	2.4	8.3
Cannon		9.1	.0051	2.3	2.4		9,104	.0028	1,000	3,958	3,716	3,085	47.0	22.7	30.9	31.8	16.2	28.0	3.8	9.9	2.1	7.6
Carroll		26.1	.0146	7.5	8.0	3.7	29,447	.0088	1,128	3,926	3,674	3,236	44.7	20.8	28.4	27.9	20.8	33.7	4.8	11.4	1.7	6.4
Carter	200	44.5	.0249	11.1	11.9	12.0	53,623	.0161	1,206	4,831	4,481	4,210	30.5	10.8	27.5	29.7	25.8	38.3	8.2	15.8	5.0	16.4
Elizabethton		12.0	.0067	3.4	3.7		18,501	.0055	1,542	5,441	5,000	4,944	24.3	7.3	23.6	15.2	33.2	35.6	11.3	18.3	7.8	23.6
Cheatham		9.0	.0050	2.4	2.4		9,508	.0028	1,056	3,962	3,842	3,317	42.7	19.2	29.4	29.2	20.6	32.8	5.0	12.3	2.3	7.5
Chester		8.9	.0050	2.3	2.4	2.2	8,815	.0027	990	3,833	3,532	3,033	48.4	23.8	29.1	30.5	17.2	29.9	3.6	9.7	1.7	6.1
Claiborne		22.1	.0124	5.2	5.3		18,771	.0056	849	3,610	3,539	2,948	49.9	25.2	30.4	32.8	14.8	26.6	3.1	8.4	1.8	7.0
Clay		7.6	.0042	1.8	1.9		6,465	.0018	851	3,582	3,355	2,771	55.4	29.8	28.7	30.8	13.7	28.3	3.0	8.7	1.2	4.6
Cocke		23.1	.0130	5.8	5.8	4.1	20,587	.0062	891	3,549	3,531	2,989	48.4	24.6	28.9	30.8	16.8	29.6	3.3	9.0	1.6	6.0
Coffee		29.1	.0163	8.1	8.4	9.7	31,936	.0096	1,097	3,943	3,773	3,447	40.7	17.6	29.7	27.4	21.8	33.4	5.1	12.0	2.7	9.6
Crockett		14.2	.0079	3.8	4.3		17,904	.0054	1,261	4,712	4,140	3,502	33.8	16.5	30.4	27.8	22.9	34.8	5.2	12.1	2.7	9.2
Cumberland		22.3	.0125	5.2	5.8		19,630	.0059	880	3,775	3,504	3,166	48.0	21.6	29.2	29.2	18.5	30.9	4.2	10.9	2.1	7.4
Davidson	106	380.1	.2127	107.7	130.6	284.5	648,457	.1945	1,706	6,021	4,962	5,264	21.9	6.2	22.7	13.7	34.0	34.2	11.8	18.2	9.6	27.7
▲Nashville		180.8	.1012	53.3	69.1		307,453	.0922	1,701	5,768	4,444	4,832	25.1	7.7	24.5	16.1	33.2	35.3	10.6	17.8	7.6	23.1
Decatur		6.9	.0039	1.8	1.8		6,424	.0019	931	3,569	3,433	2,829	52.4	27.6	28.8	32.3	15.0	28.1	2.8	8.1	1.0	3.9
De Kalb		12.1	.0067	3.0	3.4		11,022	.0033	911	3,674	3,223	2,836	53.6	28.1	27.1	30.3	15.1	28.3	3.1	8.9	1.1	4.4
Dickson		20.1	.0113	5.5	5.6	3.6	21,217	.0064	1,056	3,858	3,761	3,309	44.0	19.8	28.3	27.2	20.3	32.4	5.0	12.3	2.4	8.3
Dyer		25.0	.0140	7.0	7.4	12.5	30,694	.0092	1,227	4,383	4,106	3,866	39.6	18.1	28.4	24.8	22.4	32.4	5.8	12.9	3.8	14.1
Dyersburg		12.5	.0070	3.8	4.4		18,028	.0054	1,442	4,744	4,013	4,066	35.1	12.9	27.5	21.5	25.0	32.6	7.3	14.3	5.2	18.7
Fayette		21.9	.0122	5.0	5.1		18,276	.0055	835	3,655	3,567	2,732	57.2	31.2	27.0	31.4	11.8	22.6	2.4	7.0	1.6	7.8
Fentress		14.9	.0084	3.2	3.5		11,578	.0034	777	3,618	3,273	2,829	52.6	27.7	28.7	32.2	14.7	27.5	2.8	8.0	1.2	4.6
Franklin		24.3	.0136	6.1	6.8	3.9	25,781	.0078	1,061	4,226	3,752	3,434	42.0	18.2	29.5	27.2	20.5	31.7	5.0	11.8	3.0	11.1
Gibson		41.5	.0232	12.2	12.7	14.3	52,979	.0158	1,277	4,343	4,157	3,868	38.1	15.5	29.4	25.5	23.0	33.2	5.9	12.9	3.6	12.9
Giles		24.4	.0137	8.6	8.9	6.5	27,985	.0084	1,147	4,240	4,023	3,490	42.2	18.0	28.0	28.5	21.2	32.1	5.4	12.6	3.2	11.0
Pulaski		6.5	.0036	2.1	2.4		9,622	.0029	1,480	4,582	4,009	4,055	36.0	13.2	25.5	19.9	25.8	33.8	7.6	15.1	5.1	18.0
Grainger		12.5	.0069	3.0	3.1		11,094	.0034	888	3,696	3,493	2,740	53.7	29.2	29.1	33.7	14.1	27.3	2.4	7.0	.7	2.8
Greene		46.9	.0263	12.4	13.2	11.3	51,877	.0158	1,106	4,184	3,913	3,441	41.3	17.9	28.9	26.7	21.8	33.6	5.3	12.4	2.7	9.4
Greeneville		11.3	.0063	3.3	3.5		14,650	.0044	1,296	4,578	4,108	4,104	31.9	11.6	28.4	22.0	27.5	35.4	7.5	14.9	4.7	16.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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Tennessee's No. 1 City in Community Progress

Knoxville's New Downtown Promenade

Knoxville Means Business

Knoxville not only won the grand prize, but also seven out of 16 first place awards, finishing far ahead of 59 other cities in the recent state-wide community progress program sponsored by the Tennessee Department of Conservation and Commerce. The program was designed to upgrade Tennessee towns and cities and to help bring new industry to the state.

Building is booming in Knoxville . . . even the sidewalks are on the move in the new $500,000 Downtown Promenade and Parking Plaza just completed. This project, which required the co-operation and investments of the property owners and merchants of an entire block of downtown Knoxville, is indicative of the progressive spirit which is pushing Knoxville ahead by leaps and bounds.

In 1959 — the value of building permits issued in Knoxville showed a 20% increase, FHA loans were up 17%, nine new industries come to Knoxville, rapid progress was made on the $43 million Federal super highway program in East Tennessee, and total construction in Knoxville was highest since 1950.

Community progress means more business, too. Buying income in the Knoxville market increased 9.2% in 1959, amounting to $1,770,725,000. Let the economical two-paper buy in Knoxville plus aggressive merchandising help you penetrate this rich market of over 1½ million people with your sales message.

THE KNOXVILLE NEWS-SENTINEL COMPANY

Publishers Of THE KNOXVILLE NEWS-SENTINEL — A SCRIPPS-HOWARD NEWSPAPER — Evening and Sunday

Agents For The Knoxville Journal (INDEPENDENT) Morning Except Sunday

Represented nationally by the General Advertising Department of Scripps-Howard Newspapers with offices in New York, Chicago, Detroit, Cincinnati, Philadelphia, San Francisco, Los Angeles and Dallas

TENNESSEE

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

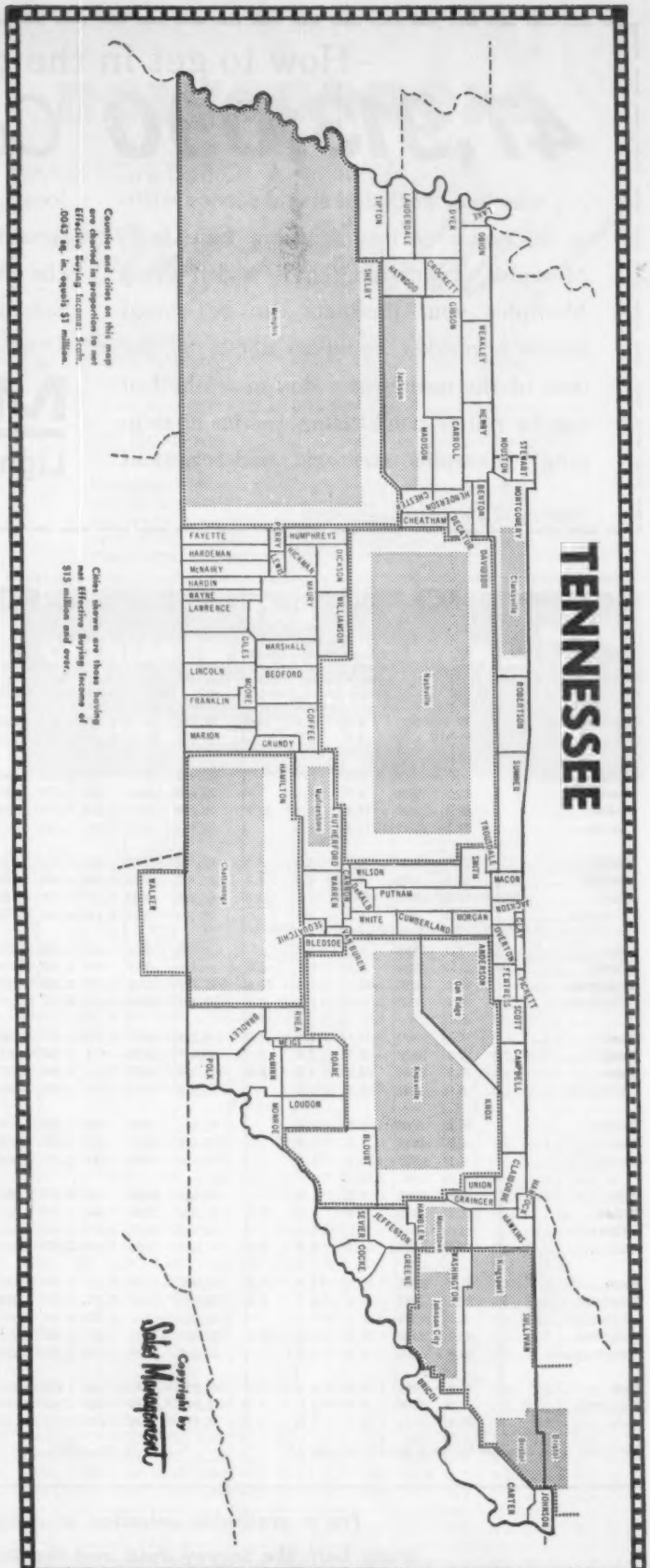
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Grundy		13.1	.0073	3.0	3.1		10,214	.0031	780	3,405	3,244	2,906	51.2	26.2	29.2	31.9	15.2	27.7	3.1	8.7	1.3	5.5
Hamblen		32.6	.0183	8.6	9.6	21.5	39,964	.0120	1,226	4,647	4,131	3,987	30.6	11.4	30.0	23.9	28.4	37.7	7.2	14.7	3.8	12.3
Morristown		21.5	.0120	5.9	6.7		27,569	.0083	1,282	4,673	4,057	4,147	28.4	10.2	29.4	22.5	30.2	38.6	7.8	15.3	4.2	13.4
Hamilton	31	253.2	.1417	73.3	80.9	188.0	387,866	.1163	1,532	5,291	4,791	4,793	24.5	7.6	26.1	17.3	32.0	35.4	10.1	17.0	7.3	22.7
▲Chattanooga		158.1	.0885	47.2	54.4		251,657	.0755	1,592	5,333	4,626	4,750	24.4	7.7	26.5	17.7	32.2	35.9	9.9	16.8	7.0	21.9
Hancock		7.6	.0042	1.9	1.8		6,623	.0020	871	3,486	3,578	2,523	58.9	34.8	28.5	35.9	10.5	22.0	1.8	5.2	.5	2.1
Hardeman		23.6	.0132	5.4	5.6		19,629	.0059	832	3,635	3,455	2,946	51.6	26.1	28.0	30.2	15.3	27.6	3.2	8.9	1.9	7.2
Hardin		18.4	.0103	4.6	4.8		16,834	.0050	915	3,660	3,490	2,992	50.1	24.9	28.7	30.4	18.1	28.7	3.2	8.7	1.9	7.3
Hawkins		34.7	.0195	9.3	9.0	2.9	35,365	.0107	1,019	4,261	3,901	3,470	42.1	18.1	26.8	24.5	22.7	34.7	5.6	13.0	2.8	9.7
Haywood		19.9	.0111	4.8	4.8	3.6	20,015	.0060	1,006	4,170	4,142	3,203	46.3	21.5	28.7	28.5	18.5	30.5	4.2	10.6	2.3	8.9
Henderson		13.7	.0077	3.6	3.8	2.9	14,407	.0043	1,052	4,002	3,696	3,593	49.0	23.6	28.4	29.2	16.5	28.1	3.8	10.1	2.3	9.0
Henry		23.1	.0129	6.9	7.3	9.3	29,720	.0089	1,287	4,307	4,029	3,882	40.3	16.4	27.8	24.1	21.8	31.7	6.2	13.6	3.9	14.2
Paris		9.3	.0052	3.1	3.4		14,508	.0044	1,560	4,680	4,221	4,148	34.3	12.3	26.8	20.5	25.6	32.7	7.9	15.5	5.4	19.0
Hickman		11.9	.0066	2.9	3.3		12,583	.0038	1,057	4,339	3,718	3,340	46.8	20.9	28.7	25.4	18.1	28.7	5.0	12.1	3.4	12.9
Houston		5.1	.0029	1.4	1.3		4,696	.0014	921	3,354	3,433	2,997	53.0	27.3	28.3	31.1	13.3	24.3	3.3	9.2	2.1	8.1
Humphreys		11.8	.0066	3.3	3.6		13,902	.0041	1,178	4,213	3,849	3,593	39.6	16.4	28.9	25.6	22.1	32.5	6.0	13.5	3.4	12.0
Jackson		11.7	.0066	2.8	2.9		10,257	.0031	879	3,674	3,477	2,808	54.3	28.8	28.2	31.9	13.2	25.0	2.6	7.6	1.7	6.7
Jefferson		20.4	.0114	5.4	5.8	3.8	22,533	.0068	1,105	4,173	3,826	3,453	42.2	18.2	28.9	28.6	20.8	32.0	5.0	11.7	3.1	11.5
Johnson		16.6	.0092	3.9	4.1		14,409	.0043	873	3,695	3,463	2,969	50.3	25.2	28.2	30.2	16.3	29.0	3.6	9.8	1.6	5.8
Knox	90	246.3	.1378	66.1	78.0	164.5	380,198	.1141	1,544	5,583	4,871	4,948	23.7	7.1	25.1	16.1	32.4	34.9	10.7	17.4	8.1	24.5
▲Knoxville		132.0	.0739	37.9	46.9		221,121	.0663	1,675	5,834	4,715	5,032	22.5	6.7	24.4	15.4	33.6	35.4	11.2	18.1	8.3	24.4
Lake		11.3	.0064	2.9	3.2		11,398	.0034	1,009	3,930	3,516	3,285	47.1	21.3	28.2	27.1	17.0	27.5	4.4	10.8	3.3	13.3
Lauderdale		21.9	.0117	5.4	5.7	2.8	22,761	.0068	1,084	4,215	3,935	3,310	45.5	20.5	28.9	27.7	18.0	28.9	4.6	11.3	3.0	11.6
Lawrence		29.4	.0165	7.6	7.8	6.8	28,160	.0085	958	3,705	3,669	3,177	46.4	21.8	28.9	28.8	18.6	31.1	3.9	9.9	2.2	8.4
Lawrenceburg		6.8	.0038	2.1	2.1		8,720	.0026	1,282	4,152	4,030	3,765	39.1	15.5	27.6	23.3	23.5	33.1	5.6	12.0	4.2	16.1
Lewis		5.0	.0029	1.2	1.3		5,182	.0015	1,036	4,318	3,720	3,170	44.8	20.9	29.9	30.0	20.4	33.9	5.8	9.8	1.4	5.4
Lincoln		26.1	.0146	7.0	7.5	7.7	29,551	.0089	1,132	4,222	3,913	3,468	40.8	17.5	28.4	26.0	22.6	34.6	5.5	12.8	2.7	9.1
Fayetteville		7.7	.0043	2.5	2.8		11,129	.0033	1,445	4,453	3,871	3,918	33.8	12.8	28.1	23.8	27.0	36.6	7.2	14.8	3.9	13.0
Loudon		26.1	.0146	8.7	8.8	9.9	27,592	.0082	1,057	4,118	4,036	3,691	35.9	14.5	29.3	23.2	25.5	36.5	6.3	13.8	3.0	10.0

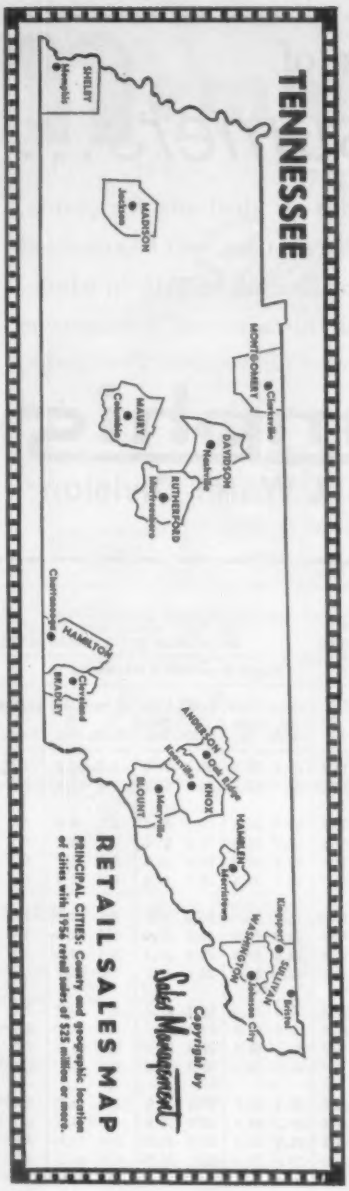
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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How to get in the middle of

47,913,090* *Consumers...*

... who live, work and spend money within 36 hours or less shipping time from Memphis, Tennessee. That's right! From Memphis your products can be placed before a market equal to about 30 per cent of the nation in a day-and-a-half or less by rail or truck (usual modes of shipping). Memphis' strategic, mid-continent location provides an ideal site for plants, branches and warehouses, and has enabled the city to gain the rank of 11th in wholesale sales. Get all the facts—*call, wire or write Daniel Dale, Director of Industrial Development,*

Memphis

Light, Gas & Water Division

P. O. Box 388, Memphis 1, Tenn.

*Survey of Buying Power—1959

TENNESSEE

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
McMinn		34.1	.0191	8.9	9.4	14.6	37,912	.0114	1,112	4,260	3,998	3,690	39.0	15.7	27.4	23.6	23.8	34.3	6.2	13.5	3.6	12.9
Athens		11.3	.0063	3.2	3.6		14,945	.0045	1,323	4,670	4,151	4,148	34.3	12.3	25.9	19.8	26.7	34.3	7.8	15.1	5.3	18.5
McNairy		19.1	.0107	5.0	5.1		18,409	.0055	964	3,682	3,560	2,894	47.9	23.8	30.4	32.3	17.2	30.4	3.1	8.4	1.4	5.1
Macon		15.0	.0084	4.1	4.1		13,828	.0042	922	3,372	3,301	2,698	54.9	30.3	29.7	34.9	12.2	24.0	2.1	6.2	1.1	4.6
Madison		58.1	.0325	16.6	18.1	39.6	79,368	.0239	1,366	4,781	4,364	4,156	33.8	12.1	26.2	20.0	26.7	34.0	8.8	15.7	5.3	18.2
Jackson		37.5	.0210	11.7	13.8		58,545	.0176	1,561	5,004	4,242	4,376	31.4	10.7	25.2	18.3	28.3	34.3	9.0	16.6	6.1	20.1
Marion		21.6	.0121	5.1	5.8	2.8	20,834	.0062	965	4,035	3,587	3,439	39.8	17.2	29.6	27.3	22.8	35.2	5.5	12.9	2.3	7.4
Marshall		16.5	.0092	4.7	5.0	4.9	21,432	.0085	1,299	4,560	4,268	3,836	36.4	14.1	30.2	25.0	23.3	32.2	5.7	12.1	4.4	16.6
Maury		41.5	.0232	11.7	12.3	20.5	51,258	.0153	1,235	4,381	4,167	3,829	35.4	13.8	28.6	23.8	25.8	35.5	6.4	13.6	3.8	13.3
Columbia		18.0	.0101	5.5	6.2		25,535	.0077	1,418	4,641	4,073	4,182	30.9	11.0	27.8	21.1	28.9	36.7	7.6	14.7	4.8	16.5
Meigs		7.1	.0040	1.5	1.7		6,064	.0019	854	4,043	3,473	3,151	48.4	22.9	28.0	28.8	16.4	27.7	3.9	10.8	2.7	10.6
Monroe		27.0	.0151	6.6	6.8	4.8	24,695	.0074	915	3,742	3,614	3,171	46.5	21.8	29.5	29.6	17.7	29.7	4.0	10.1	2.3	8.8
Montgomery		84.9	.0307	13.1	21.8	21.8	79,773	.0239	1,453	6,090	3,653	4,462	26.1	8.7	28.7	20.4	30.4	36.3	8.6	15.5	6.2	19.1
Clarksville		31.8	.0122	6.7	7.7		35,591	.0107	1,633	5,312	4,619	4,498	28.5	9.4	28.0	19.7	28.6	33.9	8.2	14.7	6.7	22.3
Moore		4.1	.0023	1.1	1.1		4,265	.0013	1,040	3,877	3,849	3,042	47.8	23.4	29.9	31.2	17.0	29.5	3.6	9.7	1.7	6.2
Morgan		12.8	.0072	2.7	2.9		10,447	.0031	816	3,869	3,518	3,168	46.1	21.7	29.3	29.3	18.4	30.9	4.1	10.5	2.1	7.6
Obion		27.5	.0154	8.2	8.9	8.8	36,095	.0108	1,313	4,402	4,034	3,772	36.3	14.3	29.8	24.9	24.3	34.2	6.0	12.8	3.8	13.8
Union City		8.6	.0048	3.0	3.3		13,573	.0041	1,578	4,524	4,065	4,040	33.2	12.2	29.0	22.8	26.4	34.5	6.6	13.3	4.8	17.2
Overton		14.9	.0083	3.6	3.8		12,921	.0039	867	3,589	3,348	2,733	55.3	30.2	28.3	32.9	12.6	24.3	2.5	7.5	1.3	5.1
Perry		5.8	.0033	1.8	1.8		5,388	.0016	929	3,368	3,328	2,870	52.4	27.2	27.0	29.9	16.5	30.4	3.2	9.1	.9	3.4
Pickett		4.7	.0026	1.1	1.2		3,752	.0012	798	3,411	3,433	2,604	56.0	32.0	30.1	36.7	11.7	24.0	1.6	4.8	.6	2.5
Polk		10.8	.0060	2.6	2.6		10,622	.0031	984	4,085	3,998	3,549	38.4	16.1	29.6	28.5	23.9	35.7	5.4	12.3	2.7	9.4
Putnam		32.7	.0183	8.5	9.9	8.0	36,262	.0109	1,109	4,266	3,958	3,453	44.4	19.1	27.3	25.1	19.7	30.3	5.1	12.0	3.5	13.5
Cookeville		8.0	.0045	2.1	3.4		12,062	.0036	1,508	5,744	3,503	3,985	41.4	15.5	21.7	17.3	23.6	31.3	7.4	15.0	5.9	20.9
Rhea		16.9	.0095	4.4	4.6	3.5	17,441	.0053	1,032	3,964	3,776	3,465	39.4	16.9	28.7	28.3	24.2	37.2	5.5	12.9	2.2	6.8
Roane		41.4	.0232	16.8	11.2	17.9	46,907	.0140	1,133	4,343	4,154	3,926	32.9	12.5	28.2	22.8	28.2	38.1	7.0	14.5	3.7	12.1
Robertson		27.4	.0153	7.6	8.1	8.9	32,066	.0096	1,171	4,222	3,958	3,549	40.2	16.9	28.7	25.7	22.6	33.7	5.3	12.2	3.2	11.5
Springfield		8.9	.0050	2.7	2.8		11,028	.0033	1,239	4,084	3,901	3,738	38.2	15.2	28.9	24.6	23.3	32.9	5.6	12.3	4.0	15.1
Rutherford		48.1	.0269	12.6	16.3	18.0	64,987	.0195	1,351	5,158	3,974	4,124	32.4	11.7	27.5	21.1	26.9	34.6	8.1	16.0	5.1	16.6
Murfreesboro		18.0	.0101	5.3	6.6		28,298	.0085	1,573	5,339	4,252	4,541	29.2	9.6	25.8	18.0	28.4	33.2	9.7	17.3	6.9	21.9
Scott		18.2	.0102	4.0	4.1		13,721	.0042	754	3,430	3,325	2,945	49.2	24.9	29.9	32.3	16.5	29.7	3.1	8.4	1.3	4.7
Sequatchie		7.2	.0040	1.4	1.7		6,014	.0018	836	4,296	3,394	3,172	45.5	21.4	28.9	28.9	19.9	33.2	4.2	10.7	1.5	5.8
Sevier		25.6	.0144	6.4	6.6		25,178	.0075	984	3,934	3,798	3,297	44.4	20.1	29.7	28.6	19.0	30.6	4.2	10.2	2.7	10.5

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.

Memphis newspapers

PROVIDE A MARKET ON TOP OF A MARKET

Sell the Total Market!



Compared to other TOTAL NEWSPAPER MARKETS Memphis ranks in the top 15 in the Nation.

The Memphis Metro area—Shelby County, Tenn. has a population of 590,000. The larger area—76 counties in all—is the AREA OF INFLUENCE OF MEMPHIS NEWSPAPERS or the TOTAL MEMPHIS MARKET NEWSPAPER-WISE.

Memphis, when rated only as a Metro Market, discounts nearly 2,000,000 people in the surrounding trade area who account for more than 40 per cent of the combined daily circulation of Memphis Newspapers.

MEMPHIS NEWSPAPERS INFLUENCE:

Total population 2,484,500

Effective Buying Income of $2,976,466,000.00

Write for LATEST MARKET DATA

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS



TENNESSEE — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 — Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Shelby	97	590.0	.3302	168.1	206.9	510.6	1,015,759	.3047	1,722	6,043	4,908	5,260	22.4	6.4	23.0	13.9	33.1	33.1	11.7	18.1	9.8	28.5
▲Memphis		501.6	.2807	148.0	180.6		890,886	.2672	1,776	6,020	4,931	5,278	22.2	6.3	23.1	13.9	33.1	33.2	11.7	18.0	9.9	28.6
Smith		10.5	.0058	2.9	2.9		12,444	.0037	1,185	4,291	4,170	3,300	42.3	19.1	31.2	30.0	19.6	31.5	4.5	11.1	2.4	8.3
Stewart		8.2	.0046	2.1	2.3		8,002	.0024	976	3,810	3,345	2,942	50.3	25.5	29.2	31.5	16.0	28.9	3.1	8.4	1.4	5.7
Sullivan	200	113.7	.0637	30.2	33.0	58.0	172,426	.0518	1,516	5,709	5,218	5,142	20.6	6.0	23.5	14.5	35.7	36.7	12.0	19.0	8.2	23.8
△Bristol		17.4	.0097	5.3	5.8		30,841	.0093	1,772	5,819	5,287	5,291	18.8	5.3	22.9	13.7	37.2	37.4	12.4	18.9	8.7	24.7
△Kingsport		24.9	.0139	7.1	8.5		47,755	.0143	1,918	6,726	5,573	6,017	13.6	3.4	20.5	10.8	38.5	33.9	15.2	20.5	12.2	31.4
△*Bristol (Tenn.)-Bristol (Va.)*		*55.7*	*.0199*	*10.1*			*55,271*	*.0166*	*1,548*	*5,472*												
Sumner		38.1	.0213	10.4	11.0	5.7	42,204	.0126	1,108	4,058	3,813	3,459	40.9	17.6	29.5	27.1	21.5	33.0	5.3	12.4	2.8	9.9
Gallatin		5.7	.0032	1.8	2.0		8,218	.0025	1,442	4,566	4,036	4,006	31.1	11.6	30.4	24.1	26.9	35.6	7.3	14.7	4.3	14.0
Tipton		28.0	.0156	7.0	7.6	5.8	30,888	.0093	1,103	4,413	4,027	3,520	43.2	19.3	27.1	24.5	20.8	31.2	5.3	12.3	3.6	13.7
Covington		5.8	.0032	1.8	2.2		9,119	.0027	1,572	5,066	4,008	4,341	35.5	12.2	25.7	18.8	23.9	29.2	7.6	14.2	7.3	25.6
Trousdale		5.3	.0030	1.2	1.2		4,727	.0014	892	3,939	3,534	2,994	49.4	24.8	30.1	31.9	15.6	27.5	3.0	8.2	1.9	7.8
Unicoi		14.1	.0079	3.4	3.5	5.6	18,876	.0051	1,197	4,963	4,726	4,301	28.2	9.8	27.4	20.2	30.5	37.6	9.0	17.0	4.9	15.4
Union		10.2	.0057	2.3	2.4		8,358	.0025	820	3,634	3,427	2,827	51.7	27.3	28.6	32.1	16.0	29.9	3.7	10.7		
Van Buren		3.5	.0020	.7	.8		2,698	.0008	771	3,656	3,065	2,650	59.4	33.4	27.6	33.0	9.2	18.4	1.7	5.2	2.1	10.0
Warren		23.0	.0128	6.6	6.7	12.1	25,642	.0077	1,116	3,885	3,784	3,335	43.0	19.2	30.2	28.8	19.7	31.4	4.4	10.6	2.7	10.0
McMinnville		12.1	.0068	3.7	4.1		15,067	.0045	1,247	4,078	3,594	3,622	39.7	16.4	29.7	26.0	21.9	31.9	5.2	11.7	3.5	14.0
Washington	200	63.3	.0355	16.1	18.2	26.1	63,107	.0249	1,313	5,152	4,557	4,399	30.8	10.4	26.5	19.1	27.7	33.5	8.6	15.8	6.4	21.2
△Johnson City		28.1	.0157	7.3	9.1		42,118	.0126	1,499	5,770	4,628	4,865	26.0	8.0	24.4	15.9	31.2	34.0	10.3	17.2	8.1	24.9
Wayne		11.5	.0064	2.9	2.8		9,907	.0030	861	3,416	3,448	2,840	52.6	27.6	29.1	32.5	14.2	28.4	2.9	8.3	1.2	5.2
Weakley		25.8	.0144	7.6	8.4	3.8	30,775	.0092	1,193	4,048	3,633	3,289	43.9	19.9	29.0	28.0	20.1	32.4	4.6	11.3	2.4	8.4
White		15.0	.0084	3.8	4.1	4.0	15,292	.0046	1,019	4,024	3,696	3,201	47.0	21.9	29.6	29.3	17.1	28.4	3.5	8.8	2.8	11.5
Williamson		25.1	.0141	6.5	6.8	7.2	28,036	.0084	1,117	4,313	4,119	3,687	42.1	17.0	27.6	23.8	20.1	28.9	5.6	12.2	4.6	18.1
Franklin		7.2	.0040	2.1	2.3		9,825	.0029	1,365	4,679	4,213	4,142	34.8	12.5	27.5	21.1	24.5	31.4	7.4	14.4	5.8	20.6
Wilson		28.5	.0159	8.1	8.6	9.4	33,714	.0101	1,183	4,162	3,885	3,487	40.7	17.4	28.7	28.2	22.6	34.1	5.2	12.2	2.8	10.1
Lebanon		9.4	.0053	2.8	3.1		12,346	.0037	1,313	4,409	3,898	3,923	34.0	12.9	28.1	22.8	27.1	36.4	6.8	16.1	4.0	13.8
Total Above Cities		1,371.2	.7672	404.1	487.9		2,284,311	.6852	1,666	5,653	4,682	4,925	24.8	7.5	24.6	15.8	31.7	34.3	10.7	17.5	8.2	24.9
State Total		3,574.0	2.0002	962.9	1,088.1	1,701.2	4,830,992	1.4491	1,352	5,017	4,440	4,316	31.9	11.0	26.3	19.3	27.4	33.7	8.4	15.7	6.0	20.3

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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TENN. METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959				METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold		Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Bristol-Johnson City-Kingsport	276.3	.1548	70.2	78.1	122.0	371,732	.1116	1,345	5,295	Memphis	590.0	.3302	168.1	205.9	510.6	1,015,759	.3047	1,722	6,043
Chatanooga	280.7	.1628	83.5	92.8	198.4	442,603	.1327	1,523	5,301	Nashville	380.1	.2127	107.7	130.6	284.5	648,457	.1945	1,706	6,021
Knoxville	373.8	.2092	100.9	114.1	215.1	565,919	.1698	1,514	5,609	Total Above Areas	1,910.9	1.0695	530.4	621.7	1,330.6	3,044,470	.9133	1,593	5,740

TEXAS— (Other West South Central States: Arkansas, Louisiana, Oklahoma.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (theus.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Anderson		32.3	.0181	9.3	9.8	18.3	41,182	.0124	1,275	4,428	4,174	3,882	38.0	14.1	23.6	18.7	26.8	35.6	6.8	13.7	4.9	18.0
Palestine		18.3	.0102	6.1	6.4		26,783	.0080	1,464	4,391	4,182	4,058	36.1	12.8	23.3	17.6	27.6	35.2	7.4	14.3	5.6	20.1
Andrews		15.1	.0085	4.3	4.8	10.4	28,624	.0085	1,896	6,657	6,220	6,243	9.9	2.3	12.1	6.0	48.3	39.7	17.4	21.9	12.3	30.1
Angelina		42.1	.0235	12.3	12.7	20.6	54,540	.0164	1,295	4,434	4,264	4,009	31.0	11.2	28.6	22.0	28.9	37.0	6.8	13.4	4.7	16.4
Lufkin		20.6	.0115	6.7	6.7		29,890	.0090	1,451	4,461	4,420	4,262	29.3	9.9	27.5	19.9	29.5	35.7	7.8	14.3	5.9	20.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

TEXAS IS DIFFERENT

... because there are 12 distinct, INDEPENDENT metropolitan markets serving 10 million Texans.

WICHITA FALLS IS DIFFERENT

... because it has the highest Buying Income Per Household of any of these 12 INDEPENDENT markets.

1960 Survey of Buying Power—Buying Income Per Household

WICHITA FALLS	$7,256	El Paso	$5,961
Austin	5,960	Ft. Worth	5,968
Amarillo	6,327	Houston	6,228
Beaumont	5,947	Lubbock	6,557
Corpus Christi	5,783	San Antonio	4,990
Dallas	6,238	Waco	5,245

Wichita Falls Times & Record News **SELL**

Our National Representative is THE KATZ AGENCY, INC.

... this market best because they are delivered to 93 out of every 100 homes in Wichita Falls ... are First Choice for daily reading in a retail market of 300,000 people.

TEXAS — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Aransas		5.5	.0031	1.6	1.5	.8	7,113	.0021	1,293	4,446	4,586	4,256	29.3	9.9	25.2	18.2	32.0	38.7	8.0	14.9	5.5	18.3
Archer		6.5	.0036	1.8	1.9		9,522	.0029	1,465	5,290	4,965	4,728	22.6	6.9	22.1	14.4	39.3	42.7	9.4	15.6	6.6	20.4
Armstrong		2.0	.0012	.4	.4		3,594	.0011	1,797	8,985	9,095	6,874	15.5	3.3	21.6	9.7	30.7	22.9	11.0	12.6	21.2	51.5
Atascosa		20.5	.0114	5.0	5.0	3.1	22,931	.0068	1,119	4,586	4,521	4,095	36.4	12.9	23.8	17.9	25.9	32.4	7.7	14.8	6.2	22.0
Austin		15.1	.0085	4.6	5.1		21,729	.0066	1,439	4,724	4,217	3,877	35.6	13.3	25.3	20.9	26.7	35.3	6.6	13.4	4.6	17.1
Bailey		10.1	.0056	2.6	3.0		16,838	.0050	1,667	6,476	5,601	5,531	20.2	5.3	21.6	12.0	34.1	31.7	12.0	17.9	12.1	34.0
Bandera		3.6	.0020	1.1	1.1		4,806	.0015	1,335	4,369	4,168	3,458	41.1	17.2	28.1	25.0	23.0	34.2	4.3	9.7	3.5	13.9
Bastrop		17.1	.0096	4.9	5.0	5.6	19,233	.0057	1,125	3,925	3,779	3,323	43.3	16.9	26.2	24.3	22.6	34.9	5.1	12.0	2.8	10.0
Baylor		6.0	.0034	1.6	1.7	3.3	8,255	.0025	1,376	5,159	4,774	4,354	30.4	10.1	25.4	18.0	29.9	35.4	7.5	13.5	6.8	23.0
Bee		23.0	.0128	5.9	8.2	16.9	32,978	.0099	1,434	5,589	4,008	4,379	32.3	10.7	23.2	16.3	29.5	34.7	7.8	13.9	7.2	24.4
Beeville		16.9	.0095	5.2	5.1		23,712	.0071	1,403	4,560	4,592	4,357	32.6	10.8	23.4	16.6	29.4	34.6	7.6	13.8	7.0	24.2
Bell	289	109.1	.0611	27.5	50.4	68.7	175,949	.0528	1,613	6,396	3,490	4,531	26.0	8.3	23.8	16.1	34.2	39.0	9.2	15.9	6.8	20.7
Killeen		25.0	.0140	8.3	8.4		33,217	.0100	1,329	4,002	3,921	3,750	33.9	13.1	29.0	23.8	27.4	37.6	6.0	12.6	3.7	12.9
△Temple		37.4	.0209	11.2	12.9		57,141	.0171	1,528	5,102	4,430	4,579	26.2	8.3	25.3	17.0	32.6	36.5	8.7	15.0	7.2	23.2
Bexar	140	660.1	.3694	180.0	232.8	602.4	988,900	.2968	1,498	5,494	4,247	4,658	27.1	8.4	24.9	16.4	30.7	34.1	9.3	15.6	8.0	25.5
▲San Antonio		588.0	.3291	165.9	179.2		827,873	.2483	1,408	4,990	4,620	4,584	27.5	8.7	25.1	16.9	30.8	34.5	9.0	15.4	7.6	24.5
Blanco		4.1	.0023	1.2	1.2		5,094	.0015	1,242	4,245	3,934	3,503	34.5	14.2	34.2	30.1	24.2	35.4	4.2	9.5	2.9	10.8
Borden		1.4	.0008	.3	.3		1,987	.0006	1,419	6,623	5,202	6,452	10.7	2.4	24.6	11.7	33.7	26.9	13.9	16.9	17.1	42.1
Bosque		11.1	.0062	3.5	3.7		14,505	.0044	1,307	4,144	3,876	3,481	41.0	17.0	26.9	23.6	23.8	35.2	4.9	11.0	3.4	13.0
Bowie	290	98.7	.0388	29.3	29.6	34.3	84,944	.0255	1,236	4,184	4,121	3,844	33.3	12.5	27.6	22.1	28.4	37.9	6.7	13.8	4.0	13.7
△*Texarkana (Ark.)-Texarkana (Tex.)*		*52.8*	*.0298*	*16.7*			*72,072*	*.0216*	*1,381*	*4,516*												
1△Texarkana		32.0	.0179	10.2	10.7		44,331	.0133	1,388	4,346	4,117	4,014	31.9	11.5	25.9	19.9	30.1	38.5	7.5	14.7	4.6	15.4

1 Texarkana is in Bowie (Tex.) and Miller (Ark.) counties.
For Retail Sales data, see Section 4 location on page 17.

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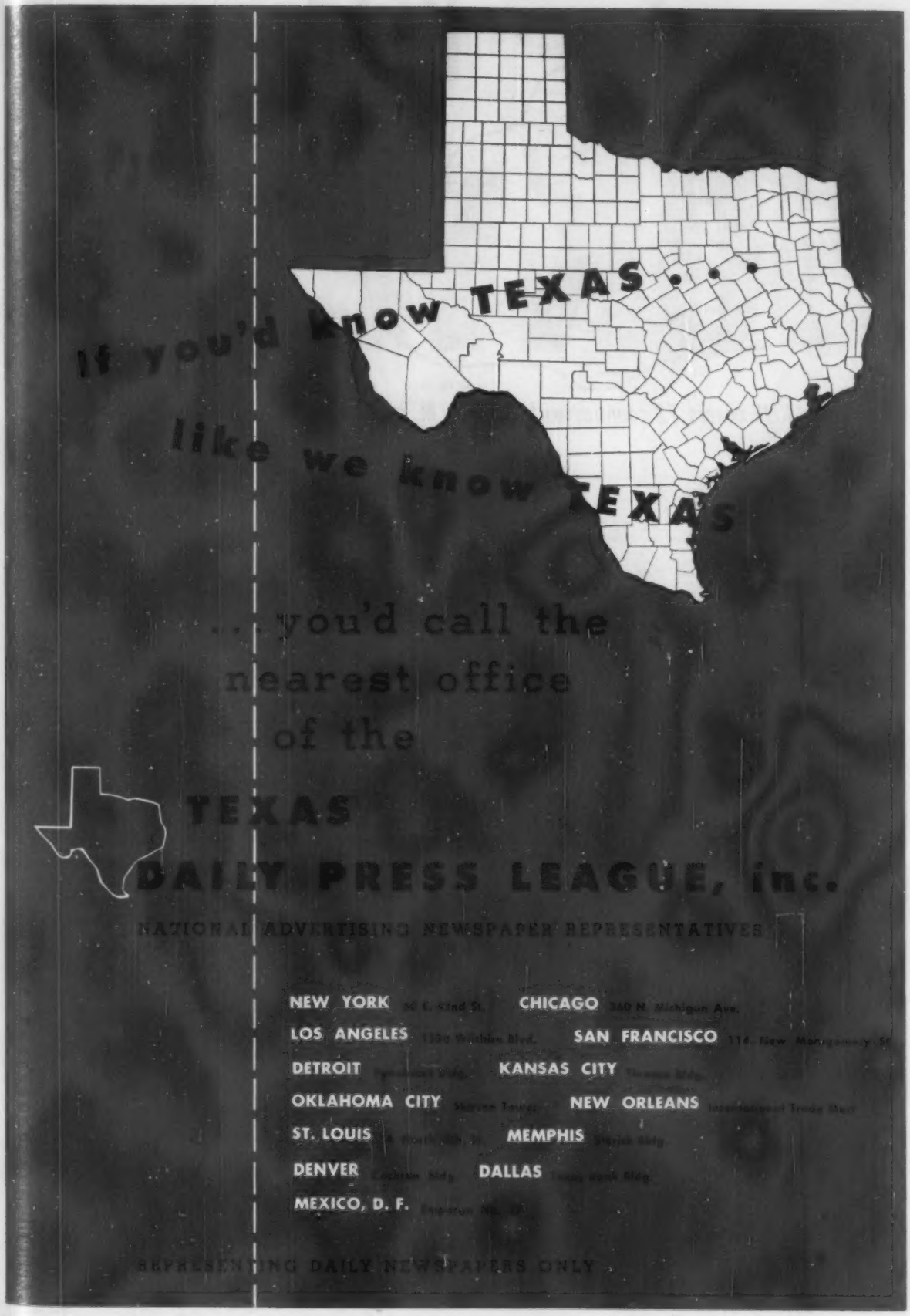
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

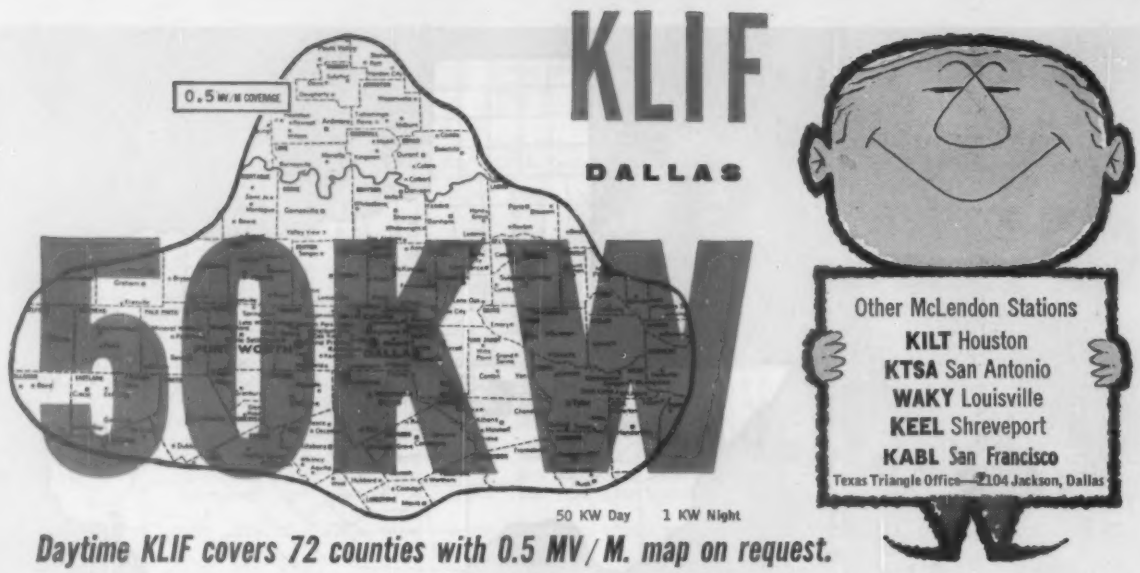
TEXAS		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Brazoria		73.5	.0411	19.8	20.6	20.1	114,281	.0342	1,555	5,772	5,532	5,363	17.6	4.8	17.9	10.3	42.4	40.7	12.7	18.6	9.2	25.6
Freeport		10.1	.0057	3.1	3.3		20,440	.0061	2,024	6,594	6,134	6,199	10.1	2.4	16.3	8.1	44.7	37.0	16.0	20.3	12.9	32.2
Brazos		49.1	.0275	13.2	15.9	32.1	71,068	.0214	1,448	5,385	3,744	4,104	38.9	13.7	20.4	15.3	26.2	32.8	7.8	15.0	6.7	23.2
Bryan		30.1	.0168	9.4	10.2		42,355	.0127	1,407	4,506	4,124	4,097	35.7	12.6	24.1	18.1	26.8	33.6	7.4	14.2	6.0	21.5
Brewster		6.2	.0035	1.6	2.2	4.8	9,305	.0027	1,501	5,816	4,112	4,560	32.8	10.4	19.9	13.5	30.0	33.9	9.0	15.6	8.3	26.6
Briscoe		3.6	.0020	.9	1.2		7,405	.0023	2,057	8,228	6,171	6,754	10.9	2.3	21.1	9.6	36.2	27.6	12.9	15.0	18.9	45.5
Brooks		7.6	.0042	2.0	2.0	5.5	9,683	.0029	1,274	4,842	4,791	4,437	27.9	9.1	25.6	17.8	30.6	35.5	9.5	16.8	6.4	20.8
Brown		28.2	.0186	8.9	9.7	22.1	40,719	.0122	1,444	4,575	4,168	4,001	34.2	12.4	25.4	19.5	28.0	36.0	7.3	14.3	5.1	17.8
Brownwood		22.1	.0124	7.3	7.9		32,740	.0098	1,481	4,485	4,144	4,062	33.9	12.0	25.1	19.0	28.2	35.8	7.4	14.4	5.4	18.8
Burleson		10.9	.0059	2.9	3.2		11,908	.0036	1,134	4,106	3,658	3,138	48.7	22.4	26.2	25.7	18.2	29.9	3.9	9.8	3.0	12.2
Burnet		10.1	.0056	3.0	3.2		13,272	.0039	1,314	4,424	4,030	3,770	34.1	13.1	27.1	22.1	28.5	39.0	6.8	13.7	3.7	12.1
Caldwell		17.9	.0101	4.9	4.9	9.2	21,326	.0064	1,191	4,352	4,274	3,911	36.8	14.3	24.3	19.1	24.9	32.7	6.4	13.0	5.6	20.9
Calhoun		17.1	.0095	5.0	5.4	10.5	25,267	.0076	1,478	5,053	4,679	4,725	26.3	8.0	25.4	16.5	31.2	34.1	8.7	14.4	8.4	27.0
Callahan		8.8	.0049	2.4	2.6		11,194	.0034	1,302	4,664	4,245	3,850	35.3	13.3	25.9	20.7	27.9	37.2	6.5	13.3	4.4	15.5
Cameron	201	169.1	.0947	41.3	46.6	106.8	193,272	.0579	1,143	4,680	4,143	4,109	38.4	13.5	23.0	17.3	24.6	30.6	7.1	13.6	6.9	25.0
△Brownsville-Harlingen-McAllen		116.5	.0653	30.8			140,357	.0421	1,205	4,557												
△Brownsville		44.5	.0249	11.2	11.9		50,205	.0151	1,128	4,483	4,205	4,108	37.3	13.1	24.0	18.0	24.9	31.3	7.2	13.8	6.6	23.9
△Harlingen		36.0	.0213	10.7	11.3		49,996	.0150	1,318	4,672	4,424	4,329	34.7	11.6	23.7	16.8	26.3	31.4	7.7	13.9	7.6	26.3
San Benito		17.1	.0096	4.5	4.7		19,510	.0059	1,141	4,336	4,078	4,005	39.6	14.3	24.1	18.6	23.2	29.7	6.4	12.6	6.7	24.8
Camp		9.3	.0052	2.8	2.8	3.4	9,889	.0030	1,063	3,532	3,514	3,097	48.3	22.5	25.3	25.2	19.3	32.1	3.6	9.0	2.5	10.2
Carson		8.9	.0038	2.0	2.2		13,263	.0040	1,922	6,632	5,958	6,028	12.2	2.9	20.0	10.2	42.1	35.9	12.5	16.3	13.2	34.7
Cass		23.0	.0129	6.2	6.3	3.2	23,348	.0070	1,015	3,766	3,654	3,209	45.2	20.4	27.4	26.3	20.4	32.7	4.3	10.5	2.7	10.1
Castro		8.7	.0049	2.2	2.3		19,196	.0058	2,206	8,725	8,239	8,101	14.2	2.5	14.8	5.6	30.3	19.2	13.3	12.9	27.6	59.8
Chambers		8.4	.0047	2.4	2.4		12,641	.0037	1,505	5,267	5,103	4,818	29.3	8.8	19.6	12.5	32.7	35.0	9.5	15.4	8.9	28.3
Cherokee		37.1	.0207	9.8	10.3	14.1	41,142	.0124	1,109	4,198	3,972	3,590	41.8	16.8	26.3	22.6	22.2	31.7	5.3	11.6	4.4	17.3
Jacksonville		10.2	.0057	3.1	3.7		15,165	.0045	1,487	4,893	4,099	4,212	35.0	12.0	24.7	18.1	26.3	33.1	6.9	12.9	7.1	24.9
Childress		9.3	.0052	2.9	3.0	8.3	15,201	.0045	1,635	5,242	5,009	4,644	26.0	8.1	24.7	16.4	33.6	37.2	8.1	13.7	7.6	24.6
Childress		8.3	.0046	2.6	2.9		13,302	.0040	1,603	5,116	4,551	4,648	25.9	8.1	24.5	16.3	33.9	37.5	8.1	13.7	7.6	24.5
Clay		10.1	.0057	3.0	3.0	2.8	14,470	.0044	1,433	4,823	4,672	4,244	28.8	9.8	26.1	16.9	31.9	38.7	7.8	14.5	5.4	18.1
Cochran		6.3	.0035	1.4	1.8		11,067	.0033	1,757	7,906	6,051	6,451	11.6	2.6	15.1	7.2	42.9	34.2	15.0	18.3	15.4	37.7
Coke		3.5	.0020	1.0	1.1		6,154	.0019	1,758	6,154	5,595	5,195	19.9	5.8	22.5	13.4	37.2	36.8	10.8	16.4	9.6	27.9
Coleman		12.0	.0067	3.6	3.6	5.1	16,154	.0048	1,346	4,487	4,487	3,925	33.7	12.4	28.6	22.5	26.7	35.0	6.1	12.1	4.9	18.0
Collin	39	45.0	.0252	13.6	13.9	16.7	56,217	.0169	1,249	4,134	4,018	3,864	37.1	14.6	28.5	23.9	24.8	34.9	5.7	12.2	3.9	14.4
McKinney		16.7	.0093	5.4	5.6		22,879	.0069	1,370	4,237	4,054	3,937	33.5	13.0	28.2	22.0	27.7	36.4	6.7	13.3	4.6	16.3
Collingsworth		6.5	.0036	1.7	1.9	2.7	9,961	.0029	1,532	5,859	5,196	4,726	28.8	8.8	25.3	16.5	28.0	30.5	8.6	14.3	9.3	29.9
Colorado		17.1	.0096	5.0	5.1	5.6	24,169	.0073	1,413	4,832	4,690	4,233	35.2	12.0	24.8	17.9	26.1	31.7	6.9	12.8	7.2	25.6
Comal		21.0	.0117	5.9	6.2	17.0	28,707	.0086	1,367	4,866	4,614	4,388	29.4	8.7	23.0	19.6	31.9	37.4	7.5	13.4	6.2	20.9
New Braunfels		17.0	.0095	4.9	5.1		23,106	.0069	1,359	4,716	4,512	4,376	26.6	8.8	27.9	19.7	31.9	37.3	7.4	13.4	6.2	20.8
Comanche		12.6	.0071	3.7	4.1	3.2	17,453	.0052	1,385	4,717	4,191	3,985	37.6	14.7	27.0	22.5	25.0	34.9	6.3	13.3	4.1	14.6
Concho		4.3	.0024	1.2	1.3		6,425	.0020	1,494	5,354	4,827	4,409	33.6	11.1	26.5	18.5	24.3	28.4	6.8	12.1	8.8	29.9
Cooke		23.9	.0134	7.0	7.6	14.3	33,041	.0099	1,382	4,720	4,327	4,081	33.2	11.8	26.1	19.7	27.9	35.1	7.3	14.0	5.5	19.4
Gainesville		14.3	.0080	4.7	5.0		22,220	.0067	1,554	4,728	4,444	4,323	30.5	10.2	25.7	18.3	29.3	34.9	8.0	14.5	6.5	22.1
Coryell		19.1	.0107	5.6	6.0	4.5	23,813	.0071	1,247	4,106	3,914	3,625	37.7	15.0	28.0	23.8	25.0	35.6	6.5	11.9	3.8	13.6
Cottle		4.3	.0024	1.1	1.3	2.2	8,019	.0024	1,865	7,290	6,083	5,793	21.4	5.4	24.0	12.8	29.4	36.0	10.0	13.8	15.2	42.2
Crane		5.5	.0031	1.6	1.7		11,223	.0034	2,041	7,014	6,575	6,624	8.4	1.4	9.8	4.4	50.7	39.4	19.7	23.4	13.6	31.4
Crockett		4.3	.0024	1.1	1.3	3.2	7,205	.0022	1,676	6,550	5,251	5,669	20.6	5.3	16.6	9.0	38.2	34.7	11.7	16.2	12.7	34.8
Crosby		10.9	.0061	3.1	3.1		17,042	.0051	1,563	5,497	5,352	5,089	27.9	7.9	24.4	14.8	27.7	27.9	8.3	12.9	11.7	36.5
Culberson		2.2	.0012	.8	.8		2,895	.0008	1,316	4,325	4,474	4,184	27.6	9.6	26.4	19.4	32.0	40.2	8.0	15.2	4.6	14.8
Dallam		7.1	.0040	2.1	2.3	5.2	13,396	.0041	1,885	6,374	5,730	5,553	18.6	4.8	22.7	12.6	36.3	33.5	10.4	14.8	12.0	34.3

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.


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Daytime KLIF covers 72 counties with 0.5 MV/M. map on request.

TEXAS

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES · CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-5,999 % Hslds.	$4,000-5,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Dallas	39	922.1	.5160	282.9	312.9	900.1	1,812,907	.5437	1,966	6,408	5,794	5,879	16.0	3.9	20.3	10.6	37.3	32.7	13.2	17.7	13.2	35.1
▲Dallas		685.1	.3834	219.3	250.6		1,368,075	.4104	1,997	6,238	5,458	5,730	15.9	4.0	20.7	11.1	38.0	34.2	13.3	18.2	12.1	32.5
Garland		37.1	.0208	10.5	11.0		62,490	.0187	1,684	5,951	5,638	5,581	16.2	4.2	20.8	11.5	39.1	36.1	12.8	18.0	11.1	30.2
Grand Prairie		37.1	.0208	10.8	11.2		61,498	.0184	1,658	5,694	5,475	5,367	16.5	4.4	22.2	12.7	39.3	37.8	12.4	18.1	9.6	27.0
Highland Park		13.2	.0074	4.8	5.4		49,385	.0148	3,741	10,289	9,076	9,531	15.9	2.4	13.2	4.3	22.2	12.0	11.9	9.8	36.8	71.5
Irving		43.2	.0242	14.1	14.7		81,534	.0245	1,887	5,783	5,532	5,421	20.6	5.5	22.0	12.5	34.4	32.6	11.6	16.8	11.4	32.6
University Park		30.3	.0170	9.7	12.2		94,035	.0282	3,103	9,694	7,683	8,731	12.7	2.1	11.6	4.1	27.7	16.3	16.6	15.0	31.4	62.5
Dawson		21.3	.0119	4.7	6.1	14.0	32,247	.0097	1,514	6,861	5,286	5,707	20.4	5.2	23.2	12.5	32.8	29.5	9.6	13.3	14.0	39.5
Lamesa		14.0	.0078	2.7	4.4		21,740	.0065	1,553	8,052	4,941	6,334	14.4	3.3	20.6	10.0	35.9	29.1	12.1	15.0	17.0	42.6
Deaf Smith		14.1	.0079	4.0	4.2	8.3	24,734	.0074	1,754	6,184	5,776	5,833	21.4	5.5	21.8	11.9	33.9	31.0	9.3	12.9	13.6	38.7
Hereford		8.3	.0046	2.2	2.8		15,149	.0045	1,825	6,886	5,399	6,123	15.9	3.7	19.1	9.6	38.7	32.6	11.0	14.1	15.3	40.0
Delta		6.0	.0034	1.8	1.8		7,737	.0024	1,290	4,298	4,155	3,467	40.1	16.7	27.5	24.4	24.1	35.7	5.1	11.7	3.2	11.5
Denton	39	55.1	.0308	15.2	22.8	31.2	81,409	.0244	1,477	5,356	3,568	4,061	39.0	13.9	18.9	15.1	27.1	34.2	7.7	15.0	5.3	21.8
Denton		31.2	.0175	7.9	15.7		54,619	.0164	1,751	6,914	3,478	4,491	37.0	11.9	14.2	9.7	30.5	35.0	9.9	17.3	8.4	26.1
De Witt		21.5	.0121	6.2	6.6	11.6	27,826	.0083	1,294	4,488	4,181	3,776	38.2	14.6	25.7	20.9	25.3	34.5	6.2	13.0	4.6	17.0
Dickens		5.7	.0031	1.6	1.8		10,437	.0032	1,831	6,523	5,584	5,533	19.1	5.0	22.0	12.3	30.4	33.9	10.3	14.6	12.2	34.2
Dimmit		9.2	.0052	1.9	2.4	3.8	7,791	.0023	847	4,101	3,196	2,927	54.4	26.9	23.4	24.6	16.2	25.3	3.3	9.0	2.7	11.2
Donley		5.8	.0032	1.7	1.7	2.6	9,101	.0027	1,569	5,354	5,099	4,819	27.6	8.3	25.4	16.2	28.9	30.9	8.4	13.7	9.7	30.9
Duval		11.8	.0066	2.7	2.8	5.3	13,009	.0039	1,102	4,818	4,517	4,229	34.9	11.9	21.4	15.6	29.3	35.7	8.1	15.0	6.3	21.8
Eastland		19.5	.0110	6.4	6.8	10.7	29,385	.0088	1,507	4,591	4,462	4,071	32.2	11.4	25.2	19.1	30.2	35.0	7.5	14.5	4.9	17.0
Ector	262	91.4	.0511	27.5	28.8	86.9	185,758	.0558	2,032	6,755	6,435	6,348	10.0	2.3	14.9	7.2	44.9	36.4	16.4	29.3	13.8	33.8
ΔOdessa		86.9	.0486	26.5	29.1		181,468	.0544	2,088	6,848	6,217	6,375	9.6	2.2	14.9	7.2	45.1	36.4	16.6	29.4	13.8	33.8
Edwards		2.3	.0013	.6	.7		2,924	.0008	1,271	4,873	4,067	3,562	47.5	19.3	24.6	21.3	17.4	25.0	4.6	10.2	5.9	24.2
Ellis	39	44.2	.0247	12.8	13.7	19.8	59,009	.0177	1,335	4,610	4,286	4,038	34.0	12.2	26.1	19.9	27.4	34.7	7.1	13.9	5.4	19.3
Waxahachie		14.5	.0081	4.5	5.2		21,920	.0066	1,512	4,871	4,171	4,234	31.0	10.6	25.4	18.5	29.6	35.9	8.1	15.0	5.9	20.0
El Paso	49	330.0	.1847	86.9	119.2	304.3	555,280	.1666	1,683	6,390	4,655	5,448	20.9	5.6	19.9	11.2	35.2	33.2	12.5	18.1	11.5	31.9
▲El Paso		290.0	.1623	78.4	90.6		467,334	.1402	1,611	5,961	5,156	5,399	20.1	5.4	19.6	11.2	35.7	33.9	12.8	18.7	11.8	30.8
Erath		17.5	.0098	5.4	6.3	10.9	23,086	.0069	1,319	4,275	3,622	3,366	42.9	18.4	26.5	24.3	22.5	34.2	5.0	11.8	3.1	11.3
Stephenville		8.2	.0046	2.7	3.4		11,703	.0035	1,427	4,334	3,400	3,470	43.3	18.0	24.5	21.7	22.9	34.0	5.6	12.6	3.7	13.7
Falls		22.8	.0128	6.5	6.8	9.0	25,896	.0078	1,136	3,984	3,797	3,321	46.9	20.4	26.2	24.3	18.7	25.9	4.4	10.4	3.8	19.0
Marlin		9.0	.0050	2.9	3.0		11,094	.0033	1,233	3,826	3,698	3,592	42.6	17.1	26.1	22.4	21.5	30.8	5.2	11.4	4.6	18.3
Fannin		25.1	.0140	7.7	7.8	5.9	28,606	.0086	1,140	3,715	3,657	3,176	45.6	20.7	26.2	27.4	19.6	31.7	4.0	9.9	2.5	10.3
Fayette		21.5	.0121	6.4	6.8	2.4	26,363	.0079	1,226	4,119	3,863	3,292	45.2	19.9	27.6	25.8	19.8	30.9	4.0	9.5	3.4	13.9
Fisher		8.6	.0048	2.3	2.4	2.5	12,676	.0038	1,474	5,511	5,097	4,675	25.6	7.9	25.4	16.7	31.6	34.8	9.7	16.3	7.7	24.3
Floyd		11.0	.0061	3.1	3.2	3.6	18,744	.0056	1,704	6,046	5,818	5,440	22.0	5.9	24.3	13.7	30.5	28.8	10.8	15.7	12.4	35.9
Foard		3.1	.0018	.9	.9		4,878	.0015	1,574	5,420	5,034	4,633	31.6	9.8	27.0	18.0	24.3	26.9	7.3	12.5	9.8	32.8
Fort Bend		39.5	.0215	9.6	10.6	9.9	47,111	.0141	1,224	4,907	4,415	4,274	32.3	10.9	24.5	17.7	25.8	34.7	7.9	14.4	6.5	22.3
Rosenberg		9.9	.0055	3.1	3.3		14,284	.0043	1,443	4,608	4,284	4,234	31.4	10.7	24.8	18.0	30.2	36.8	7.7	14.2	5.9	20.3
Franklin		5.4	.0030	1.5	1.5	.4	5,849	.0017	1,083	3,899	3,881	3,128	47.8	22.1	25.0	25.6	19.9	32.7	3.8	9.5	2.5	10.1
Freestone		15.4	.0086	4.4	4.4	2.9	17,333	.0052	1,126	3,939	3,906	3,377	45.7	19.6	24.7	22.6	20.7	31.3	6.3	12.4	3.6	14.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Within this 50 mile circle is the greatest concentration of people and buying power in the heartland of the nation!

DALLAS URBAN DISTRICT



The Dallas Urban District (50 mile radius) is the largest population concentration in the grey area of the map

How large a market do you want to serve?

SALES MANAGEMENT ESTIMATE, JANUARY 1, 1960

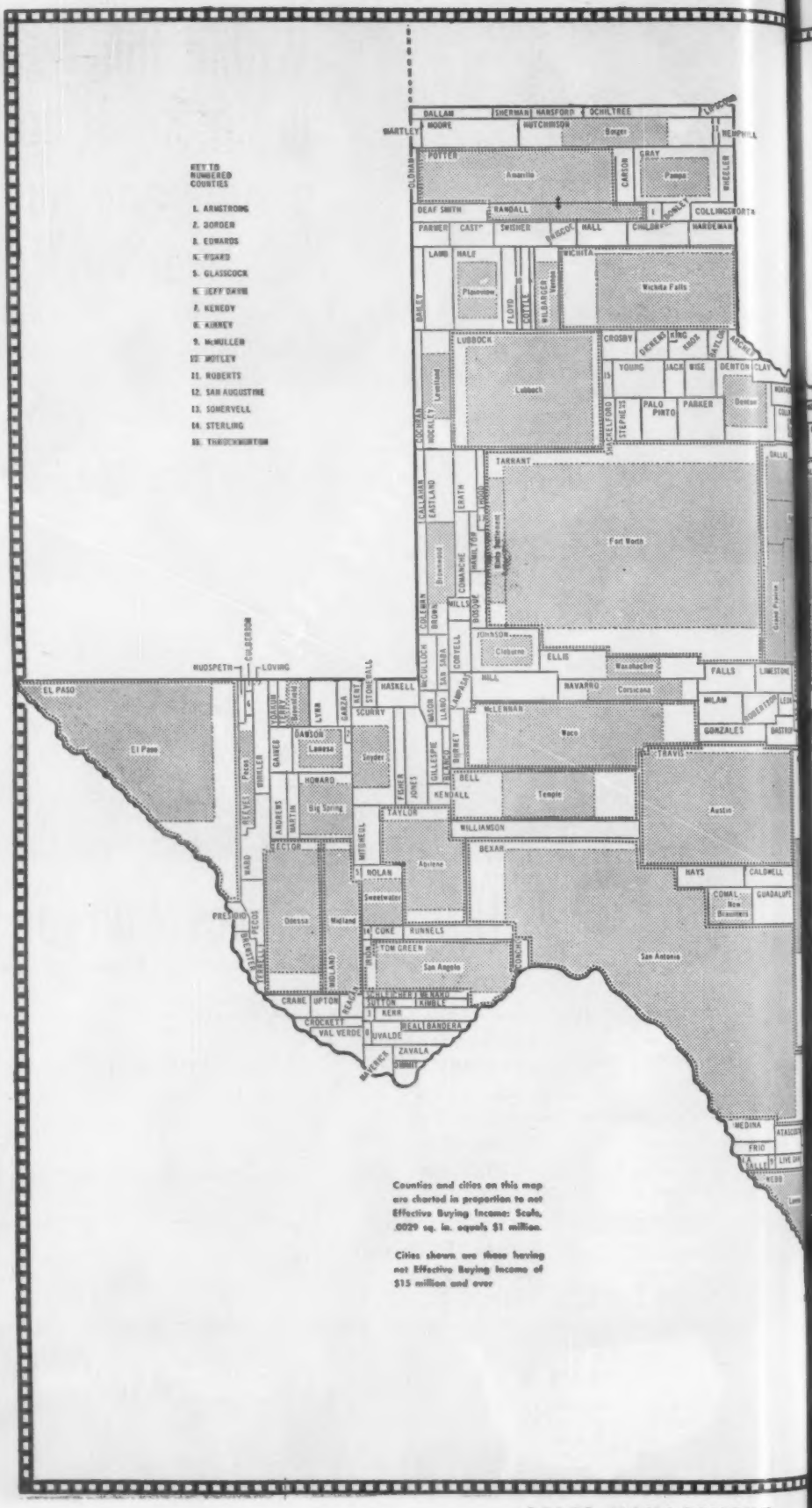
	POPULATION	EFFECTIVE BUYING INCOME
DALLAS STANDARD METROPOLITAN AREA	1,066,400	$ 2,009,542,300
DALLAS URBAN DISTRICT—nine county population cluster	1,754,300	$ 3,202,516,300
DALLAS SOUTHWEST five-state primary market	17,930,800	$27,550,373,000

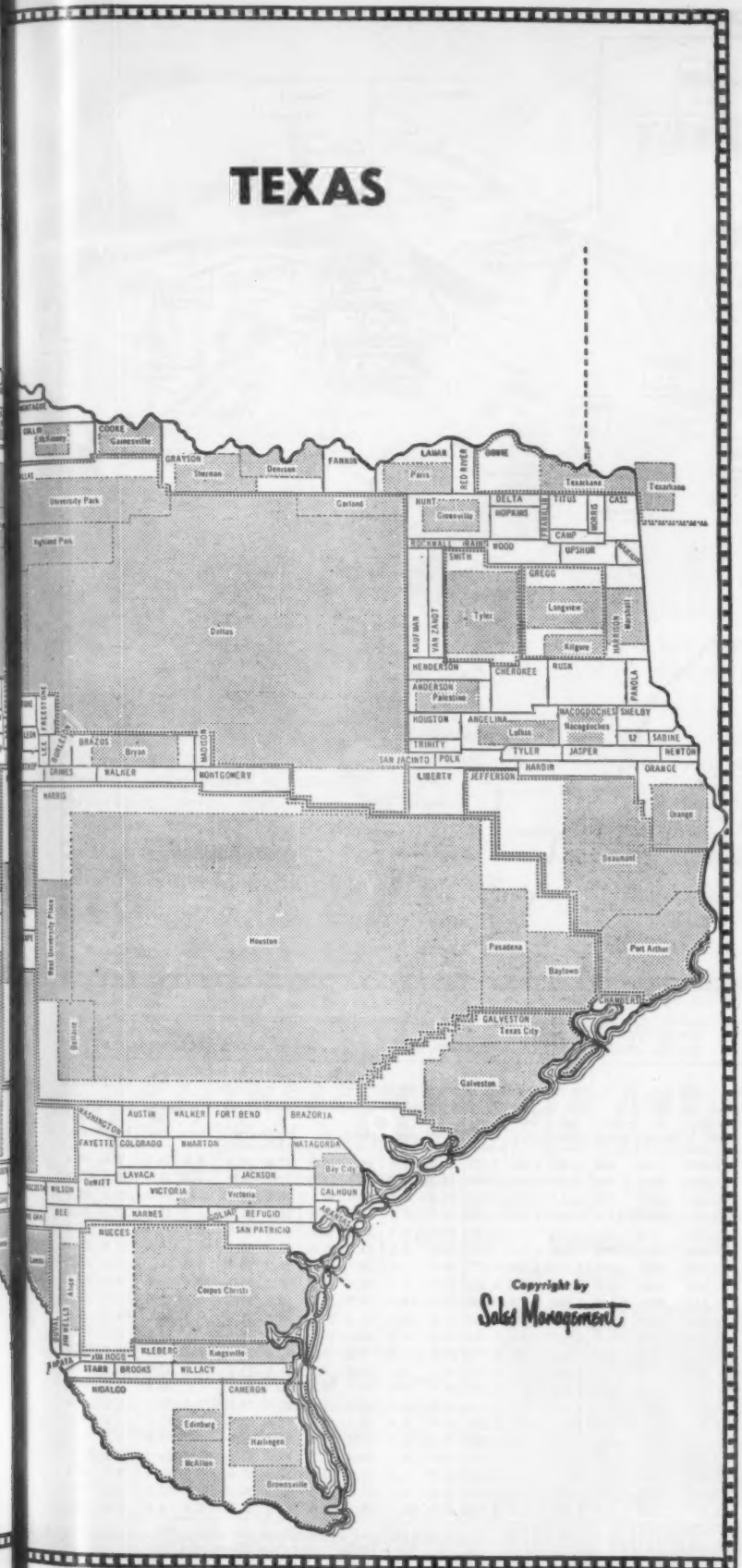


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See **Page 17** for the **Guide** to the **5 Data Sections** of this **Survey**





Sales Management's

1959

COUNTY OUTLINE RETAIL SALES MAP

Includes Alaska and Hawaii— also Canadian Markets

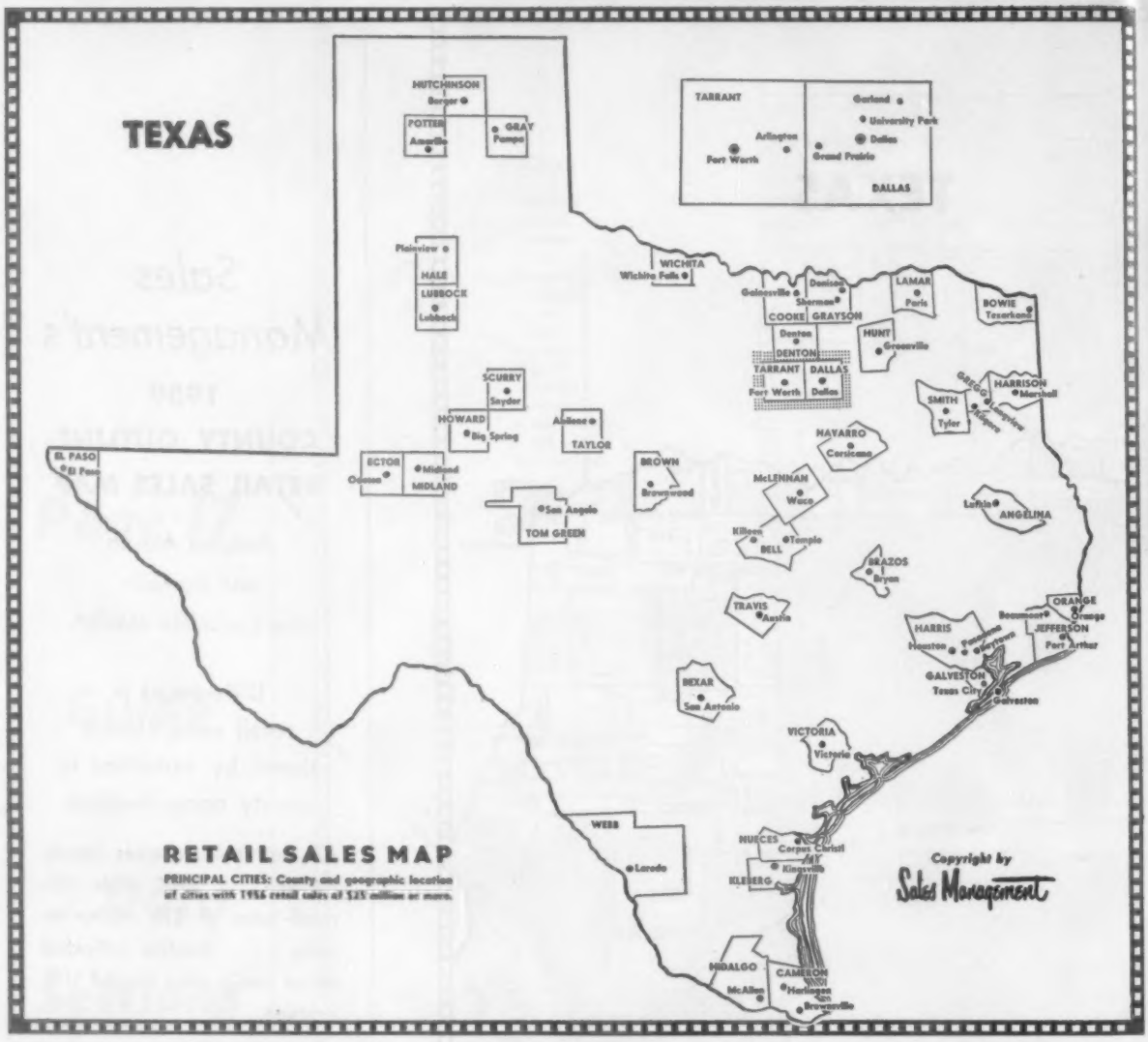
Differences in retail sales volume shown by variations in county color shadings

All metropolitan areas clearly defined . . . 1750 cities with retail sales of $20 million or more . . . counties indicated whose family sales exceed U.S. average.

PRICE:

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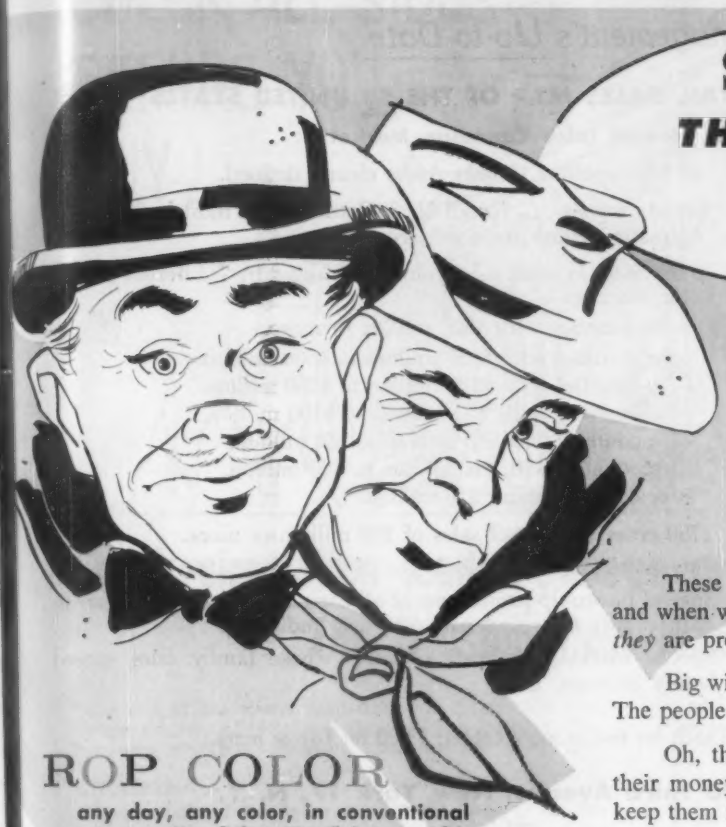
SALES MANAGEMENT, 630 Third Avenue, New York 17, N.Y.



TEXAS	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.											
													Income Breakdown of Households											
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over			
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.		
Frio		12.6	.0071	3.0	3.0	5.0	12,466	.0038	989	4,155	4,063	3,758	45.3	17.4	24.7	20.3	17.9	24.4	5.5	11.5	6.6	26.4		
Gaines		11.5	.0064	3.1	3.4	4.6	18,961	.0057	1,649	6,118	5,498	5,586	16.3	4.2	16.7	9.2	42.9	39.6	13.8	19.3	10.3	27.7		
Galveston	50	126.1	.0706	37.3	42.2	123.3	220,482	.0661	1,748	5,911	5,218	5,335	18.8	5.1	20.9	12.1	38.2	36.8	12.1	17.8	10.0	28.2		
▲Galveston		73.5	.0411	22.4	26.5		134,066	.0402	1,824	5,985	5,059	5,332	19.7	5.3	21.5	12.4	36.7	35.4	11.7	17.3	10.4	29.6		
Texas City		33.0	.0185	10.0	10.7		58,204	.0176	1,764	5,820	5,440	5,432	16.2	4.3	19.3	10.9	42.0	39.8	13.1	19.0	9.4	26.0		
Garza		7.2	.0040	1.6	2.1	3.8	11,586	.0035	1,609	6,436	5,516	5,623	13.9	4.9	23.3	12.8	33.0	30.1	12.0	16.8	12.8	35.4		
Gillespie		10.4	.0059	3.3	3.2	4.0	14,238	.0043	1,371	4,321	4,334	3,777	34.7	13.3	30.7	25.0	24.6	33.4	5.6	11.7	4.4	16.6		
Glasscock		.8	.0004	.2	.2		1,520	.0004	1,900	7,600	5,693	6,326	10.1	2.3	16.3	7.9	43.8	35.7	15.2	18.8	14.6	35.3		
Goliad		5.5	.0031	1.5	1.4		6,833	.0029	1,188	4,355	4,478	3,906	40.8	15.1	26.7	21.1	19.9	26.1	5.9	12.0	6.7	25.7		
Gonzales		20.9	.0117	5.5	6.0	6.4	22,564	.0067	1,080	4,103	3,751	3,383	44.6	19.1	26.6	24.2	20.7	31.5	4.3	10.0	3.8	15.2		
Gonzales		6.4	.0036	1.7	1.9		7,220	.0022	1,128	4,247	3,800	3,785	38.7	14.8	26.6	21.6	23.7	32.3	5.9	12.2	5.1	19.1		
Gray		30.2	.0169	9.4	9.4	27.1	56,456	.0170	1,869	6,008	5,966	5,716	16.4	4.1	18.3	9.9	41.5	37.4	12.1	16.6	11.7	32.0		
Pampa		27.1	.0153	8.6	8.7		51,901	.0156	1,915	6,035	5,922	5,727	16.4	4.1	18.4	9.9	41.4	37.2	12.1	16.6	11.7	32.2		
Grayson		83.0	.0464	25.8	28.5	58.4	119,779	.0359	1,443	4,643	4,201	4,092	31.1	11.0	26.1	19.8	30.1	37.8	7.7	14.8	5.0	16.8		
Denison		25.3	.0142	8.6	8.7		37,741	.0113	1,492	4,388	4,323	4,138	30.8	10.8	26.8	19.9	29.3	36.3	7.9	15.1	5.2	17.9		
Sherman		31.1	.0174	10.4	11.2		48,549	.0146	1,561	4,668	4,301	4,257	28.9	9.8	25.7	18.6	31.9	38.5	8.1	15.0	5.4	18.1		
Gregg	245	73.1	.0409	22.8	23.9	71.6	124,855	.0374	1,705	5,467	5,206	5,003	23.1	6.7	21.5	13.3	36.1	36.9	10.5	16.5	8.8	26.6		
3Gladewater		7.7	.0043	2.2	2.7		14,138	.0042	1,836	6,426	5,175	5,617	15.0	3.9	20.9	11.5	40.1	36.6	12.9	18.1	11.1	29.9		
2Kilgore		16.7	.0093	5.8	6.2		31,648	.0095	1,895	5,457	5,074	5,032	22.8	6.6	20.9	12.8	37.0	37.8	10.6	16.6	8.7	26.2		
△Longview		52.2	.0292	15.4	16.1		83,482	.0250	1,598	5,421	5,185	4,936	24.3	7.1	21.8	13.6	35.1	36.7	10.2	16.2	8.6	26.4		
Grimes		13.9	.0078	4.1	4.1	4.9	14,977	.0045	1,077	3,653	3,625	3,139	40.4	22.7	26.3	25.9	17.7	28.9	3.4	6.6	3.2	13.9		

2 Kilgore is in Gregg and Rusk counties.
3 Gladewater is in Gregg and Upshur counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.
© SM, 1960.



SH-H-H-

THESE MARKETS ARE PREGNANT *

PREGNANT WITH PROFIT POTENTIALS!

These are Texas Markets, Pardner, Texas Markets; and when we say they are *pregnant,* Pardner, *they* are pregnant!

Big with money that is getting itself spent by the people. The people down here *live,* Pardner, they *live!*

Oh, they are thrifty. The thing is: they don't put their money where "moths and rust" will keep them from enjoying it.

They spend more of their *discretionary dollars,* proportionately, than do the people in areas where they are more "sot in their ways."

Thus, these markets are *alive!* The people are responsive to sales and advertising appeals that have real emotional validity and honest believability. In other words, if your product *belongs,* these markets are ready to absorb bigger volumes per capita than the EBI might indicate.

ROP COLOR

any day, any color, in conventional space units. Color at minimum color surcharge rates: any 2 papers, 5% discount; all 3 at 10% discount.

* **Come to think of it, Pardner, it might pay you to get pregnant, too, in these markets, that is!**

Yes THESE MARKETS ARE ON THE GROW!

And here are some examples of what we mean:

532 New Business Establishments last year
7 New Shopping Centers Now Under Construction
2901 New Residential Units Built last year
3246 New Families Moved in last year

EXTRA

While these figures on growth do represent totals of the City Zones of three cities; they do not include totals of the Secondary Market areas (a big, rich EXTRA for you!)

Waco Tribune-Herald
Austin American-Statesman
The Port Arthur News

represented nationally by **BURKE, KUIPERS & MAHONEY, INCORPORATED**

Sales Management's Up-to-Date

1960 COUNTY OUTLINE RETAIL SALES MAP OF THE 50 UNITED STATES

Includes Alaska and Hawaii (also Canadian Markets)

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . in 8 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by 7 different County color shadings . . .
   - —for counties with $500 million or more.
   - —for counties with $250 million to $500 million.
   - —for counties with $100 million to $250 million.
   - —for counties with $50 million to $100 million.
   - —for counties with $25 million to $50 million.
   - —for counties with $10 million to $25 million.
   - —for counties under $10 million.
4. 1750 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1960).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed family average.

PRICE: $4.50 a single copy; $3.50 each for two or more copies; $3.00 for five or more

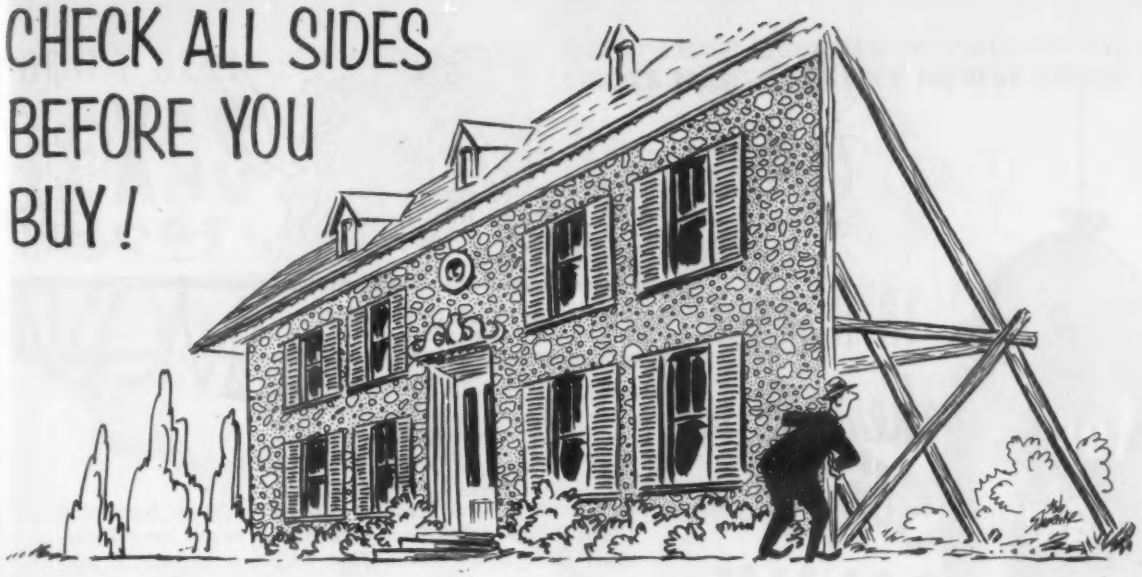
SALES MANAGEMENT, 630 Third Avenue, New York 17, N. Y.

TEXAS		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Guadalupe		27.7	.0155	7.7	8.0	13.8	33,515	.0100	1,210	4,353	4,142	3,821	35.2	13.3	27.9	22.5	26.0	35.1	6.4	13.1	4.5	16.0
Seguin		13.8	.0077	4.1	4.4		17,695	.0063	1,282	4,424	3,993	3,957	34.4	12.5	26.7	20.7	27.3	35.6	6.6	13.2	5.0	18.0
Hale		35.0	.0196	9.9	10.5	23.4	62,436	.0188	1,784	6,307	5,921	5,719	20.3	5.1	22.5	12.1	32.4	29.2	11.0	15.1	13.8	38.5
Plainview		23.4	.0131	7.0	7.9		44,587	.0134	1,905	6,370	5,641	5,835	19.1	4.7	21.8	11.5	33.3	29.4	11.5	15.5	14.3	38.9
Hall		6.9	.0039	1.9	1.9	2.5	10,542	.0031	1,528	5,548	5,511	4,870	29.5	8.8	24.9	15.7	26.8	28.2	8.3	13.5	10.5	33.8
Hamilton		10.1	.0066	3.1	3.4	2.8	13,020	.0039	1,289	4,200	3,825	3,398	42.6	18.1	28.7	28.0	20.5	31.0	4.8	10.7	3.8	14.2
Hansford		4.8	.0028	1.1	1.2		9,302	.0028	2,022	8,456	7,465	7,177	12.7	2.8	16.9	7.2	35.8	25.7	13.9	14.2	21.8	50.3
Hardeman		9.1	.0061	2.9	2.9	4.4	14,498	.0044	1,593	4,999	4,896	4,508	30.4	9.8	24.5	16.7	29.1	33.2	8.2	14.4	7.8	25.9
Hardin		24.8	.0137	6.8	7.1	4.6	29,782	.0089	1,218	4,380	4,185	3,949	32.0	11.7	24.7	19.3	31.8	41.5	7.5	14.9	4.0	12.6
Harris	69	1,212.0	.6783	362.4	409.4	1,209.4	2,313,109	.6838	1,909	6,383	5,649	5,803	15.9	3.9	19.5	10.3	38.6	34.4	13.6	16.4	12.4	33.0
Baytown		27.2	.0152	8.5	8.7		52,812	.0158	1,942	6,213	6,034	5,881	14.8	3.6	16.1	8.4	42.0	36.7	15.3	20.5	11.8	30.8
Bellaire		22.1	.0124	6.6	6.6		48,078	.0144	2,175	7,284	7,233	6,487	14.4	3.2	15.9	7.6	37.2	29.5	16.5	20.0	16.0	39.7
▲Houston		960.0	.5373	298.9	338.8		1,879,622	.5638	1,958	6,288	5,548	5,729	16.3	4.1	20.0	10.8	38.3	34.3	13.3	18.2	12.1	32.6
Pasadena		56.0	.0308	15.9	16.4		96,281	.0289	1,751	6,055	5,868	5,712	14.1	3.6	17.4	9.4	43.6	39.2	14.3	19.7	10.6	28.1
West University Place		15.2	.0085	4.5	4.8		30,943	.0120	2,628	8,876	8,313	8,418	9.9	1.7	11.0	4.0	31.5	19.3	19.8	18.4	27.8	56.6
Harrison		53.0	.0297	14.2	15.5	29.7	60,800	.0183	1,147	4,282	3,906	3,707	38.8	15.1	25.3	21.0	25.5	35.4	8.2	13.2	4.2	15.3
Marshall		29.7	.0166	9.1	10.3		39,851	.0120	1,342	4,379	3,849	3,869	36.7	13.7	24.8	19.7	26.9	35.8	6.9	14.0	4.7	16.8
Hartley		1.9	.0010	.6	.5	.5	4,243	.0013	2,233	7,072	7,143	6,455	21.4	4.8	20.6	9.8	27.8	22.2	10.8	13.1	19.4	50.1
Haskell		11.5	.0065	3.1	3.1	3.1	17,100	.0051	1,487	5,516	5,372	4,799	28.0	8.4	25.8	16.6	28.1	30.0	8.5	14.0	9.6	31.0
Hays		21.7	.0121	6.3	7.1	15.1	28,494	.0079	1,221	4,999	3,696	3,888	41.7	15.6	23.2	18.5	22.6	30.1	6.4	13.0	6.1	22.8
San Marcos		15.1	.0085	3.5	5.0		16,834	.0050	1,115	4,810	3,367	3,611	45.3	13.1	21.8	13.6	21.3	30.4	6.2	13.4	5.4	19.5
Hemphill		3.9	.0022	1.1	1.1	2.6	6,308	.0019	1,617	5,735	5,682	5,673	22.4	6.4	22.1	13.4	35.1	35.5	11.3	17.5	9.1	27.2
Henderson		25.0	.0140	7.3	7.6	9.3	27,994	.0084	1,120	3,835	3,644	3,322	44.3	19.3	26.4	24.4	21.3	33.2	4.9	11.5	3.1	11.6
Athens		9.3	.0052	3.1	3.1		11,677	.0035	1,256	3,767	3,725	3,552	42.0	17.1	26.4	22.9	22.0	31.9	5.7	13.5	3.9	15.6
Hidalgo	201	210.4	.1177	48.5	54.1	131.7	205,025	.0615	974	4,227	3,788	3,603	45.7	17.9	22.8	19.1	19.9	27.6	5.8	12.3	5.8	23.1
Edinburg		18.6	.0104	4.3	4.9		19,238	.0055	1,034	4,471	3,915	3,936	40.0	14.7	23.7	18.6	23.6	30.6	6.6	13.2	6.1	22.9
△McAllen		34.0	.0190	8.9	9.5		40,166	.0120	1,181	4,513	4,200	4,121	39.1	13.7	23.9	17.9	22.8	28.4	6.9	13.3	7.3	26.8
Mercedes		13.3	.0074	3.4	3.5		13,149	.0039	989	3,867	3,728	3,554	47.3	19.3	23.4	20.3	18.7	27.1	5.4	12.0	5.2	21.5
Mission		15.0	.0084	3.5	3.6		13,841	.0041	903	3,899	3,736	3,588	46.2	19.6	23.7	20.3	19.6	28.3	5.2	11.3	5.3	21.5

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

CHECK ALL SIDES BEFORE YOU BUY!



Check circulation lead . . . linage growth . . . editorial quality. The Houston Post leads all three.

Take any of the media yardsticks . . . circulation lead, linage growth, editorial quality . . . The Houston Post measures up first, Houston's number one newspaper.

Circulation:

A comparison of the latest ABC Audit Reports for the twelve-month period ending September 30, 1959, documents The Post's circulation lead. The figures for the third quarter of 1959 clearly point up The Post's dominant position . . . 16,901 more families daily and 5,861 more Sunday families than Houston's second newspaper . . . and at the same line rate!

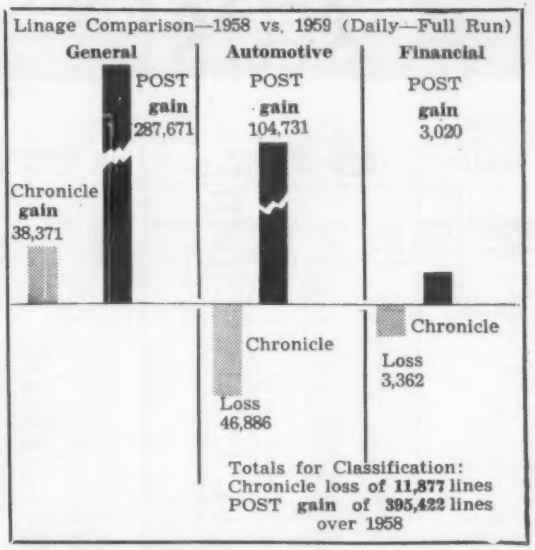
Here are the figures: ABC Audit Reports, for 12 months ending September 30, 1959.

	DAILY		SUNDAY	
	POST	**Chronicle**	**POST**	**Chronicle**
Oct. 1-Dec. 31, 1958	206,581	198,598	215,129	222,436
Jan. 1-Mar. 31, 1959	207,307	197,379	215,224	219,348
Apr. 1-June 30, 1959	208,069	195,075	215,991	216,493
July 1-Sept. 30 1959	**209,709**	**192,808**	**220,760**	**214,899**

Ad Linage:

Latest Media Records show The Houston Post **gained** linage in 1959 for General, Automotive and Financial classifications. (See chart below.) In addition, The Post showed an increase for 1959 of over 600,000 lines in Total Display, daily and Sunday while Houston's second newspaper **lost** linage again in this classification.

Ad linage growth based on Media Records.



Editorial Quality:

The "reason why" for the circulation lead and linage growth of The Post is editorial quality—the product itself. The Post has kept editorial pace with the new attitudes of Houstonians. Check the awards won by The Post in recent Texas Associated Press competition . . . check The Post's series of community events, crime, health, schools, food. It's the newspaper Houstonians read every day—all day. When you plan your schedule for the Houston market, check ALL sides of the media picture . . . compare circulation, linage growth, editorial quality. You'll see why The Houston Post is first in Houston—your number one buy!

THE HOUSTON POST

Member

Represented nationally by Moloney, Regan & Schmitt



for sale

IN HOUSTON there is a 5th SALAMI that never SELLS!

BECAUSE IT'S SOLD IN BEAUMONT

In a recent research brochure* conducted by the Beaumont Enterprise and Journal on Houston's two largest food chains, nearly 20% of the merchandise bought in Houston is sold in the Beaumont Metropolitan area. Beaumont is a market that derives 73.4 percent of its food from warehouses located in Houston. You cannot expect to receive full benefit from your advertising dollars spent in Houston when a large percentage of the food shipped there doesn't stay there unless you use the Beaumont Enterprise and Journal, the only newspaper that can give you that fifth SALAMI.

* "FOOD FOR THOUGHT"

BEAUMONT ENTERPRISE
BEAUMONT JOURNAL
BEAUMONT, TEXAS

Represented by THE BRANHAM COMPANY

TEXAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

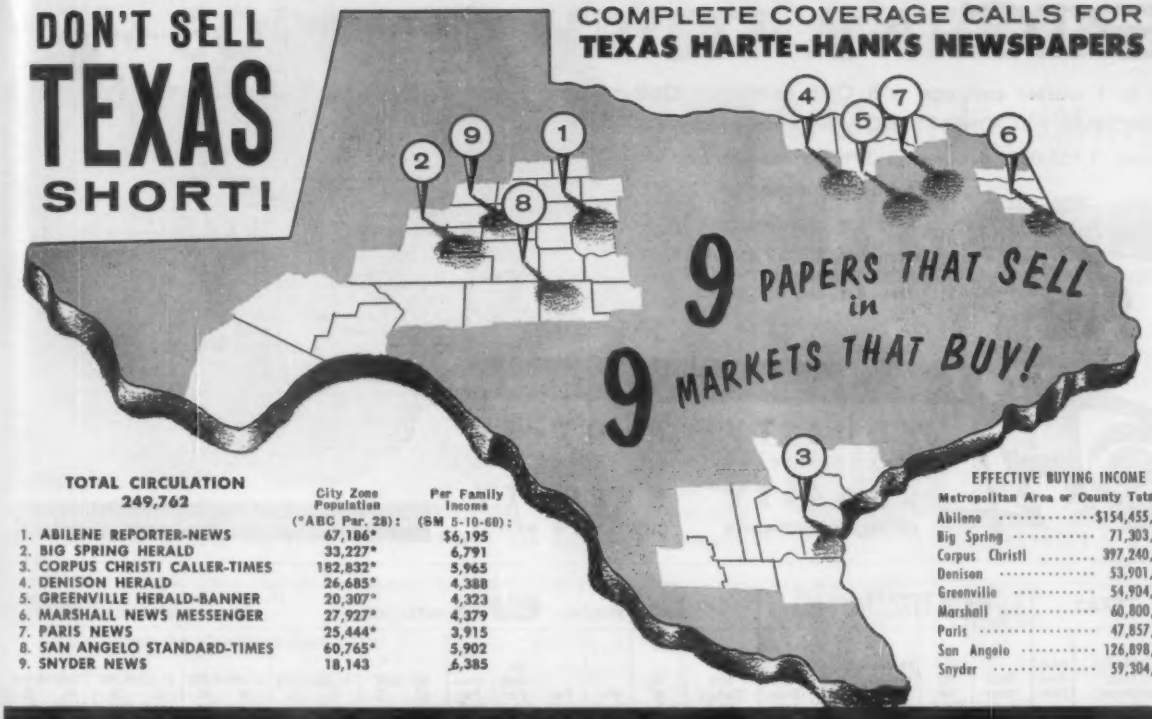
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Weslaco		16.9	.0095	4.7	4.7		17,755	.0053	1,051	3,778	3,723	3,581	46.8	18.9	23.3	20.0	19.0	27.4	5.6	12.2	5.3	21.5
See Brownsville-Harlingen-McAllen																						
Hill		27.3	.0153	8.4	8.9	10.2	37,788	.0114	1,384	4,498	4,235	3,904	35.6	13.2	27.3	21.5	25.7	34.0	6.3	12.6	5.1	18.7
Hillsboro		10.2	.0057	3.5	3.6		14,812	.0044	1,452	4,232	4,076	3,920	34.4	12.7	27.4	21.5	26.8	35.2	6.5	13.0	4.9	17.6
Hockley		20.6	.0115	5.6	5.8	12.3	36,456	.0109	1,770	6,510	6,249	5,974	13.9	3.4	19.2	9.9	40.0	34.4	13.9	18.3	13.0	34.0
Levelland		12.3	.0069	3.5	3.8		23,188	.0070	1,885	6,625	6,102	6,107	12.5	3.0	18.7	9.4	40.6	34.2	14.7	18.9	13.5	34.5
Hood		4.1	.0023	1.2	1.3		6,030	.0018	1,471	5,025	4,517	3,884	34.2	12.7	25.8	20.4	29.0	38.5	6.7	13.5	4.3	14.9
Hopkins		22.5	.0126	6.8	7.0	10.4	28,378	.0085	1,261	4,173	4,032	3,592	40.6	16.3	27.9	23.9	21.9	31.4	5.3	11.7	4.3	16.7
Sulphur Springs		10.4	.0058	3.2	3.6		14,156	.0042	1,361	4,424	3,856	3,892	36.4	13.5	27.4	21.7	24.4	32.3	6.5	13.0	5.3	19.5
Houston		20.0	.0112	5.6	5.9	5.2	21,422	.0064	1,071	3,825	3,577	3,134	48.7	22.4	25.7	25.3	18.3	30.0	4.5	11.3	2.8	11.0
Howard		38.1	.0213	10.5	13.8	33.2	71,303	.0214	1,871	6,791	5,132	5,838	15.4	3.8	19.3	10.2	39.3	34.6	13.5	18.2	12.5	33.2
Big Spring		33.2	.0186	10.0	10.9		62,661	.0188	1,887	6,266	5,740	5,827	15.2	3.8	19.4	10.3	39.6	34.9	13.4	18.1	12.4	32.9
Hudspeth		4.0	.0023	.9	1.2		3,914	.0012	979	4,349	3,034	3,424	46.0	19.4	24.3	21.8	20.2	30.6	5.2	11.9	4.3	16.3
Hunt		41.5	.0232	12.7	13.8	26.3	54,904	.0165	1,323	4,323	3,969	3,719	38.7	15.0	26.2	21.7	24.8	34.3	5.9	12.5	4.4	16.5
Greenville		20.4	.0114	6.8	7.0		27,872	.0084	1,366	4,099	3,960	3,830	36.5	13.8	26.9	21.7	25.8	34.6	6.1	12.4	4.7	17.5
Hutchinson		36.2	.0203	10.3	11.5	27.2	69,884	.0209	1,931	6,786	6,064	6,223	9.9	2.3	12.1	6.0	48.4	40.1	17.4	21.9	12.2	29.7
Borger		24.6	.0138	7.5	8.4		50,321	.0151	2,046	6,709	5,991	6,167	10.0	2.3	13.0	6.5	48.0	40.2	17.0	21.6	12.0	29.4
Irion		1.2	.0006	.3	.3		1,566	.0005	1,305	5,220	4,789	4,474	29.1	9.4	29.8	20.5	25.5	29.3	7.3	12.8	8.3	28.0
Jack		6.6	.0037	2.0	2.2	2.5	10,609	.0032	1,607	5,305	4,743	4,433	28.9	9.4	24.7	17.2	31.0	36.0	8.7	15.4	6.7	22.0
Jackson		15.2	.0086	4.1	4.3	4.6	21,308	.0064	1,402	5,197	4,869	4,600	27.2	8.5	23.7	15.9	32.8	36.8	9.0	15.4	7.3	23.4
Jasper		21.1	.0118	5.4	5.6	4.7	22,771	.0068	1,079	4,217	4,042	3,639	38.1	15.1	27.8	23.5	24.6	34.7	5.6	12.1	3.9	14.6
Jeff Davis		1.4	.0008	.3	.4		2,106	.0006	1,504	7,020	4,510	4,859	29.5	8.8	22.6	14.3	28.8	30.5	8.8	14.2	10.3	32.2
Jefferson	18	253.1	.1417	74.0	81.5	231.5	453,261	.1360	1,791	6,125	5,559	5,626	16.2	4.2	17.7	9.7	41.8	38.2	13.6	18.9	10.7	29.0
▲Beaumont		126.7	.0709	38.4	41.4		228,351	.0685	1,802	5,947	5,505	5,507	18.1	4.8	19.3	10.8	39.1	36.4	12.8	18.2	10.7	29.8
▲Port Arthur		72.0	.0403	21.7	23.9		132,810	.0398	1,845	6,120	5,551	5,643	15.2	3.9	16.3	8.9	44.2	40.3	14.1	19.6	10.2	27.3
Jim Hogg		5.1	.0028	1.2	1.3	4.0	5,409	.0016	1,061	4,508	4,154	4,152	35.5	12.4	24.6	18.2	25.9	32.0	7.5	14.3	6.5	23.1
Jim Wells		30.4	.0170	7.8	7.8	25.6	39,964	.0120	1,315	5,329	5,119	4,839	28.3	8.4	22.2	14.2	30.4	32.3	9.8	15.9	9.3	29.2
Alice		23.5	.0132	6.0	6.0		30,524	.0092	1,299	5,087	5,006	4,823	28.0	8.4	22.7	14.5	30.4	32.4	9.7	15.8	9.2	28.9
Johnson	56	36.8	.0206	11.6	11.8	18.1	52,203	.0157	1,419	4,500	4,490	4,102	31.5	11.1	25.5	19.2	30.5	38.2	7.5	14.4	5.0	17.1
Cleburne		18.1	.0101	5.9	6.0		27,260	.0082	1,506	4,620	4,518	4,303	28.9	9.7	24.5	17.6	32.9	39.2	8.2	15.1	5.5	18.4
Jones		19.3	.0109	5.9	5.9	10.5	30,256	.0090	1,568	5,129	5,075	4,674	28.3	8.7	25.4	16.7	28.9	31.9	8.8	14.8	8.6	27.9
Karnes		15.8	.0089	3.9	4.2	6.3	16,996	.0057	1,218	4,871	4,474	4,130	37.0	13.0	23.2	17.3	25.7	32.0	7.5	14.2	6.6	23.5

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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DON'T SELL TEXAS SHORT!

COMPLETE COVERAGE CALLS FOR
TEXAS HARTE-HANKS NEWSPAPERS



	TOTAL CIRCULATION 249,762	City Zone Population ("ABC Par. 28):	Per Family Income (SM 5-10-60):
1.	ABILENE REPORTER-NEWS	67,186*	$6,195
2.	BIG SPRING HERALD	33,227*	6,791
3.	CORPUS CHRISTI CALLER-TIMES	182,832*	5,965
4.	DENISON HERALD	26,685*	4,388
5.	GREENVILLE HERALD-BANNER	20,307*	4,323
6.	MARSHALL NEWS MESSENGER	27,927*	4,379
7.	PARIS NEWS	25,444*	3,915
8.	SAN ANGELO STANDARD-TIMES	60,765*	5,902
9.	SNYDER NEWS	18,143	6,385

EFFECTIVE BUYING INCOME
Metropolitan Area or County Totals

Abilene	$154,455,000
Big Spring	71,303,000
Corpus Christi	397,240,000
Denison	53,901,000
Greenville	54,904,000
Marshall	60,800,000
Paris	47,857,000
San Angelo	126,898,000
Snyder	59,304,000

TEXAS HARTE-HANKS NEWSPAPERS

CHICAGO — 400 N. Michigan Avenue — HEADQUARTERS — National Bldg., Dallas 1, Texas — NEW YORK — 52 Vanderbilt Avenue

TEXAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Kaufman		28.5	.0159	7.6	7.9	14.8	31,208	.0094	1,095	4,106	3,915	3,575	40.1	16.2	27.0	23.2	23.6	34.1	5.4	11.8	3.9	14.7
Terrell		12.0	.0067	3.3	3.3		12,901	.0039	1,075	3,909	3,844	3,721	37.4	14.5	26.7	22.1	25.9	35.7	5.9	12.5	4.1	15.2
Kendall		5.7	.0032	1.7	1.9		8,607	.0028	1,510	5,063	4,530	4,206	32.8	11.3	28.2	20.7	25.3	30.9	6.7	12.5	7.0	24.6
Kenedy		.7	.0004	.1	.2		449	.0001	641	4,490	1,927	2,368	68.4	41.9	14.5	18.8	15.4	33.5	1.7	5.8		
Kent		1.5	.0008	.4	.5		2,883	.0009	1,922	7,208	5,379	5,481	23.1	6.1	20.8	11.7	32.3	30.2	11.2	16.1	12.6	35.9
Kerr		15.2	.0085	4.4	4.8	9.6	22,330	.0067	1,469	5,075	4,560	4,444	27.7	9.0	26.5	18.4	31.1	36.0	7.8	13.8	6.9	22.8
Kerrville		9.6	.0054	3.1	3.4		15,302	.0046	1,594	4,936	4,453	4,429	28.0	9.1	26.1	18.1	31.2	38.3	7.9	14.0	6.8	22.5
Kimble		4.4	.0025	1.3	1.3		5,796	.0017	1,318	4,460	4,257	4,028	33.7	12.1	30.0	23.0	23.8	30.3	6.5	12.7	6.0	21.9
King		.9	.0005	.2	.3		1,423	.0004	1,581	7,115	4,743	5,820	25.9	6.2	17.5	9.3	31.5	27.8	10.5	14.2	15.5	42.5
Kinney		1.5	.0008	.4	.3		1,954	.0006	1,303	4,885	4,947	4,282	43.1	14.5	24.7	17.8	15.9	19.2	5.9	10.7	10.4	37.8
Kleberg		29.2	.0164	7.3	9.1	25.0	43,394	.0130	1,486	5,944	4,725	5,090	25.4	7.2	20.4	12.4	32.4	32.6	11.8	18.3	10.0	29.5
Kingsville		25.0	.0140	6.3	8.1		37,887	.0114	1,515	6,014	4,671	5,123	25.1	7.1	20.3	12.2	32.5	32.7	11.9	18.3	10.2	29.7
Knox		8.6	.0048	2.4	2.3		13,853	.0042	1,611	5,772	5,830	5,283	26.7	7.3	24.0	14.0	27.0	28.3	9.7	14.4	12.6	36.0

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.



only **KFDM-TV**

Delivers Texas' 4th Market

BEAUMONT-PORT ARTHUR-ORANGE

21 Prosperous Counties & Parishes*
177,100 TV Homes*

*ARB—Nov. '59

D. A. Cannan, President
C. B. Locke, Executive Vice President & General Manager
Mott Johnson, Sales & Operations Manager

See Peters Griffin Woodward, Inc.

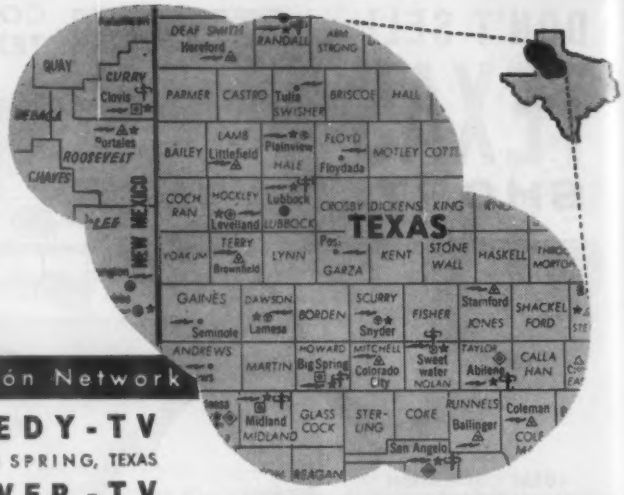
CBS ABC

BIG

4 in 1 market coverage with ONE FILM . . ONE PURCHASE . . . ONE BILLING plan economically delivers 1,165,000 customers, 331,300 households, an urban population of 791,200 and an effective buying income of $2,117,408,000*.

*Ref.: S.M., May 10, 1960





West Texas Television Network

KDUB-TV
LUBBOCK, TEXAS

KEDY-TV
BIG SPRING, TEXAS

KPAR-TV
ABILENE - SWEETWATER

KVER-TV
CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE : THE BRANHAM COMPANY

TEXAS

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Lamar		41.5	.0232	12.5	13.1	25.7	47,857	.0144	1,153	3,829	3,646	3,354	42.9	18.5	27.1	24.7	22.1	34.0	4.8	11.1	3.1	11.5
Paris		25.7	.0144	9.4	9.0		32,883	.0099	1,279	3,915	3,630	3,550	39.8	16.2	27.1	23.6	24.3	34.9	5.3	11.7	3.6	13.6
Lamb		25.5	.0143	7.1	7.1	9.3	39,516	.0118	1,550	5,566	5,513	5,137	22.6	6.4	25.6	15.4	31.9	31.8	9.3	14.3	10.6	32.1
Littlefield		9.3	.0052	2.6	2.7		13,501	.0040	1,452	5,103	5,000	4,872	23.5	7.0	25.8	16.3	32.9	34.7	9.0	14.5	8.8	27.5
Lampasas		10.8	.0060	3.4	3.3	5.3	13,848	.0042	1,282	4,073	4,112	3,712	37.1	14.4	29.7	23.9	24.1	33.5	5.8	12.2	4.3	16.0
La Salle		5.9	.0033	1.4	1.3	3.5	5,924	.0017	1,004	4,231	4,349	3,877	45.9	17.1	24.3	19.3	17.3	22.9	4.8	9.4	7.9	31.3
Lavaca		19.0	.0107	5.5	5.8	2.6	23,322	.0070	1,227	4,240	3,999	3,366	38.7	17.0	29.9	27.4	23.2	35.5	4.5	10.6	2.7	9.5
Lee		9.4	.0052	2.4	2.6	2.3	10,041	.0030	1,068	4,184	3,783	3,209	45.9	20.7	27.3	26.2	20.2	32.3	3.7	9.2	2.9	11.6
Leon		12.0	.0068	3.4	3.6		12,548	.0038	1,046	3,691	3,447	2,956	50.6	24.7	26.4	27.5	17.3	30.2	3.6	9.6	2.1	8.0
Liberty		29.2	.0163	8.2	8.6	13.6	38,635	.0118	1,323	4,712	4,442	4,220	33.3	11.4	24.8	18.1	27.7	33.8	7.8	14.5	6.4	22.2
Liberty		8.5	.0048	2.7	3.0		13,809	.0041	1,625	5,114	4,603	4,768	28.9	8.8	23.0	14.8	29.7	32.0	9.5	15.7	8.9	28.7
Limestone		21.5	.0120	6.1	6.1	5.8	23,730	.0071	1,104	3,890	3,874	3,368	45.5	19.5	26.1	23.9	20.0	30.6	4.7	10.9	3.7	15.1
Lipscomb		4.1	.0023	1.3	1.2		7,057	.0021	1,721	5,423	5,509	5,216	27.0	7.5	23.5	13.9	28.8	28.4	8.5	12.8	12.2	37.4
Live Oak		8.0	.0045	2.0	2.1		9,698	.0029	1,212	4,848	4,546	4,177	33.8	11.7	26.5	19.5	28.3	32.3	6.7	12.7	6.7	23.8
Llano		5.7	.0032	1.8	1.8	3.1	8,734	.0027	1,532	4,852	4,788	4,320	29.7	9.9	28.3	20.2	28.4	33.8	6.7	12.2	6.9	23.9
Loving		.2	.0001	.1	.1		300	.0001	1,500	3,000	3,000	3,628	37.2	14.8	19.2	16.3	24.4	34.6	11.5	25.1	7.7	9.2
Lubbock	92	175.5	.0982	49.3	60.3	157.9	325,913	.0977	1,857	6,611	5,398	5,796	18.7	4.7	19.6	10.4	35.6	31.5	12.6	17.1	13.5	36.3
▲Lubbock		152.8	.0855	45.3	55.6		297,010	.0891	1,944	6,557	5,342	5,799	18.7	4.7	19.6	10.4	35.6	31.5	12.6	17.1	13.5	36.3
Lynn		10.9	.0061	3.0	3.0	3.0	19,078	.0057	1,750	6,359	6,156	5,730	20.1	5.1	23.9	12.8	31.5	28.3	10.4	14.3	14.1	39.5
McCulloch		9.1	.0051	2.6	2.8	4.6	13,103	.0040	1,440	5,040	4,680	4,393	32.4	10.7	28.5	17.9	26.7	31.2	7.7	13.7	7.7	26.5
McLennan	170	149.1	.0835	43.6	49.9	110.2	223,324	.0670	1,498	5,122	4,472	4,485	28.6	9.2	24.5	16.8	31.2	35.7	6.7	15.3	7.0	23.0
▲Waco		108.0	.0604	32.3	37.7		169,427	.0508	1,569	5,245	4,491	4,625	27.4	8.6	23.9	15.9	31.9	35.4	9.2	15.7	7.6	24.4
McMullen		1.5	.0008	.3	.4		2,040	.0006	1,360	6,800	4,755	4,625	25.9	8.0	21.3	14.2	37.8	42.1	8.2	14.0	6.8	21.7
Madison		6.4	.0038	1.8	1.9		7,233	.0021	1,130	4,018	3,789	3,168	46.8	21.4	28.4	27.8	17.6	29.0	4.0	9.8	3.0	12.2
Marion		9.0	.0060	2.3	2.7	2.7	8,889	.0027	988	3,865	3,267	3,076	49.6	23.3	25.2	23.2	17.6	29.8	4.6	12.2	2.6	9.5
Martin		6.1	.0034	1.5	1.7		10,316	.0031	1,691	6,877	6,026	6,017	25.6	6.1	18.7	9.6	28.0	23.9	10.5	13.8	17.2	46.6
Mason		4.5	.0025	1.3	1.4		8,763	.0020	1,903	5,202	4,723	4,188	30.9	10.7	27.7	20.5	28.6	35.2	7.0	13.2	5.8	20.4
Matagorda		26.1	.0141	7.2	7.8	18.0	37,066	.0112	1,478	5,151	4,634	4,635	32.9	10.2	21.9	14.5	27.1	30.2	9.0	15.3	9.1	29.8
Bay City		15.2	.0085	5.0	5.2		25,387	.0076	1,670	5,077	4,872	4,756	31.7	9.6	21.8	14.1	27.6	29.8	9.3	15.4	9.6	31.1
Maverick		14.2	.0079	3.1	4.2	8.8	14,119	.0042	994	4,555	3,290	3,425	48.9	19.8	20.3	18.2	22.4	33.7	6.5	15.0	3.9	13.3
Medina		18.7	.0105	4.8	5.1	4.6	21,045	.0063	1,125	4,384	4,080	3,720	39.0	15.2	25.6	21.2	24.8	34.1	6.2	13.1	4.4	16.4
Menard		2.5	.0014	.7	.7	1.6	3,931	.0012	1,572	5,616	5,001	4,434	35.4	11.5	23.5	16.3	24.9	29.1	7.5	13.2	8.7	29.9
Midland	284	62.2	.0348	18.9	20.2	58.1	141,772	.0425	2,279	7,501	6,995	7,032	11.9	2.4	15.2	6.6	37.3	27.4	16.1	18.0	19.5	45.6
△Midland		58.1	.0325	17.8	19.4		135,263	.0406	2,328	7,599	6,959	7,101	11.3	2.3	14.9	6.4	37.7	27.3	16.3	18.1	19.8	45.9
Milam		23.1	.0129	6.9	7.0	4.9	25,004	.0075	1,082	3,624	3,570	3,090	49.1	23.0	26.4	28.3	17.7	29.4	4.0	10.2	2.8	11.1
Mills		4.8	.0027	1.4	1.7		7,001	.0021	1,459	5,001	4,033	3,656	36.4	14.4	30.0	25.3	24.5	34.5	5.0	10.7	4.1	15.1
Mitchell		13.9	.0079	3.9	4.2	6.8	22,644	.0068	1,629	5,806	5,353	5,185	21.9	6.1	21.4	12.7	35.9	35.6	10.9	16.6	9.9	29.0
Montague		16.5	.0092	5.2	5.5	7.4	23,264	.0070	1,416	4,469	4,234	3,941	35.6	13.1	24.2	18.9	28.8	37.5	6.6	13.2	4.8	17.3
Montgomery		27.1	.0152	7.9	7.9	9.1	32,593	.0098	1,203	4,126	4,062	3,772	39.1	15.0	24.7	20.2	25.1	34.2	6.6	13.5	4.6	17.1
Conroe		9.1	.0051	3.0	3.1		13,307	.0040	1,462	4,436	4,246	4,087	36.4	12.9	23.8	17.9	26.2	33.0	7.5	14.4	6.1	21.8
Moore		18.4	.0103	6.9	5.4	8.5	32,576	.0098	1,770	6,515	6,014	6,052	9.4	2.2	14.5	7.4	50.2	42.6	14.5	18.9	11.4	28.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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The CORPUS CHRISTI MARKET—



NEW CORPUS CHRISTI HARBOR BRIDGE—HIGH ENOUGH TO CLEAR THE LARGEST SHIPS AS THEY ENTER PORT OF CORPUS CHRISTI.

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T. FRANK SMITH, PRESIDENT

Our new high-level bridge is in use. Our new dam and storage reservoir will provide ample water for decades to come. Our new jet-age airport is almost complete. These and other public improvements are in preparation for an increasing population.



PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

TEXAS — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1960 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hsids.	% Inc.	$2,500-3,999 % Hsids.	% Inc.	$4,000-6,999 % Hsids.	% Inc.	$7,000-9,999 % Hsids.	% Inc.	$10,000&over % Hsids.	% Inc.
Morris		11.7	.0066	3.2	3.2		11,747	.0035	1,004	3,671	3,639	3,331	40.3	17.5	28.2	28.1	24.5	37.7	4.8	11.4	2.2	7.3
Motley		3.1	.0017	1.0	1.0		5,513	.0016	1,778	5,513	5,172	5,055	27.5	7.9	23.5	14.3	28.2	28.7	9.7	15.1	11.1	34.0
Nacogdoches		33.9	.0190	9.2	10.3	15.3	38,967	.0117	1,149	4,236	3,771	3,576	43.1	17.4	26.4	22.7	20.9	30.1	4.8	10.6	4.8	19.2
Nacogdoches		15.3	.0086	4.5	5.2		19,851	.0060	1,297	4,411	3,768	3,828	39.8	15.0	25.0	20.2	24.0	32.0	5.7	11.8	5.5	21.0
Navarro		36.5	.0204	11.1	11.4	25.1	47,564	.0143	1,306	4,294	4,169	3,836	38.8	14.6	26.2	21.0	23.7	31.9	5.9	12.1	5.4	20.4
Corsicana		25.1	.0140	8.2	8.3		34,473	.0103	1,373	4,204	4,120	3,975	36.6	13.3	26.2	20.3	25.2	32.6	6.3	12.4	5.7	21.4
Newton		10.1	.0056	2.6	2.5		9,363	.0028	927	3,601	3,667	3,133	45.2	20.9	29.3	28.8	19.3	31.7	3.8	9.5	2.4	9.1
Nolan		20.0	.0112	6.1	6.5	16.3	34,447	.0104	1,722	5,647	5,248	5,153	20.1	5.6	24.2	14.5	35.4	35.3	10.7	16.4	9.6	28.2
Sweetwater		16.3	.0091	4.8	5.6		29,151	.0087	1,788	6,073	5,173	5,390	16.9	4.5	23.3	13.3	37.9	36.2	11.6	16.9	10.3	29.1
Nueces	38	250.0	.1399	66.6	74.9	218.3	397,240	.1191	1,589	5,965	5,303	5,405	19.8	5.3	21.5	12.3	35.8	34.0	11.9	17.3	11.0	31.1
▲Corpus Christi		182.1	.1019	52.7	56.4		304,784	.0914	1,674	5,783	5,397	5,383	20.0	5.4	22.0	12.6	35.4	33.8	11.7	17.1	10.9	31.1
Robstown		10.7	.0060	2.8	2.7		12,917	.0039	1,207	4,613	4,695	4,472	31.8	10.3	24.7	17.0	27.0	31.1	8.6	15.1	7.9	26.5
Ochiltree		7.2	.0041	2.0	2.5	6.3	20,942	.0063	2,909	10,471	8,261	8,684	10.0	1.7	14.5	5.2	29.9	17.6	14.7	13.3	30.9	62.2
Perryton		6.3	.0035	2.1	2.2		16,470	.0049	2,614	7,843	7,486	7,436	13.9	2.7	17.7	7.3	30.9	21.5	12.8	13.5	24.7	55.0
Oldham		1.6	.0009	.5	.5		3,025	.0009	1,891	6,050	5,296	5,726	14.9	3.8	27.6	14.9	34.0	30.5	10.1	13.8	13.4	37.0
Orange	18	62.4	.0349	17.4	18.9	38.2	94,188	.0283	1,509	5,413	4,962	4,955	19.9	5.8	21.1	13.1	40.3	41.8	11.5	18.2	7.2	21.1
Orange		31.7	.0177	9.1	10.6		52,945	.0159	1,670	5,818	4,995	5,194	17.4	4.9	20.0	11.9	41.9	41.3	12.6	19.0	8.1	22.9
Palo Pinto		19.5	.0109	6.3	7.7	12.5	29,373	.0088	1,506	4,662	3,810	3,794	35.8	13.6	28.4	23.1	25.7	34.3	5.6	11.6	4.5	16.9
Mineral Wells		12.5	.0070	4.6	4.7		18,766	.0056	1,501	4,080	3,929	3,791	35.8	13.6	28.3	23.0	25.8	35.1	5.6	11.6	4.5	16.7
Panola		17.8	.0100	4.5	5.0	4.4	22,166	.0066	1,245	4,926	4,386	4,079	34.1	12.1	24.5	18.5	28.7	36.2	7.2	13.9	5.5	19.3
Parker		23.0	.0128	7.2	7.2	12.6	33,071	.0099	1,438	4,593	4,541	4,105	32.7	11.5	25.7	20.1	28.3	35.4	6.6	12.7	5.7	20.3
Weatherford		12.6	.0071	4.3	4.5		19,509	.0059	1,548	4,537	4,335	4,200	31.7	10.9	25.9	19.0	29.4	36.1	7.0	13.0	6.0	21.0
Parmer		9.8	.0055	2.6	2.5		18,713	.0057	1,909	7,197	7,214	6,724	14.6	3.1	22.4	10.2	30.4	23.4	13.1	15.3	19.5	48.0
Pecos		11.5	.0065	2.9	3.5	5.3	17,682	.0053	1,538	6,097	4,985	5,326	23.8	6.5	17.7	10.2	35.8	34.5	11.7	17.3	11.0	31.5
Polk		15.0	.0084	4.1	4.3	2.6	17,682	.0053	1,177	4,308	4,059	3,695	36.0	14.1	29.7	24.7	24.8	34.5	6.4	11.6	4.1	15.1
Potter	6	130.0	.0727	40.9	46.6	127.0	260,871	.0782	2,007	6,378	5,588	5,808	15.7	3.9	18.5	10.3	39.6	35.1	12.7	17.2	12.5	33.5
4▲Amarillo		147.9	.0828	46.2	50.9		292,323	.0877	1,976	6,327	5,732	5,840	19.7	4.9	17.6	9.3	36.3	32.0	13.8	17.2	13.6	36.6
Presidio		5.8	.0031	1.4	1.5	2.7	6,280	.0019	1,142	4,486	4,167	4,053	41.2	14.7	23.4	17.8	21.8	27.2	6.4	12.5	7.5	27.8
Rains		2.9	.0016	.7	.8		3,330	.0010	1,148	4,757	4,101	3,389	47.5	20.3	25.3	23.0	18.2	27.6	4.8	10.4	4.8	18.7

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

4 Amarillo is in Potter and Randall counties.
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

ABILENE, TEXAS SITE OF STATE'S 1st ATLAS MISSILE BASE

★ *Nike Hercules Installation!*

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★ *Total Military Payroll $28,361,000!*

RETAIL SALES UP 32.5% IN 4 YEARS*

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The Abilene Reporter-News

66% Coverage for the 15-County Trade Zone

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TEXAS — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Randall	6	29.1	.0163	8.6	10.3	25.5	83,697	.0191	2,189	7,407	6,134	6,632	16.1	3.5	14.7	6.8	36.0	27.9	15.2	18.0	18.0	43.8
4▲Amarillo																						
Reagan		2.9	.0016	.7	.8		5,795	.0017	1,998	8,279	6,497	6,949	6.3	1.3	13.1	5.8	45.7	33.8	17.7	20.1	17.2	39.0
Real		2.4	.0014	.6	.6		2,655	.0008	1,106	4,425	4,110	3,465	40.1	16.7	29.0	24.9	22.6	33.5	5.9	13.5	3.4	11.4
Red River		18.1	.0101	5.3	5.2	3.8	18,329	.0055	1,013	3,458	3,472	2,912	49.5	24.5	28.7	30.3	17.0	30.1	3.1	8.4	1.7	6.7
Reeves		17.8	.0100	5.0	5.9	15.4	31,146	.0094	1,750	6,229	5,250	5,363	21.2	5.7	20.5	11.8	35.0	33.5	12.3	18.1	11.0	30.9
Pecos		15.4	.0086	4.5	4.5		24,899	.0075	1,617	5,533	5,462	5,307	20.0	5.7	19.5	11.3	35.9	34.9	12.5	18.5	11.2	29.6
Refugio		10.6	.0059	2.9	3.0	5.2	17,001	.0051	1,604	5,862	5,563	5,438	24.1	6.4	17.7	10.0	33.8	32.0	12.7	18.3	11.7	33.3
Roberts		1.1	.0006	.3	.3		2,252	.0006	2,056	7,540	6,855	5,982	23.8	5.7	24.7	12.7	23.5	20.3	10.8	14.2	17.2	47.1
Robertson		18.5	.0104	5.0	5.5	6.9	19,518	.0059	1,058	3,904	3,496	3,183	48.0	21.8	24.6	23.8	20.0	32.4	4.5	11.0	2.9	11.0
Rockwall		6.0	.0033	1.7	1.8		6,622	.0020	1,104	3,995	3,679	3,533	43.1	17.8	22.7	19.9	24.9	30.5	5.8	13.1	3.5	12.6
Runnels		16.6	.0093	4.7	4.9	8.1	25,795	.0077	1,563	5,488	5,259	4,850	27.2	8.1	23.9	15.2	30.8	32.6	8.7	14.1	9.4	30.0
Rusk		43.0	.0240	12.1	12.6	13.1	57,114	.0172	1,328	4,720	4,507	4,164	34.3	11.9	22.8	16.9	29.3	36.3	7.7	14.4	5.9	20.5
Henderson		11.6	.0065	3.8	4.1		18,521	.0056	1,597	4,874	4,448	4,414	32.7	10.7	22.5	15.7	29.2	34.0	8.3	14.8	7.3	24.8
2Kilgore																						
Sabine		7.0	.0039	1.7	2.0		7,496	.0022	1,071	4,409	3,694	3,308	41.6	18.2	31.0	28.9	20.8	32.2	3.6	8.6	3.0	12.1
San Augustine		7.2	.0041	1.8	1.8	2.0	6,661	.0020	925	3,701	3,537	2,907	51.8	25.7	27.0	28.6	15.6	27.8	3.5	9.3	2.1	8.6
San Jacinto		6.3	.0035	1.7	1.8		8,427	.0019	1,020	3,781	3,457	2,907	55.7	28.7	23.7	26.0	15.1	27.6	3.4	9.6	2.1	8.1
San Patricio		43.2	.0242	10.4	10.4	19.7	48,318	.0145	1,118	4,646	4,606	4,334	33.9	11.3	24.0	17.1	27.0	32.0	7.7	14.0	7.4	25.6
San Saba		7.6	.0042	2.3	2.3	3.1	9,849	.0030	1,296	4,282	4,179	3,688	36.6	14.3	28.8	24.0	25.0	34.9	5.6	11.9	4.0	14.9
Schleicher		2.4	.0014	.6	.6		3,754	.0011	1,564	6,257	5,811	5,068	24.8	7.1	22.5	13.7	34.2	34.6	8.2	12.7	10.3	31.9
Scurry		22.5	.0182	9.5	10.5	18.2	59,304	.0178	1,825	6,243	5,598	5,658	15.3	3.9	18.9	10.3	41.6	37.8	13.2	18.3	11.0	29.7
Snyder		18.2	.0102	5.9	6.8		37,670	.0113	2,070	6,385	5,509	5,739	14.1	3.5	18.4	9.9	42.6	38.2	13.7	18.7	11.2	29.7
Shackelford		4.1	.0022	1.2	1.3		6,599	.0020	1,610	5,499	4,827	4,902	23.7	7.0	21.7	13.6	36.1	37.9	10.2	16.3	8.3	25.2
Shelby		23.5	.0132	6.8	6.8	4.8	24,877	.0074	1,059	3,658	3,607	3,133	47.9	22.1	27.2	28.8	18.3	30.0	3.7	9.3	2.9	11.8
Sherman		2.0	.0011	.6	.6		5,806	.0017	2,793	9,310	9,661	8,609	15.8	2.6	16.1	5.8	26.2	15.7	10.4	9.5	31.5	66.4
Smith	282	86.6	.0478	24.6	27.0	56.6	123,325	.0370	1,451	5,013	4,565	4,438	30.4	9.9	24.3	16.6	29.5	34.2	8.7	15.4	7.1	23.7
△Tyler		56.6	.0317	17.8	20.1		93,217	.0280	1,647	5,237	4,618	4,671	28.2	8.7	23.3	15.4	30.9	34.0	9.5	16.0	8.1	25.9
Somervell		2.3	.0013	.8	.7		3,343	.0010	1,453	4,179	4,359	3,697	34.1	13.3	28.6	23.8	27.9	39.0	6.1	13.0	3.3	10.9
Starr		15.8	.0088	3.2	3.7	4.8	13,071	.0039	827	4,085	3,516	3,193	49.4	22.4	22.4	21.6	20.4	32.8	4.8	11.7	3.0	11.5
Stephens		9.5	.0053	3.1	3.1	6.0	18,429	.0050	1,729	5,300	5,188	4,732	26.8	8.1	22.8	14.7	33.7	36.8	9.3	15.5	7.9	25.1
Breckenridge		8.0	.0045	2.8	2.9		14,275	.0043	1,784	5,098	4,922	4,784	26.2	7.9	22.7	14.6	33.4	36.0	9.5	15.5	8.2	26.0
Sterling		1.1	.0006	.2	.3		1,576	.0004	1,433	7,880	4,776	5,106	20.4	5.8	24.3	14.7	37.7	37.8	7.8	12.1	9.8	29.6
Stonewall		3.9	.0022	1.0	1.2		6,986	.0021	1,791	6,986	5,698	5,760	22.2	5.6	16.0	9.6	32.4	28.9	13.5	18.4	13.9	37.5
Sutton		3.8	.0020	.9	1.0	2.6	5,432	.0017	1,509	6,036	5,432	5,313	29.1	7.9	21.6	12.5	26.3	25.5	10.0	14.8	13.1	39.3
Swisher		9.6	.0054	2.6	3.0	3.7	19,586	.0058	2,041	7,537	6,488	6,494	17.8	4.0	20.2	9.6	31.3	24.7	12.1	14.6	18.6	47.1
Tarrant	56	575.1	.3219	175.1	200.6	514.4	1,048,037	.3144	1,822	5,985	5,240	5,375	17.5	4.7	21.4	12.3	39.0	37.3	12.2	17.8	9.9	27.9
Arlington		48.0	.0269	14.9	17.3		84,020	.0252	1,750	5,639	4,842	5,294	17.7	4.8	20.8	12.1	39.9	38.7	13.2	18.2	9.4	26.2
▲Fort Worth		401.5	.3247	127.0	144.9		757,876	.2273	1,888	5,968	5,230	5,382	17.9	4.8	21.3	12.2	38.5	36.7	12.2	17.8	10.1	28.5
White Settlement		15.3	.0086	4.0	4.0		21,060	.0063	1,376	5,265	5,196	5,033	10.8	3.1	23.3	14.3	49.1	50.2	11.3	17.6	5.6	14.9
Taylor	183	99.6	.0501	28.1	31.8	70.7	154,455	.0463	1,724	5,918	4,850	5,142	22.1	6.2	22.9	13.2	35.3	35.2	10.8	16.5	9.8	28.9
△Abilene		70.7	.0396	20.9	26.8		129,478	.0388	1,831	6,195	4,826	5,290	20.7	5.6	21.2	12.4	36.4	35.4	11.3	16.8	10.4	29.8

2 Kilgore is in Gregg and Rusk Counties.
4 Amarillo is in Potter and Randall Counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.
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There's no divided audience in this one station market. A captive audience is yours over... **KCTV**

Affiliations
CBS (Interconnected) • Film: NBC and ABC

KCTV
CHANNEL 8
CBS

SAN ANGELO, TEXAS
J. H. HUBBARD, GENERAL MANAGER
Reps: Venard, Rintoul & McConnell, Inc.
Clyde Melville Co.

TEXAS

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Terrell		2.8	.0016	.9	.9		4,334	.0013	1,548	4,816	5,028	4,621	30.0	9.4	23.8	15.7	29.4	32.6	9.1	15.5	7.9	26.8
Terry		18.9	.0106	6.0	5.3	12.2	29,332	.0088	1,553	5,870	5,512	5,336	18.4	5.0	24.5	14.1	35.9	34.7	10.5	15.5	10.7	30.7
Brownfield		12.2	.0068	3.6	3.7		20,847	.0063	1,709	5,791	5,506	5,409	18.1	4.8	23.9	13.6	36.3	34.5	10.8	15.7	10.9	31.4
Throckmorton		2.9	.0015	.7	.8		4,594	.0014	1,641	6,563	5,469	5,035	27.3	7.8	20.1	12.3	32.0	32.8	10.3	16.0	10.3	31.1
Titus		19.4	.0103	5.2	5.3	11.4	22,019	.0068	1,197	4,234	4,087	3,894	33.1	14.9	26.0	21.6	25.9	36.2	6.0	12.8	4.0	14.5
Mount Pleasant		11.4	.0064	3.7	3.6		14,951	.0045	1,311	4,041	4,044	3,840	36.2	13.6	25.7	20.6	27.3	36.6	6.4	13.2	4.4	16.0
Tom Green	139	74.1	.0415	21.8	25.4	67.0	126,898	.0381	1,713	5,902	4,993	5,171	21.8	6.1	23.2	13.8	34.1	33.9	10.7	16.3	10.2	29.9
▲San Angelo		67.0	.0375	20.3	23.5		117,231	.0352	1,750	5,775	4,971	5,139	22.2	6.2	23.3	14.0	33.9	33.9	10.6	16.2	10.0	29.7
Travis	13	212.8	.1189	69.3	74.1	203.9	346,014	.1035	1,624	5,818	4,653	4,975	27.0	7.8	20.8	12.9	31.9	33.0	10.4	16.4	9.9	29.9
▲Austin		200.4	.1122	65.0	72.7		327,813	.0983	1,636	5,960	4,504	4,990	26.9	7.8	20.7	12.8	32.1	33.0	10.4	16.4	9.9	30.0
Trinity		7.9	.0044	2.3	2.3		8,504	.0025	1,076	3,697	3,803	3,066	46.7	21.9	27.7	27.7	19.5	32.5	3.9	9.8	2.2	8.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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KTBC-TV CHANNEL 7 AUSTIN, TEXAS

Most EFFICIENT TV BUY IN TEXAS...



Delivers...
- 904,800 people
- 253,500 families
- $1,261,984,000 E.B.I.
- 239,194 TV Sets*

KTBC-TV
Channel 7 CBS 590kc Radio

Represented Nationally by Paul H. Raymer Company

Sources: Sales Management, May 10, 1960 * Texas TV Reports, Oct. 1, 1959

In the WICHITA FALLS, TEXAS, Area:

KWFT

The Voice of the Rich Southwest

BEN LUDY
President and
General Manager

has over 49% more Radio Homes than Stations A & B combined.
has over 35% more monthly coverage than Stations A & B combined.
has over 33% more weekly coverage than Stations A & B combined.
has over 34% more weekly circulation than Stations A & B combined.
has over 41% more daily circulation than Stations A & B combined.
SOURCE: NIELSEN COVERAGE SERVICE, NCS No. 2

See Your H-R Man

TEXAS

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Tyler		10.9	.0061	2.8	3.3		12,833	.0039	1,177	4,583	3,853	3,551	40.0	16.3	27.6	24.0	23.5	33.9	5.0	11.1	3.9	14.7
Upshur		17.9	.0101	5.0	5.1	4.8	19,819	.0059	1,107	3,964	3,819	3,374	44.8	19.2	25.9	23.6	21.0	32.0	4.8	11.2	3.5	14.0
3Gladewater																						
Upton		5.6	.0031	1.7	1.7	3.4	10,301	.0031	1,839	6,059	5,736	5,750	15.6	3.9	14.9	8.0	43.6	39.0	15.1	20.6	10.8	28.5
Uvalde		18.8	.0106	5.0	5.4	11.7	23,506	.0071	1,250	4,701	4,283	4,164	32.6	11.3	27.3	20.2	26.9	33.3	6.9	13.0	6.3	22.2
Uvalde		11.7	.0065	2.7	3.4		13,766	.0041	1,177	5,099	3,982	4,439	29.2	9.5	26.5	18.4	29.1	33.7	7.9	14.0	7.3	24.4
Val Verde		21.5	.0121	5.1	7.6	19.1	27,423	.0082	1,275	5,377	3,588	4,099	39.4	13.9	24.3	18.3	22.5	28.1	6.3	12.2	7.5	27.5
Del Rio		19.1	.0107	4.5	4.5		19,013	.0057	995	4,225	4,203	3,964	39.6	14.4	25.6	19.9	22.3	28.9	5.9	11.8	6.6	25.0
Van Zandt		18.5	.0103	5.6	5.8		23,504	.0070	1,270	4,197	4,032	3,468	40.9	17.0	26.2	23.3	24.3	36.1	5.5	12.4	3.1	11.2
Victoria		53.5	.0299	15.5	16.6	47.2	86,500	.0260	1,617	5,581	5,187	5,066	23.1	6.6	21.5	13.0	34.8	35.2	11.1	17.2	9.5	28.0
Victoria		44.8	.0251	13.1	15.2		74,517	.0224	1,663	5,688	4,892	5,117	22.9	6.5	21.2	12.8	35.1	35.3	11.2	17.2	9.6	28.2
Walker		19.3	.0108	4.3	6.2	9.6	20,834	.0062	1,079	4,845	3,348	3,449	45.3	19.0	22.4	20.0	22.2	33.2	6.1	13.9	4.0	13.9
Waller		12.0	.0068	3.1	4.9		17,926	.0054	1,494	5,783	3,567	3,903	45.7	16.9	16.5	13.0	24.3	32.1	6.8	13.6	6.7	24.4
Ward		15.9	.0089	4.3	4.7	10.2	25,893	.0078	1,628	6,022	5,407	5,487	16.4	4.3	17.3	9.7	42.7	40.0	14.1	20.2	9.5	25.8
Monahans		10.2	.0057	3.1	3.1		17,684	.0053	1,734	5,705	5,537	5,419	17.5	4.7	18.5	10.5	41.0	38.9	13.6	19.7	9.4	26.2
Washington		17.6	.0098	5.2	5.4	7.3	20,034	.0060	1,138	3,853	3,706	3,100	49.6	23.1	25.9	25.7	17.8	29.6	3.8	9.7	2.9	11.9
Brenham		7.3	.0041	2.4	2.7		9,849	.0030	1,349	4,104	3,597	3,562	42.7	17.3	25.8	22.3	22.0	31.9	5.1	11.2	4.4	17.3
Webb	83	72.0	.0403	16.1	18.7	68.0	68,631	.0206	953	4,263	3,666	3,692	42.4	16.6	25.7	21.5	21.2	29.4	5.4	11.5	5.3	21.0
▲Laredo		68.0	.0381	15.5	15.8		62,382	.0187	917	4,025	3,948	3,673	42.5	16.7	25.9	21.7	21.1	29.5	5.3	11.4	5.2	20.7
Wharton		40.0	.0224	10.9	11.6	14.7	55,317	.0166	1,383	5,075	4,760	4,516	32.6	10.4	23.1	15.7	27.5	31.5	8.5	14.8	8.3	27.6
El Campo		10.1	.0057	3.4	3.7		17,675	.0053	1,750	5,199	4,764	4,752	28.2	8.6	22.9	14.8	30.9	33.5	9.4	15.5	8.6	27.6
Wharton		4.6	.0026	1.5	1.7		9,192	.0028	1,998	6,128	5,289	5,482	26.9	7.1	21.5	12.1	27.0	25.4	10.8	15.4	13.8	40.0
Wheeler		8.7	.0049	2.2	2.6	2.7	12,665	.0038	1,456	5,757	4,816	4,690	23.3	7.2	25.5	16.7	35.3	38.7	8.6	14.5	7.3	22.9
Wichita	176	133.1	.0745	35.5	53.0	127.5	236,816	.0710	1,779	6,671	4,465	5,265	23.5	6.5	17.5	10.2	37.0	38.1	11.4	17.0	10.6	30.2
Electra		5.8	.0032	1.8	1.9		9,422	.0028	1,624	5,234	4,874	4,713	21.1	6.5	21.2	13.8	42.0	45.9	10.0	16.6	5.7	17.2
1▲Wichita Falls		99.8	.0559	26.8	45.3		194,459	.0583	1,948	7,256	4,289	5,441	23.5	6.2	15.0	8.5	37.7	35.6	12.2	17.6	11.6	32.1
Wilbarger		18.5	.0103	5.4	5.6	15.0	29,905	.0087	1,562	5,353	5,162	4,887	24.3	7.2	25.0	15.7	32.3	34.0	9.5	15.3	8.9	27.8
Vernon		15.0	.0084	4.7	5.0		24,624	.0074	1,642	5,339	4,925	4,881	24.2	7.1	25.1	15.8	32.4	34.2	9.4	15.2	8.9	27.7
Willacy		21.9	.0123	5.2	5.5	11.9	23,097	.0069	1,055	4,442	4,164	3,935	46.1	16.9	21.2	16.6	19.1	24.9	5.9	11.8	7.7	29.8
Raymondville		11.9	.0067	3.0	3.0		12,135	.0036	1,020	4,045	4,045	3,847	45.0	16.9	22.2	17.8	20.2	27.0	5.8	11.8	6.8	26.5
Williamson		37.8	.0211	10.9	11.7	15.0	47,356	.0142	1,253	4,345	4,046	3,730	37.0	14.3	27.4	22.6	25.2	34.9	6.2	13.0	4.2	15.2
Taylor		11.6	.0065	3.5	3.7		14,830	.0044	1,278	4,237	3,939	3,886	35.7	13.3	26.3	20.9	26.6	35.1	6.6	13.4	4.8	17.3
Wilson		13.7	.0077	3.3	3.4		13,565	.0041	990	4,111	3,930	3,387	42.1	18.0	29.5	26.8	20.3	30.9	4.6	10.6	3.5	13.7
Winkler		14.8	.0083	4.4	4.6	12.8	29,841	.0088	1,949	6,555	6,216	6,242	9.6	2.2	12.8	6.3	47.9	39.5	17.3	21.8	12.4	30.2
Kermit		12.8	.0072	3.8	4.1		25,519	.0077	1,994	6,716	6,140	6,231	9.7	2.2	13.0	6.4	47.8	39.5	17.2	21.7	12.3	30.2

1 Data received too late for inclusion above indicates that Wichita Falls population, due to annexation, is 103,800, as of Jan. 1.
3 Gladewater is in Gregg and Upshur Counties.
For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 19.

SM, 1960.

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

CORPUS CHRISTI

One of the Nation's fastest-growing cities

Continues To Grow!

1965 Population	349,600	UP 36%
1965 Income	$598,076,000	UP 48.2%
1965 Retail Sales	$386,210,000	UP 40.4%

Best Served by

Represented by
The Branham Co.

KZTV

CBS

316,000 Watts

TEXAS — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Wise		15.8	.0088	4.7	4.9	2.9	20,246	.0061	1,281	4,306	4,113	3,665	39.0	15.4	26.2	22.0	25.0	35.0	5.7	12.3	4.1	15.3
Wood		17.2	.0096	5.1	5.3	4.7	22,017	.0066	1,280	4,317	4,147	3,732	39.9	15.4	23.7	19.5	25.7	35.4	6.3	13.4	4.4	16.3
Yoakum		7.0	.0040	1.8	1.9		11,231	.0034	1,604	6,239	5,834	5,943	10.1	2.4	15.0	7.8	49.2	42.6	15.0	19.9	10.7	27.3
Young		15.3	.0085	4.8	5.0	13.6	25,657	.0077	1,677	5,345	5,102	4,832	24.1	7.2	24.9	15.9	33.1	35.2	9.5	15.5	8.4	26.2
Graham		10.1	.0057	3.3	3.3		17,008	.0051	1,684	5,154	5,051	4,892	23.6	7.0	24.2	15.2	33.8	35.5	9.8	15.8	8.6	26.5
Zapata		3.9	.0022	.8	.9		3,339	.0010	856	4,174	3,496	3,001	57.1	27.5	19.5	20.0	16.9	29.1	3.0	7.7	3.5	15.7
Zavala		12.3	.0069	2.6	3.0	8.0	10,776	.0032	876	4,145	3,531	3,497	47.9	29.3	22.3	20.2	20.8	31.5	4.7	10.7	4.3	17.3
Total Above Cities		6,350.5	3.5545	1,904.5	2,166.0		11,053,104	3.3155	1,741	5,804	5,127	5,255	21.8	6.0	21.3	12.4	35.0	34.3	11.5	17.1	10.4	30.2
State Total		9,812.1	5.4914	2,790.8	3,191.4	7,252.5	15,712,535	4.7131	1,601	5,630	4,923	4,976	25.1	7.3	22.1	13.7	33.1	34.1	10.4	16.4	9.3	28.5

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Abilene	89.8	.0501	26.1	31.8	70.7	154,455	.0463	1,724	5,918
Amarillo	189.1	.0980	49.5	57.0	152.5	324,568	.0973	2,040	6,557
Austin	212.5	.1199	69.3	74.1	203.9	345,014	.1035	1,624	5,818

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Beaumont-Port Arthur	315.5	.1766	91.4	100.5	299.7	547,449	.1643	1,735	5,990
△Brownsville-Harlingen-McAllen	379.5	.2124	89.8	100.7	238.8	398,297	.1194	1,050	4,435

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Represented nationally by
TEXAS DAILY PRESS LEAGUE

A *MUST* FOR TEXAS COVERAGE — VALLEY CITY IN THE LOWER RIO GRANDE VALLEY OF TEXAS

POPULATION 417,200 — EFFECTIVE BUYING INCOME $434,465,000
(SALES MANAGEMENT FIGURES, CAMERON, STARR, WILLACY & HIDALGO COUNTIES)
A PREMIUM MARKET . . . UP 23.7% (FEDERAL TRADE CENSUS 1954-58) COMPARED TO NATIONAL RISE OF 17%

COVERED BY ONE INSERTION ORDER IN THE VALLEY'S

RIO GRANDE VALLEY GROUP NEWSPAPERS

NATIONAL ADVERTISING OFFICE, HARLINGEN, TEXAS.
VALLEY MORNING STAR, HARLINGEN.
BROWNSVILLE HERALD, BROWNSVILLE, VALLEY EVENING MONITOR, McALLEN

Tip of Texas Test Market



Tip of Texas Data

23 Counties
1,031,400 People
257,400 Households
$1,295,810,000 1959 Net Income
91,383 Caller-Times 23-county Circulation

Test Texas-Size!

In the Caller-Times' Big and Bountiful Tip of Texas Market

Make a Texas-size test in the 23-rich counties between the Gulf and the Rio Grande. More than a million buyers net over $1.25 billion a year from agriculture, oil, refining, chemicals, tourists and other sources.

Over 95% of the Caller-Times circulation is concentrated in this market with daily carrier delivery in 75 communities. Market-wide coverage 36%, with 77% in our retail trade zone. Best area coverage of Houston and San Antonio papers: 3%. R. O. P. color any day.

Write for complete data and merchandising aid.

The Corpus Christi Caller-Times

Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
National City Building, Dallas
New York Atlanta Chicago

TEXAS METRO. AREAS (continued)	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Corpus Christi	250.0	.1399	66.6	74.9	218.3	397,240	.1191	1,589	5,965
Dallas	1,086.4	.5967	324.5	383.5	967.9	2,009,842	.6027	1,884	6,193
El Paso	330.0	.1847	86.9	119.2	304.3	555,280	.1666	1,683	6,390
Fort Worth	611.9	.3425	186.7	211.6	532.6	1,100,240	.3301	1,798	5,893
Galveston	126.1	.0706	37.3	42.2	123.3	220,482	.0661	1,748	5,911
Houston	1,212.0	.6783	362.4	409.4	1,209.4	2,313,109	.6938	1,909	6,383
Laredo	72.0	.0403	16.1	18.7	68.0	68,631	.0206	953	4,263
△Longview	73.1	.0409	22.8	23.9	71.6	124,655	.0374	1,706	5,467
Lubbock	175.5	.0982	49.3	60.3	157.9	325,913	.0977	1,857	6,611

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

LUBBOCK
Texas' Largest Isolated Market



Distance From Lubbock To:

Denver — 562 miles (Northwest)
Albuquerque — 327 (West)
El Paso — 358 miles (Southwest)
San Antonio — 412 miles (Southeast)
Fort Worth — 311 miles (East)
Oklahoma City — 361 miles (Northeast)

Represented by
PAUL H. RAYMER CO.
KCBD-TV

LUBBOCK
TEXAS



★ Home of Texas Technological College.
★ Cottonseed Products Capital of the World.
★ 3rd Largest Inland Cotton Market in the U.S.
★ Financial, Industrial, Commercial, Medical, Educational, Cultural Center of an area as large as New York State.

RETAIL TRADE AREA:
26 counties, 29,675 square miles
Sales exceed $200 million annually.
Increase in retail sales since 1939 exceeds 800%.
Effective buying income exceeds $900,000,000 per year.
Effective buying income is $1,949 per capita and $6,577 per family.
Per family retail sales are $4,323.

WHOLESALE TRADE AREA:
51 counties, 63,508 sq. miles.
Sales exceed $300,000,000.
For past 6 years Lubbock has been rated among top 10 U.S. Cities in city index sales, by Sales Management Magazine.

For Complete Information Write: LUBBOCK CHAMBER OF COMMERCE

TEXAS — METRO. AREAS (continued)	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Midland	62.2	.0348	18.9	20.2	58.1	141,772	.0425	2,279	7,501
△Odessa	91.4	.0511	27.5	28.8	86.9	185,758	.0558	2,032	6,755
San Angelo	74.1	.0415	21.5	25.4	67.0	126,898	.0381	1,713	5,902
San Antonio	660.1	.3694	180.0	232.9	602.4	968,900	.2906	1,468	5,404
△Temple	109.1	.0611	27.5	50.4	68.7	175,949	.0528	1,613	6,398
△Texarkana	102.4	.0574	30.0	30.9	54.7	126,339	.0379	1,234	4,211
△Tyler	85.0	.0476	24.6	27.9	56.6	123,325	.0370	1,451	5,013
Waco	149.1	.0835	43.6	49.9	110.2	223,324	.0670	1,498	5,122
Wichita Falls	133.1	.0745	35.5	53.0	127.5	236,816	.0710	1,779	6,671
Total Above Areas	6,539.7	3.6600	1,877.8	2,206.2	5,815.5	11,213,956	3.3636	1,715	5,972

UTAH— (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959					
		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.
Beaver		4.3	.0024	1.0	1.2		6,999	.0021	1,625	6,999	5,824	5,988
Box Elder		23.6	.0132	6.1	6.4	8.2	34,240	.0103	1,451	5,613	5,320	4,978
Cache		32.5	.0182	8.9	10.0	18.5	48,555	.0145	1,494	5,518	4,820	4,676
Logan		18.5	.0104	5.4	6.7		29,774	.0089	1,609	5,514	4,402	4,669
Carbon		27.1	.0151	7.2	7.3	14.0	42,660	.0128	1,574	5,925	5,835	5,804
Price		7.0	.0039	1.9	1.9		11,378	.0034	1,625	5,988	5,770	5,613
Daggett		.4	.0003	.1			647	.0002	1,618	6,470	9,857	7,100
Davis		81.1	.0342	18.8	18.9	28.8	94,901	.0284	1,552	6,000	5,584	5,482
Duchesne		7.4	.0041	1.7	1.7		8,348	.0025	1,128	4,909	4,844	4,196
Emery		8.4	.0036	1.8	1.8		7,998	.0024	1,234	4,938	4,690	4,283
Garfield		3.2	.0018	.7	.7		3,784	.0012	1,183	5,406	4,576	4,533
Grand		8.3	.0035	1.8	1.8		7,758	.0023	1,231	4,849	4,274	4,274
Iron		10.9	.0099	2.7	2.7	7.5	15,060	.0045	1,434	5,578	5,390	5,110
Cedar City		7.5	.0042	1.9	2.0		10,568	.0032	1,409	5,562	5,284	5,168
Juab		5.6	.0031	1.8	1.5	2.7	8,312	.0025	1,484	5,541	5,244	5,015
Kane		3.2	.0018	.7	.8		3,567	.0011	1,115	5,096	4,318	4,371

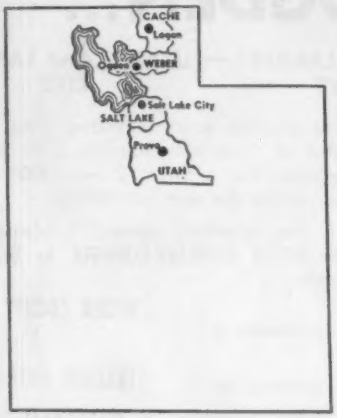
COUNTIES CITIES	Income Breakdown of Households									
	$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Beaver	11.4	2.9	20.2	10.8	40.6	36.3	17.7	24.2	10.1	25.8
Box Elder	21.0	6.4	26.9	17.3	34.1	38.7	11.1	18.2	6.9	21.4
Cache	24.8	8.0	26.2	18.0	32.6	37.2	10.7	18.8	5.7	18.0
Logan	26.0	8.4	25.4	17.4	31.8	36.5	10.8	18.9	6.0	18.8
Carbon	13.7	3.7	19.3	11.0	43.7	41.8	15.7	22.9	7.6	20.6
Price	16.2	4.3	20.4	11.7	39.2	37.4	15.4	23.4	8.8	24.2
Daggett	23.8	5.1	17.5	7.9	22.4	16.9	15.0	17.3	21.3	52.8
Davis	14.3	3.9	21.3	12.5	41.8	40.6	15.2	22.7	7.4	20.3
Duchesne	31.3	11.2	28.1	21.5	27.3	34.8	9.8	17.2	4.5	15.3
Emery	28.3	9.3	26.2	19.6	34.2	42.7	9.9	18.9	3.4	9.5
Garfield	25.7	8.9	27.8	19.7	30.9	36.4	9.0	16.2	5.6	18.8
Grand	28.9	10.2	29.4	22.1	28.8	36.1	8.3	15.8	4.6	15.8
Iron	20.9	6.1	22.5	14.1	37.0	38.8	12.7	20.4	6.9	20.6
Cedar City	21.1	6.1	22.0	13.7	36.6	38.1	13.0	20.5	7.3	21.6
Juab	21.6	6.5	25.1	16.1	34.5	36.7	11.6	19.3	7.0	21.4
Kane	24.3	8.4	30.5	22.4	32.1	39.3	9.0	16.9	4.1	13.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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RETAIL SALES MAP

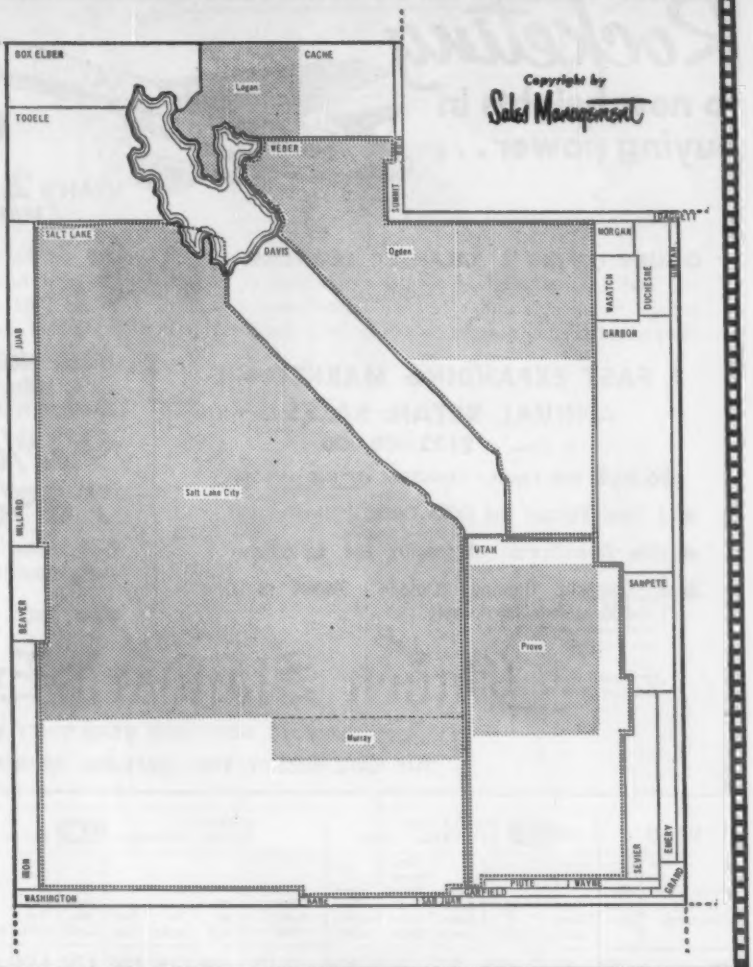
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.



UTAH

Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0171 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.



UTAH	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Millard		6.9	.0039	1.7	1.7		9,632	.0028	1,396	5,666	5,457	4,761	26.0	8.2	26.4	17.8	29.8	33.2	11.4	19.6	6.7	21.2
Morgan		2.9	.0016	.7	.7		3,823	.0012	1,318	5,461	5,273	4,816	21.1	6.6	27.1	18.1	34.0	37.8	11.9	20.1	5.9	17.4
Piute		1.3	.0007	.2	.3		1,408	.0004	1,082	7,030	4,326	3,884	32.2	12.4	29.3	24.3	26.9	37.0	8.7	18.3	2.9	8.0
Rich		1.3	.0007	.3	.3		2,060	.0006	1,565	6,867	5,363	4,851	21.6	6.7	29.7	19.7	32.1	35.3	9.9	16.7	6.7	21.6
Salt Lake	130	380.1	.2128	110.4	116.3	292.8	698,618	.2096	1,838	6,328	6,004	5,911	15.4	3.9	19.7	10.7	38.3	34.8	15.9	21.9	10.7	28.7
Murray		14.3	.0080	3.7	3.9		22,274	.0067	1,558	6,020	5,632	5,613	13.5	3.6	20.3	11.6	42.9	40.9	15.4	22.5	7.9	21.4
▲Salt Lake City		226.5	.1268	69.4	75.0		452,815	.1358	1,999	6,525	6,038	6,050	15.0	3.7	19.3	10.2	38.0	33.6	16.2	22.0	11.5	30.5
San Juan		10.0	.0056	1.8	2.3		10,105	.0030	1,011	5,614	4,376	4,706	29.8	9.5	25.0	17.1	27.8	31.6	9.9	17.2	7.5	24.6
Sanpete		10.4	.0058	2.8	2.8		12,955	.0039	1,248	4,627	4,568	3,897	32.3	12.5	30.6	25.2	27.3	37.4	6.8	14.3	3.0	10.6
Sevier		11.4	.0064	2.9	3.0	4.0	14,534	.0044	1,275	5,012	4,945	4,373	25.5	8.8	28.6	20.9	31.6	38.8	10.1	18.8	4.2	12.7
Summit		8.0	.0033	1.4	1.4		7,396	.0022	1,233	5,283	5,196	4,600	20.9	6.8	26.8	18.7	38.9	43.0	11.2	19.9	4.2	11.6
Tooele		18.3	.0103	5.2	5.6	9.2	33,500	.0100	1,831	6,442	5,917	5,943	10.2	2.6	18.3	9.9	44.9	40.3	17.6	24.3	9.0	22.9
Uintah		11.4	.0063	2.7	2.9	3.4	15,134	.0046	1,328	5,606	5,129	4,864	24.0	7.4	25.8	17.0	32.2	35.4	11.3	19.0	6.7	21.2
Utah	273	110.1	.0617	28.2	30.8	74.8	154,313	.0463	1,402	5,472	5,009	4,907	21.6	6.8	22.8	14.9	37.2	40.6	12.6	21.0	5.8	16.9
△Provo		41.0	.0229	10.5	13.6		63,606	.0191	1,551	6,058	4,677	5,116	21.1	6.3	20.4	13.8	37.8	39.7	13.8	22.0	6.9	19.3
Wasatch		5.4	.0030	1.3	1.3	2.9	6,815	.0020	1,262	5,242	5,143	4,619	21.8	7.1	25.5	17.7	37.7	43.8	10.9	19.3	4.1	12.1
Washington		11.4	.0064	3.0	2.9	5.4	13,434	.0040	1,179	4,478	4,539	4,145	31.1	11.3	27.6	21.4	28.7	37.2	8.8	18.9	4.0	13.2
Wayne		1.4	.0008	.2	.3		1,704	.0005	1,217	8,520	4,630	4,368	20.1	6.9	30.6	22.5	36.4	44.6	10.0	18.8	2.9	7.2

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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Rocketing
to new heights in buying power . . .



OGDEN . . .

UTAH'S 2nd LARGEST MARKET — UTAH'S 2nd LARGEST CITY

OGDEN OFFERS A BALANCED ECONOMY . . . enhanced by the recent addition to its industrial team of two major firms involved in the production of rocket engines and fuel. One of these now employs 1700 scientists, technicians and others and anticipates a staff of 3000 by 1962; the other has a force of over 3000 at the present time and expansion calls for a considerable increase in that number within the next two years.

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92% COVERAGE IN } **WEBER COUNTY**

78% COVERAGE IN } **TRADING AREA**

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Ogden Standard-Examiner

"SERVING NORTHERN UTAH SINCE 1870"

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

UTAH

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Weber	112	108.7	.0608	31.2	33.1	90.4	189,119	.0568	1,740	6,062	5,701	5,615	15.9	4.3	20.5	11.7	39.3	37.5	15.6	22.7	8.7	23.8
▲Ogden		72.0	.0403	22.1	22.9		132,565	.0389	1,841	5,998	5,785	5,651	16.2	4.3	20.4	11.6	38.7	36.7	15.7	22.7	9.0	24.7
Total Above Cities		386.8	.2165	114.9	126.0		722,980	.2169	1,869	6,292	5,738	5,787	16.4	4.3	20.0	11.1	37.9	35.1	15.6	23.0	10.1	27.5
State Total		888.6	.4973	243.5	258.3	562.3	1,467,165	.4371	1,640	5,984	5,641	5,484	17.7	4.9	21.5	12.6	37.8	36.8	14.4	21.5	8.6	24.2

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Ogden	108.7	.0608	31.2	33.1	90.4	189,119	.0568	1,740	6,062
▲Provo	110.1	.0617	28.2	30.8	74.9	154,313	.0463	1,402	5,472

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Salt Lake City	380.1	.2128	110.4	116.3	292.8	698,618	.2098	1,838	6,328
Total Above Areas	598.0	.3353	169.8	180.2	458.0	1,042,050	.3127	1,740	6,137

VERMONT—

(Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island.)

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Addison		19.2	.0167	4.9	6.9	3.7	30,242	.0090	1,575	6,172	4,383	4,741	29.4	8.5	23.1	15.8	33.1	37.7	11.1	19.4	6.3	18.6
Bennington		24.4	.0137	7.4	8.3	10.2	44,221	.0133	1,812	5,976	5,284	5,320	18.6	5.3	23.2	14.1	37.2	38.0	13.2	20.4	7.8	22.2
Bennington		10.2	.0057	3.3	3.7		19,510	.0059	1,913	5,912	5,170	5,416	16.4	4.6	22.1	13.2	39.3	39.3	14.3	21.8	7.9	21.1
Caledonia		21.3	.0119	6.3	6.8	9.3	32,731	.0098	1,537	5,195	4,802	4,559	25.3	8.4	26.3	18.7	33.3	30.6	10.1	16.3	5.0	15.0
St. Johnsbury		9.3	.0052	2.9	3.2		16,133	.0048	1,735	5,563	5,037	5,075	20.6	6.3	24.5	15.7	36.3	38.5	12.0	19.5	6.6	20.1
Chittenden	203	70.5	.0395	18.7	23.8	48.7	118,976	.0357	1,688	6,362	4,983	5,425	29.8	8.8	21.3	12.7	35.5	35.4	13.4	20.4	9.0	23.7
△Burlington		37.2	.0208	10.2	14.1		70,070	.0210	1,884	6,870	4,956	5,721	18.9	5.0	19.4	11.0	36.7	34.7	14.6	21.1	10.4	28.3
Essex		5.5	.0030	1.5	1.8		8,704	.0026	1,583	5,803	4,836	4,866	23.9	7.4	23.7	15.7	34.2	37.8	11.7	19.8	6.5	19.3
Franklin		26.0	.0148	7.0	8.0	8.9	41,398	.0124	1,592	5,914	5,175	5,048	23.6	7.1	23.8	16.3	33.4	35.7	11.7	19.2	7.5	22.7
St. Albans		8.9	.0050	2.5	2.9		16,114	.0048	1,811	6,446	5,431	5,727	16.5	4.4	20.0	11.3	39.0	36.8	15.0	21.6	9.5	25.9

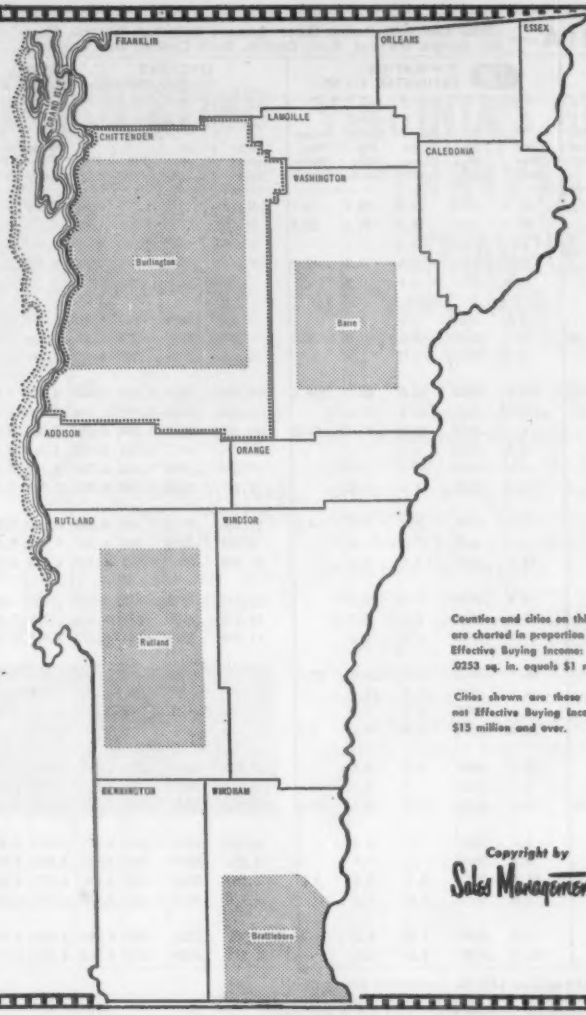
For Retail Sales data, see Section 4 location on page 17.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

VERMONT





Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0253 sq. in. equals $1 million.

Cities shown are those having net Effective Buying Income of $15 million and over.

RETAIL SALES MAP

PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.

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VERMONT

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Grand Isle		2.8	.0018	.7	.8		4,097	.0013	1,463	5,853	4,577	4,597	23.1	7.6	27.1	19.1	34.0	40.1	10.8	19.4	5.0	13.8
Lamoille		11.8	.0068	3.1	3.8		17,894	.0053	1,516	5,772	4,679	4,876	23.5	7.3	26.1	17.4	33.2	36.8	10.5	17.8	6.7	20.7
Orange		18.1	.0101	5.0	6.1		27,358	.0082	1,511	5,472	4,478	4,532	25.8	9.0	25.6	18.3	32.3	38.5	10.1	18.5	5.2	15.7
Orleans		20.7	.0116	5.6	6.2	5.2	30,424	.0092	1,470	5,433	4,883	4,694	25.4	8.2	27.2	18.8	31.3	38.0	10.0	17.6	6.1	19.4
Rutland		42.0	.0235	12.1	13.3	18.3	68,898	.0206	1,640	5,694	5,155	5,062	21.4	6.4	24.1	15.4	35.3	37.8	12.2	19.9	7.0	20.5
Rutland		18.3	.0102	5.4	6.0		32,074	.0096	1,753	5,940	5,346	5,409	17.8	5.0	22.5	13.5	37.9	37.9	13.8	21.0	8.0	22.6
Washington		41.5	.0232	11.6	13.8	22.9	73,383	.0220	1,768	6,324	5,316	5,502	16.8	5.2	20.8	12.3	37.5	36.8	14.1	21.1	8.8	24.6
Barre		11.3	.0063	3.4	4.0		22,822	.0068	2,020	6,712	5,706	6,024	14.4	3.6	18.8	10.1	40.3	36.2	15.7	21.6	10.8	28.5
Montpelier		9.4	.0053	2.7	3.6		19,767	.0059	2,103	7,321	5,491	6,227	12.7	3.1	17.4	9.1	41.1	35.6	17.1	23.7	11.7	29.5
Windham		30.5	.0171	8.8	10.8	15.4	53,597	.0161	1,757	6,091	4,944	5,209	18.6	5.4	23.5	14.6	37.6	39.1	13.1	20.8	7.2	20.1
Brattleboro		11.5	.0064	3.6	4.2		21,491	.0064	1,869	5,970	5,035	5,406	17.3	4.9	22.8	13.7	38.3	38.1	13.6	20.9	8.0	22.4
Windsor		36.7	.0205	10.8	11.9	7.8	66,785	.0201	1,820	6,184	5,611	5,490	15.5	5.1	22.5	13.3	36.7	36.1	13.4	20.2	8.9	25.3
Total Above Cities		116.1	.0649	34.0	41.7		217,981	.0653	1,878	6,411	5,227	5,625	17.4	4.7	20.8	12.0	38.0	38.6	14.5	21.2	9.3	25.5
State Total		371.0	.2076	103.5	122.3	150.4	618,699	.1856	1,668	5,978	5,069	5,149	21.5	6.3	23.3	14.7	35.3	37.0	12.4	19.9	7.5	22.1

METRO. AREA	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Burlington	70.5	.0395	19.7	23.8	48.7	118,976	.0357	1,688	6,382
Total Above Area	70.5	.0395	19.7	23.8	48.7	118,976	.0357	1,688	6,382

For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.

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VIRGINIA — (Other East South Central States: Delaware District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, West Virginia.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME ESTIMATES, 1960 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Accomac		32.5	.0182	9.4	10.4	2.7	40,280	.0120	1,239	4,285	3,852	3,703	39.0	15.4	25.6	21.5	25.0	35.0	6.6	14.2	3.8	13.9
1Albemarle		62.8	.0352	15.9	21.8	30.5	94,720	.0284	1,508	5,995	4,334	4,825	27.0	8.2	22.2	14.3	31.8	34.3	10.7	17.6	8.3	25.6
Charlottesville		30.5	.0171	8.3	11.7		53,384	.0160	1,750	6,432	4,563	5,230	21.3	5.9	21.5	12.8	35.4	35.2	12.3	18.7	9.5	27.4
2Alleghany		26.9	.0150	6.9	7.6	12.2	38,970	.0117	1,449	5,648	5,089	5,080	17.7	5.1	22.0	13.5	40.4	41.2	12.9	20.2	7.0	20.0
Covington		12.2	.0068	2.9	3.8		19,341	.0058	1,585	6,669	5,026	5,564	11.9	3.1	19.4	10.9	45.1	42.1	15.1	21.6	8.5	22.3
Amelia		7.8	.0044	1.6	1.8		7,562	.0023	969	4,726	4,022	3,525	40.5	16.8	27.1	23.9	23.5	34.7	5.6	12.7	3.3	11.9
Amherst	93	25.0	.0140	5.6	6.0	3.5	24,379	.0073	975	4,353	4,016	3,816	35.2	13.5	25.6	20.9	28.1	38.2	7.5	15.6	3.6	11.8
Appomattox		9.3	.0062	2.0	2.6		10,140	.0031	1,090	5,070	3,926	3,797	37.1	14.3	25.4	20.9	26.8	36.6	6.7	14.0	4.0	14.3
3Arlington	171	299.1	.1506	79.6	99.5	228.4	675,985	.2027	2,812	8,492	6,788	7,643	7.7	1.5	10.2	4.1	29.1	19.8	25.7	26.7	27.3	47.9
Alexandria		93.0	.0520	27.9	32.6		218,682	.0656	2,351	7,838	6,705	7,175	9.1	1.9	11.5	5.1	32.0	23.1	23.4	25.9	23.7	44.0
4Augusta		75.1	.0420	18.8	20.7	42.2	104,963	.0315	1,398	5,583	5,069	4,949	21.6	6.4	23.4	14.7	35.6	37.5	11.9	19.0	7.5	22.4
Staunton		25.5	.0143	6.4	7.7		37,772	.0113	1,481	5,902	4,848	5,152	19.3	5.5	23.0	13.9	36.9	37.1	12.5	19.3	8.3	24.2
Waynesboro		16.7	.0093	4.6	5.0		27,291	.0082	1,634	5,933	5,392	5,502	17.0	4.5	20.5	11.6	38.6	36.4	14.2	20.6	9.7	26.9
Bath		6.3	.0035	1.6	1.8		7,357	.0022	1,168	4,598	3,993	3,776	37.3	14.4	25.4	20.9	25.9	35.7	7.4	15.5	4.0	13.5
Bedford		33.2	.0188	8.2	8.6	4.5	37,396	.0112	1,126	4,560	4,345	3,914	34.6	12.9	26.2	20.8	27.4	36.4	7.6	15.4	4.2	14.5
Bland		6.9	.0039	1.5	1.5		6,326	.0019	930	4,217	4,121	3,497	40.8	17.0	27.0	24.0	24.1	35.8	5.2	11.8	2.9	11.4
Botetourt		19.1	.0107	4.6	4.8		21,453	.0065	1,123	4,664	4,414	4,032	31.1	11.3	27.2	21.0	29.7	38.3	7.8	15.4	4.2	14.0
Brunswick		20.4	.0114	4.2	5.1		19,830	.0059	972	4,721	3,888	3,471	40.8	17.2	26.4	23.7	24.3	36.3	5.7	13.0	2.8	9.8
Buchanan		40.1	.0225	9.0	9.1		34,910	.0106	871	4,364	4,269	3,868	29.6	11.2	31.0	24.9	29.5	39.6	6.8	14.0	3.1	10.3
Buckingham		11.7	.0066	2.5	2.8		11,042	.0033	944	4,417	3,869	3,399	41.9	18.0	28.2	24.0	23.4	35.7	5.9	13.8	2.6	8.5
5Campbell	93	86.1	.0482	22.7	26.5	57.7	128,071	.0384	1,487	5,642	4,819	4,935	23.2	6.9	22.6	14.2	35.0	36.8	11.4	18.4	7.8	23.7
▲Lynchburg		53.6	.0300	15.3	18.2		87,601	.0263	1,634	5,726	4,813	5,048	22.4	6.5	22.1	13.6	35.4	36.3	11.8	18.6	8.3	25.0
Caroline		13.4	.0078	3.0	3.2		13,716	.0041	1,024	4,572	4,193	3,886	35.5	13.4	26.4	21.2	26.8	36.0	7.2	14.8	4.1	14.6
6Carroll		32.5	.0182	7.9	8.0	3.5	31,789	.0096	978	4,024	3,949	3,353	41.8	18.2	28.7	26.6	22.2	34.5	4.8	11.3	2.5	9.4
Charlotte		15.5	.0087	3.6	3.6		13,631	.0041	892	3,842	3,816	3,158	43.4	20.1	28.8	28.4	22.3	36.6	4.4	11.0	1.1	3.9
Charles City		5.7	.0031	1.1	1.1		4,549	.0014	798	4,135	3,990	3,610	37.6	15.2	28.3	24.3	25.3	36.5	5.7	12.5	3.1	11.5
Chesterfield	130	75.8	.0425	18.5	23.1	16.0	120,905	.0362	1,595	6,535	5,227	5,760	15.3	3.9	16.7	9.0	41.5	37.4	16.0	22.1	10.5	27.6
Clarke		8.1	.0045	2.1	2.2		10,137	.0031	1,251	4,827	4,470	4,424	29.4	9.7	26.3	18.5	29.4	34.6	8.3	14.8	6.6	22.4
Craig		3.4	.0019	.9	.9		3,226	.0010	949	4,031	3,914	3,231	40.6	19.3	31.9	30.7	22.2	35.7	3.7	9.0	1.6	6.3
Culpepper		13.7	.0077	3.3	3.9	3.0	16,253	.0048	1,189	4,937	4,177	3,978	36.4	13.4	25.0	19.6	26.0	33.8	7.6	15.2	5.0	18.0
Culpeper		3.0	.0017	1.0	1.2		5,230	.0016	1,743	5,230	4,280	4,593	27.8	8.8	24.0	16.2	30.7	34.8	10.6	18.3	6.9	21.9
Cumberland		6.2	.0046	1.8	2.0		7,363	.0023	896	4,091	3,542	3,078	49.7	23.6	26.8	27.1	17.1	28.7	3.9	10.2	2.5	10.4
Dickenson		23.8	.0133	5.0	5.1		21,561	.0064	906	4,312	4,216	3,776	31.5	12.2	30.1	24.8	28.8	30.7	6.7	14.0	2.9	9.3

1 Albermarle County combined with the independent city of Charlottesville.
2 Alleghany County combined with the independent city of Clifton Forge.
3 Arlington County combined with the independent city of Alexandria.
4 Augusta County combined with the independent cities of Staunton and Waynesboro.
5 Campbell County combined with the independent city of Lynchburg.
6 Carroll County combined with the independent city of Galax.
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
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Meaning of SM Trade-Mark, Symbols, etc.

The SM Trade-mark SM indicates copyrighted SALES MANAGEMENT estimates.

Solid Triangle (▲) denotes central city of standard metropolitan area.

Open Triangle (△) denotes central city of potential metropolitan area.

Bold face line indicates COUNTY data, light face line CITY data.

Italic lines indicate a Multiple City—two or more adjoining cities constituting a single market. They can be separated by a river or state line, but the area between must be less than ten miles and must conform with the Census Bureau standards of urbanization.

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VIRGINIA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
7Dinwiddie	289	56.5	.0316	13.9	20.4	37.1	80,989	.0243	1,433	5,827	3,956	4,516	27.2	8.8	24.8	17.1	31.9	36.7	9.9	17.4	6.2	20.0
△Petersburg		37.1	.0208	10.8	11.8		54,756	.0164	1,476	5,070	4,603	4,598	26.1	8.3	24.8	16.8	32.5	36.7	10.2	17.6	6.4	20.6
△Petersburg-Hopewell-Colonial Heights		*64.4*	*.0360*	*18.2*			*96,935*	*.0291*	*1,506*	*5,326*												
Essex		7.5	.0042	1.8	1.8		7,467	.0023	998	4,148	3,982	3,595	41.1	16.7	26.0	22.5	23.1	33.5	6.1	13.4	3.7	13.9
Fairfax	171	234.1	.1310	63.0	74.8	39.6	473,788	.1421	2,024	7,520	6,332	6,813	10.0	2.1	11.5	5.3	35.4	27.0	22.3	26.0	20.8	39.6
Falls Church		12.6	.0071	3.5	3.6		28,893	.0087	2,293	8,255	7,873	7,654	7.3	1.4	10.2	4.1	31.5	21.4	24.4	25.3	26.6	47.8
Fauquier		23.5	.0132	5.8	7.2		29,406	.0088	1,251	5,070	4,047	3,994	37.4	13.7	25.0	19.5	24.7	32.2	7.3	14.4	5.6	20.2
Floyd		11.4	.0063	2.6	2.9		11,260	.0034	988	4,331	3,848	3,073	47.2	22.4	27.4	27.8	19.6	33.0	4.1	10.6	1.7	6.2
Fluvanna		7.0	.0040	1.8	1.9		7,914	.0023	1,131	4,397	3,965	3,517	43.5	18.1	24.5	21.6	21.8	32.3	6.4	14.5	3.7	13.5
Franklin		28.1	.0157	6.5	6.6		26,920	.0081	958	4,142	4,021	3,466	39.9	16.8	27.8	25.0	23.9	35.9	5.7	13.0	2.7	9.3
10Frederick		37.5	.0210	10.3	11.1	15.9	51,251	.0154	1,367	4,976	4,601	4,485	26.7	6.7	25.5	17.7	32.6	37.7	9.3	16.5	5.9	19.4
Winchester		15.9	.0089	4.9	5.4		26,112	.0078	1,642	5,329	4,832	4,898	23.4	7.0	23.8	15.1	34.3	36.8	10.7	17.4	7.8	24.2
Giles		18.8	.0105	4.4	4.9	2.5	24,407	.0073	1,298	5,547	4,973	4,818	20.1	6.1	22.5	14.6	38.2	42.2	12.2	20.1	6.0	17.0
Gloucester		11.5	.0064	3.1	3.3		12,409	.0037	1,079	4,003	3,728	3,381	41.6	18.0	27.4	25.2	22.8	35.0	5.7	13.4	2.5	8.4
Goochland		9.4	.0053	1.8	2.1		8,290	.0025	879	4,589	3,838	3,658	38.3	15.3	27.3	23.2	24.8	35.2	6.0	13.0	3.6	13.3
Grayson		16.2	.0091	4.2	4.3	2.0	18,840	.0057	1,163	4,486	4,312	3,947	38.4	15.4	27.8	23.7	24.3	34.8	5.9	12.8	3.6	13.3
Greene		5.0	.0028	1.1	1.2		4,935	.0014	987	4,486	4,025	3,548	37.1	15.3	28.2	24.7	26.6	38.9	5.7	12.8	2.4	8.3
Greensville		16.6	.0094	3.8	4.0	5.9	17,239	.0052	1,026	4,537	4,271	3,940	35.7	13.2	26.9	21.3	25.2	33.2	7.4	14.9	4.8	17.4
Halifax		42.9	.0235	9.5	9.8	6.7	42,986	.0126	1,002	4,430	4,254	3,709	37.2	14.6	26.9	22.3	25.7	36.1	7.0	15.0	3.5	12.0
South Boston		6.7	.0037	1.7	2.1		9,610	.0029	1,434	5,653	4,576	4,851	20.5	6.3	33.2	14.9	37.5	40.0	11.9	19.6	6.6	19.2
Hanover		31.6	.0178	7.4	8.6	3.8	39,138	.0118	1,239	5,289	4,504	4,492	29.0	9.4	23.8	16.5	30.5	35.2	10.3	18.3	6.4	20.6

7 Dinwiddie County combined with the independent city of Petersburg.
9 Fairfax County combined with the independent city of Falls Church.
10 Frederick County combined with the independent city of Winchester.

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For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.



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VIRGINIA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
11Henrico	130	340.5	.1906	99.3	112.9	290.0	633,146	.1899	1,859	6,644	5,606	5,944	15.8	3.9	19.1	10.0	37.0	32.3	15.5	20.7	12.6	33.1
▲Richmond		242.3	.1355	69.4	88.0		484,005	.1452	1,998	6,974	5,495	6,081	14.2	3.4	18.6	9.5	38.0	32.6	16.0	20.8	13.2	33.7
12Henry		56.5	.0327	14.0	15.8	25.0	77,374	.0232	1,323	5,527	4,678	4,878	20.2	8.0	25.1	16.0	36.5	38.9	11.4	18.6	6.8	20.5
Martinsville		21.2	.0119	5.5	6.4		32,693	.0098	1,542	5,944	5,089	5,257	17.2	4.8	23.7	14.0	37.8	37.3	12.7	19.3	8.6	24.6
Highland		3.8	.0022	.8	.9		3,454	.0010	909	4,318	3,738	3,069	47.6	22.8	28.6	27.0	20.0	33.9	4.0	10.3	1.8	6.2
Isle of Wight		17.8	.0099	4.1	4.8		20,970	.0063	1,178	5,115	4,503	4,419	28.5	9.4	24.4	17.2	31.8	37.5	9.5	17.0	5.8	18.9
13James City		18.0	.0101	3.2	6.0	6.8	22,244	.0067	1,236	6,951	3,707	4,739	30.7	9.5	17.4	11.4	31.5	34.5	12.2	20.4	8.2	24.2
Williamsburg		8.8	.0049	1.4	2.6		12,249	.0037	1,399	8,749	4,621	6,535	11.6	2.6	13.8	6.6	36.6	29.1	21.2	25.7	16.8	36.0
King and Queen		7.1	.0040	1.8	1.9		7,230	.0022	1,018	4,820	3,752	3,567	38.9	15.9	26.5	23.1	24.8	36.2	6.7	14.9	3.1	9.9
King George		6.8	.0038	1.7	2.1		9,575	.0028	1,408	5,632	4,906	4,645	24.9	7.7	23.6	15.6	34.1	38.2	11.4	19.4	6.3	18.9
King William		7.9	.0044	1.9	2.0		9,081	.0026	1,149	4,779	4,378	4,054	34.0	12.2	25.1	19.3	28.0	33.8	9.1	15.8	4.8	18.9
Lancaster		9.2	.0052	2.5	2.7		10,789	.0032	1,173	4,316	3,895	3,668	37.9	15.1	26.5	22.5	25.7	36.3	6.8	14.1	3.4	12.0
Lee		28.4	.0159	6.3	6.4		24,640	.0074	868	3,911	3,833	3,253	40.2	18.1	30.3	29.0	23.6	37.8	4.5	11.0	1.4	4.3
Loudoun		25.5	.0142	6.1	7.1		31,388	.0094	1,231	5,148	4,381	4,366	33.0	11.0	24.7	17.6	27.0	32.2	8.3	18.1	7.0	24.1
Louisa		13.2	.0074	3.2	3.3		12,788	.0038	969	3,996	3,847	3,335	41.9	18.4	27.6	25.8	23.0	35.6	5.3	12.7	2.2	7.5
Lunenburg		13.0	.0073	3.1	3.5		15,888	.0048	1,222	5,125	4,521	3,991	33.5	12.4	25.0	19.5	28.4	37.0	8.4	16.7	4.4	14.4
Madison		9.0	.0050	2.1	2.2		8,291	.0025	921	3,948	3,726	3,093	48.5	22.0	27.6	27.8	19.6	32.9	4.8	11.7	1.7	5.6
Mathews		7.3	.0041	2.0	2.1		8,314	.0025	1,139	4,157	3,816	3,574	41.8	17.1	24.7	21.5	23.6	34.3	6.3	14.0	3.6	13.1
Mecklenburg		32.2	.0180	7.4	8.2	2.5	37,262	.0112	1,157	5,038	4,488	4,077	32.4	11.6	25.5	19.5	29.2	37.1	8.3	16.2	4.6	15.6
Middlesex		6.7	.0038	1.8	2.0		7,391	.0022	1,103	4,106	3,625	3,283	44.1	19.6	27.2	25.8	21.6	34.3	4.7	11.3	2.4	9.0
14Montgomery		42.4	.0237	10.2	15.3	17.1	60,554	.0181	1,428	5,937	3,941	4,363	30.1	10.1	21.3	15.2	32.5	38.6	10.4	18.9	5.7	17.2
15Nansemond		41.2	.0231	10.5	11.6	18.0	49,285	.0148	1,196	4,694	4,216	4,163	32.9	11.7	25.4	19.3	28.8	36.4	8.0	15.5	4.9	17.1
Suffolk		12.4	.0069	3.5	4.2		19,870	.0060	1,602	5,677	4,731	4,963	23.1	6.8	22.5	14.1	34.9	38.5	11.5	18.4	8.0	24.2
Nelson		13.4	.0075	3.1	3.2		12,348	.0037	921	3,983	3,821	3,357	40.7	17.7	28.4	26.3	23.8	36.9	5.0	11.9	2.1	7.2
New Kent		4.6	.0025	1.1	1.2		4,884	.0015	1,064	4,449	3,900	3,737	36.9	14.1	25.5	21.2	28.4	39.5	7.0	14.9	3.1	10.3
Newport News	109	193.5	.1083	80.7	99.1	193.5	336,819	.1010	1,741	6,843	4,873	5,571	15.1	4.0	19.8	10.4	41.4	38.6	15.4	21.9	9.5	25.1
▲Hampton		83.5	.0467	21.5	29.6		147,523	.0443	1,770	6,876	4,900	5,840	13.3	3.1	17.3	9.3	43.3	38.6	16.7	22.7	10.4	26.4
Newport News-Hampton		*193.5*	*.1083*	*80.7*			*336,819*	*.1010*	*1,741*	*6,843*												
16▲Newport News		110.0	.0616	29.2	39.4		188,991	.0567	1,718	6,472	4,786	5,373	17.2	4.7	19.6	11.4	40.0	38.5	14.4	21.3	8.8	24.1

11 Henrico County combined with the independent city of Richmond.
12 Henry County combined with the independent city of Martinsville.
13 James City County combined with the independent city of Williamsburg.
14 Montgomery County combined with the independent city of Radford.
15 Nansemond County combined with the independent city of Suffolk.

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16 For explanation of the unique marketing problems of the Norfolk-Portsmouth and Newport News-Hampton areas, see special reference to these areas in introduction to Metropolitan Areas in Section 5.

SM Standard (▲) and Potential (Δ) Metropolitan County Areas. Before using these figures read foreword, page 19.

Our Regional Research Facilities Can Give You:

1. Information on statistical source material, public and private.
2. Back data and forecasts on economic trends for specific markets.
3. Help in setting sales quotas.
4. Help in ironing out weak spots in distribution.
5. Information on the location of good markets (and bad).
6. Information on the characteristics of any market for both consumer and industrial products, new and old.
7. Current estimates and forecasts of the volume of business in your industry.
8. Forecasts of company sales.
9. Information on where to locate new retail outlets.
10. Information on where to locate new manufacturing facilities.

As specialists in all regional aspects of market research, of which the data published in the Sales Management Survey of Buying Power represent a single though important by-product, Market Statistics, Inc. is in a position to supply quick answers to a variety of questions bearing on the basic problems of distribution. If you want to know where to locate a new outlet, or where to pick a new distributor, or whether to hire or fire salesmen for Area A as opposed to Area B, we may already have the answers, or will be able to help you get them.

In addition, we have successfully integrated the use of SURVEY OF BUYING POWER data with field surveys to

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2. Establish share of each manufacturer's sale in total market.
3. Determine the characteristics and location of your market.
4. Determine consumer brand knowledge, brand loyalty and brand switching.
5. Establish consumer and market attitudes toward your and competitors' products.
6. Improve product design and packaging.
7. Determine comparative prices, profit margins and turn-over studies.
8. Analyze causes for business decline.
9. Conduct sales and dealer studies to improve external and internal sales set-up.
10. Conduct new product studies.
11. Conduct motivational research studies to determine consumer attitudes.
12. Conduct probability sampling to determine consumer attitudes.

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VIRGINIA

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
17Norfolk	111	532.1	.2978	150.9	208.4	513.2	972,331	.2917	1,827	6,444	4,665	5,418	17.6	4.7	19.1	11.0	39.7	38.0	14.4	21.2	9.2	25.1
Norfolk-Portsmouth-South Norfolk		*481.6*	*.9695*	*138.1*			*989,344*	*.8788*	*1,930*	*6,730*												
16▲Norfolk		338.5	.1894	98.2	149.7		686,068	.2058	2,027	6,987	4,580	5,681	15.3	3.9	17.8	9.8	41.0	37.5	15.5	21.7	10.4	27.1
▲Portsmouth		119.0	.0666	33.6	48.4		205,990	.0618	1,731	6,131	4,250	5,106	19.4	5.5	20.5	12.5	39.1	39.8	13.3	20.7	7.7	21.5
South Norfolk		24.1	.0135	6.3	7.4		37,286	.0112	1,546	5,915	4,976	5,264	17.2	4.8	20.3	12.0	40.3	39.8	14.2	21.4	8.0	22.0
Northampton		18.2	.0102	4.8	5.6		19,536	.0058	1,073	4,070	3,479	3,431	42.1	17.9	25.3	23.0	23.8	35.9	6.1	14.1	2.7	9.1
Northumberland		9.3	.0052	2.4	2.4		10,475	.0032	1,126	4,365	4,246	3,791	37.1	14.3	27.9	22.9	24.2	33.2	6.5	13.6	4.3	16.0
Nottoway		13.6	.0076	3.4	3.9	3.1	18,307	.0055	1,346	5,384	4,681	4,524	27.0	8.7	23.4	16.1	33.1	37.9	10.5	18.5	6.0	18.8
Orange		13.9	.0078	3.4	3.9	2.9	17,517	.0052	1,260	5,152	4,427	4,301	31.7	10.8	24.6	17.8	28.9	34.6	8.9	16.4	5.9	20.2
Page		15.5	.0087	4.0	4.0	2.7	17,321	.0052	1,117	4,330	4,275	3,830	35.2	13.4	26.0	21.2	28.1	37.9	7.1	14.8	3.6	12.7
Patrick		16.4	.0092	3.8	4.0		16,660	.0050	1,016	4,384	4,088	3,472	39.9	16.8	27.8	24.9	23.6	35.4	5.9	13.4	2.8	9.5
18Pittsylvania	212	113.0	.0632	28.7	30.2	55.7	149,060	.0447	1,319	5,194	4,923	4,624	26.1	8.2	24.9	18.7	32.0	36.0	10.3	17.6	6.7	21.3
△Danville		80.8	.0284	14.9	16.6		82,018	.0246	1,615	5,505	4,922	5,005	23.1	6.7	23.2	14.5	33.6	34.9	11.7	18.5	8.4	25.4
Powhatan		5.3	.0030	1.1	1.3		5,906	.0018	1,114	5,369	4,385	4,048	36.4	13.1	24.8	19.0	25.6	32.9	7.6	15.0	5.6	20.0
Prince Edward		16.2	.0090	3.9	5.4	4.8	20,062	.0060	1,238	5,144	3,992	3,778	39.6	15.3	22.9	18.8	25.4	35.1	7.7	16.1	4.4	14.7
Farmville		4.8	.0027	1.2	2.1		7,830	.0023	1,631	6,525	3,650	4,501	34.2	11.1	18.2	12.6	29.8	34.4	10.4	18.3	7.4	23.6
19Prince George	209	57.4	.0322	14.2	21.4	31.8	100,068	.0300	1,744	7,048	4,677	5,679	13.3	3.4	16.6	9.1	43.8	40.2	16.5	23.0	9.8	24.3
△Hopewell		20.7	.0116	5.4	6.1		27,878	.0084	1,347	5,163	4,526	4,643	25.2	7.9	22.9	15.3	34.2	38.3	11.4	19.6	6.3	18.9
See Petersburg-Hopewell-Colonial Heights																						
20Princess Anne	111	65.0	.0363	17.1	24.3	14.5	120,245	.0361	1,850	7,032	4,947	5,249	19.0	5.3	19.7	11.7	39.3	38.9	13.4	20.3	8.6	23.8
Virginia Beach		8.4	.0047	2.8	3.1		16,459	.0049	1,959	5,878	5,247	5,328	19.8	5.4	20.9	12.2	36.8	35.9	13.2	19.7	9.3	26.8
Prince William		38.4	.0215	9.2	14.1		64,393	.0193	1,677	6,999	4,566	5,611	18.4	4.8	17.3	9.6	37.9	35.0	15.6	22.1	10.8	28.5
Pulaski		29.6	.0166	7.5	7.9	12.5	36,374	.0109	1,229	4,850	4,571	4,381	25.9	8.6	25.9	18.4	34.0	40.4	9.3	16.8	4.9	15.8
Pulaski		12.5	.0070	3.4	4.0		18,448	.0055	1,476	5,426	4,612	4,890	19.8	5.9	24.7	15.7	37.9	40.3	11.0	17.9	6.7	20.2
Rappahannock		6.9	.0038	1.8	1.8		5,529	.0017	801	3,686	3,574	3,007	47.3	22.9	27.9	28.8	20.0	34.8	3.8	10.1	1.0	3.4
Richmond		7.7	.0044	1.9	2.2		8,378	.0025	1,088	4,409	3,749	3,675	38.3	15.2	28.5	22.4	24.7	34.9	6.8	14.8	3.7	12.7
21Roanoke	131	160.0	.0896	43.8	50.5	129.3	278,846	.0836	1,742	6,362	5,513	5,700	15.3	3.9	19.6	10.7	39.4	38.0	15.0	20.8	10.7	26.6
▲Roanoke		105.5	.0590	31.0	35.3		196,638	.0590	1,864	6,343	5,570	5,745	15.1	3.8	19.5	10.5	39.4	38.7	15.1	20.9	10.9	29.1
Salem		15.5	.0087	4.7	5.1		27,348	.0082	1,764	5,819	5,347	5,431	18.5	5.0	20.4	11.7	37.8	38.1	13.6	19.9	9.7	27.3
22Rockbridge		31.9	.0179	7.7	10.4	12.7	44,133	.0132	1,383	5,732	4,230	4,496	31.5	10.2	21.6	15.0	29.7	34.3	10.2	18.0	7.0	22.5
23Rockingham		54.3	.0303	13.9	17.0	12.5	73,946	.0222	1,360	5,313	4,331	4,342	30.7	10.3	24.0	17.2	30.3	36.3	9.1	16.6	5.9	19.6
Harrisonburg		12.5	.0070	3.4	5.1		22,326	.0067	1,786	6,567	4,378	5,133	24.4	6.9	19.8	12.0	34.1	34.7	12.3	18.8	9.5	27.6
Russell		25.8	.0145	5.8	6.2		24,054	.0072	933	4,152	3,883	3,393	41.4	17.8	27.5	28.2	23.2	33.6	5.4	12.7	2.5	8.7
Scott		31.1	.0174	7.4	7.4		30,631	.0092	985	4,140	4,114	3,484	40.4	16.9	26.0	23.1	24.5	36.6	6.4	14.4	2.7	9.0
Shenandoah		22.6	.0126	6.0	6.4		25,102	.0078	1,155	4,350	4,061	3,669	37.0	14.7	28.2	23.9	25.4	36.0	6.8	12.9	3.4	12.5
Smyth		31.4	.0176	7.1	7.8	10.0	32,396	.0097	1,032	4,563	4,127	3,908	33.3	12.4	27.4	21.8	28.0	37.3	7.3	14.7	4.0	13.8
Marion		7.7	.0043	1.7	2.1		9,522	.0029	1,237	5,601	4,475	4,772	24.1	7.4	24.3	15.9	33.9	36.8	10.5	17.5	7.2	22.4
Southampton		27.4	.0153	6.4	6.8	5.0	29,679	.0089	1,025	4,337	4,114	3,804	38.3	14.7	28.3	21.5	24.3	33.2	6.7	14.0	4.4	16.6

16 For explanation of the unique marketing problems of the Norfolk-Portsmouth and Newport News-Hampton areas, see special reference to these areas in introduction to Metropolitan Areas in Section 5.
17 Norfolk County combined with the independent cities of Norfolk, Portsmouth,
18 Pittsylvania County combined with the independent city of Danville.
19 Prince George County combined with the independent cities of Hopewell and
20 Princess Anne County combined with the independent city of Virginia Beach.
21 Roanoke County combined with the independent city of Roanoke.
22 Rockbridge County combined with the independent city of Buena Vista.
23 Rockingham County combined with the independent city of Harrisonburg.

For Retail Sales data, see Section 4 location on page 17.

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

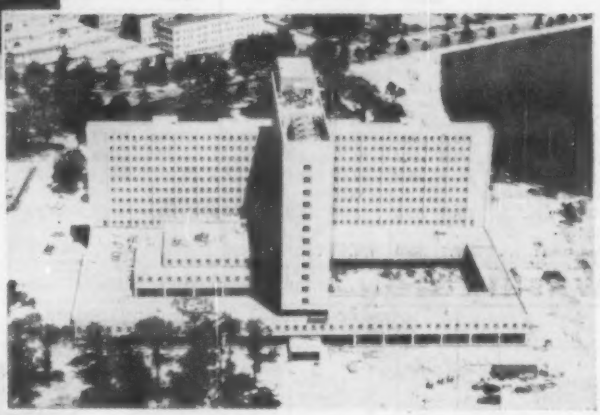
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600 MILLION DOLLARS IN CONSTRUCTION PROJECTS*

provide any advertiser with the most valid measurement of his sales potential in the Norfolk-Portsmouth Metropolitan Market.



Above: Architects drawing of the 5½ million dollar, 13-story motor hotel being built on the Golden Triangle —a part of the largest urban redevelopment program in the South—a program that is dramatically changing Virginia's largest city.



Above: This is an air view of the 17½ million dollar U. S. Naval Hospital now being completed in Portsmouth. It demonstrates the permanence of the Naval installations in this area.



To the left: The six million dollar Rennert Building is just being completed in the heart of downtown Norfolk. The two blocks-long building houses the largest J. C. Penney store in the East in addition to a five-story ramp garage providing off-street parking for 900 cars. The central tower will rise 15 stories.

*** This 600 million dollars represents projects which have been completed within the past six months, those which are now under construction, or those projects which will soon begin.**

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VIRGINIA

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
24Spotsylvania		29.3	.0164	7.5	12.9	14.6	50,434	.0151	1,721	6,725	3,901	4,979	23.2	6.8	20.5	12.8	36.3	37.9	12.2	19.5	7.8	23.0
Fredericksburg		14.6	.0082	3.6	5.7		25,931	.0078	1,776	6,824	4,475	5,487	18.6	4.9	17.2	9.7	40.0	38.1	14.4	20.8	9.8	26.5
Stafford		16.7	.0094	4.4	4.3		21,355	.0064	1,279	4,853	4,873	4,498	24.0	7.8	24.9	17.2	35.4	40.9	10.5	18.6	5.2	15.5
Surry		6.5	.0036	1.5	1.6		6,833	.0021	1,051	4,555	4,082	3,640	42.2	16.9	24.9	21.3	21.8	31.1	6.8	14.9	4.3	15.8
Sussex		12.4	.0070	2.7	3.1		12,243	.0036	987	4,534	3,949	3,639	39.6	15.9	26.8	22.9	23.6	33.7	6.2	13.6	3.8	13.9
Tazewell		48.9	.0273	11.1	12.0	9.3	54,879	.0165	1,122	4,944	4,562	4,379	25.1	8.4	28.4	20.2	32.6	38.6	8.8	15.9	5.1	16.9
Bluefield (Va.)-Bluefield (W. Va.)		*20.9*	*.0151*	*7.4*			*46,216*	*.0139*	*1,718*	*6,245*												
Warren		15.5	.0087	4.0	4.4	9.0	22,405	.0067	1,445	5,601	5,092	5,004	20.1	5.9	21.7	13.5	33.5	39.9	12.6	20.0	7.1	20.7
Front Royal		9.0	.0050	2.6	2.9		14,827	.0044	1,647	5,703	5,113	5,258	17.0	4.7	20.7	12.3	40.8	40.3	13.6	20.6	7.9	22.1
25Washington	200	54.8	.0307	12.8	14.9	23.9	62,576	.0188	1,142	4,889	4,189	3,972	32.9	12.1	25.8	20.3	29.2	38.0	8.0	16.0	4.1	13.6
Bristol		18.3	.0102	4.8	5.6		24,430	.0073	1,335	5,090	4,363	4,458	27.4	9.0	23.8	16.7	33.0	38.3	10.1	18.0	5.7	18.0
Westmoreland		11.1	.0062	2.8	3.1		12,120	.0036	1,092	4,329	3,995	3,583	40.6	16.8	26.1	22.7	23.4	33.8	6.4	14.1	3.5	12.8
26Wise		52.8	.0296	12.1	12.8	11.7	53,928	.0162	1,021	4,457	4,203	3,995	29.5	10.8	28.9	22.5	30.3	39.3	7.6	15.2	3.7	12.2
Wythe		21.7	.0122	5.3	5.4	6.2	22,988	.0069	1,059	4,336	4,217	3,820	35.1	13.4	27.1	22.1	27.0	36.8	7.0	14.5	3.8	13.2
Wytheville		6.2	.0035	1.5	1.9		3,247	.0025	1,330	5,498	4,341	4,653	26.2	8.2	23.7	15.9	32.8	36.5	10.6	18.1	6.7	21.3
York	199	22.1	.0123	5.7	6.9		30,769	.0092	1,392	5,398	4,446	4,706	21.1	6.5	22.1	14.6	38.6	42.7	12.5	21.1	5.7	15.1
Total Above Cities		1,563.0	.8690	437.1	674.4		2,865,545	.8596	1,845	6,556	4,989	5,628	16.7	4.3	19.1	10.6	38.3	35.3	15.0	21.2	10.9	28.6
State Total		4,024.0	2.2520	1,039.5	1,265.9	1,958.8	6,237,413	1.8709	1,550	6,000	4,927	5,148	22.6	6.4	20.9	12.6	33.6	33.9	13.2	20.3	9.7	26.8

METRO. AREAS	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Bristol-Johnson City-Kingsport	276.3	.1548	70.2	78.1	122.9	371,732	.1116	1,345	5,295
△Danville	113.0	.0632	28.7	30.2	55.7	149,060	.0447	1,319	5,194
Lynchburg	111.1	.0622	28.3	32.6	61.2	152,450	.0457	1,372	5,387
Newport News-Hampton	215.6	.1206	56.4	76.0	193.5	367,588	.1102	1,705	6,518
Norfolk-Portsmouth	597.1	.3341	168.9	232.7	527.7	1,092,576	.3278	1,830	6,503
△Petersburg-Hopewell	113.9	.0638	28.1	41.8	68.9	181,675	.0543	1,500	6,444
Richmond	416.3	.2331	113.8	136.0	306.8	754,051	.2261	1,811	6,628
Roanoke	160.0	.0895	43.8	50.5	129.3	278,646	.0836	1,742	6,362
Total Above Areas	2,003.3	1.1213	537.3	677.9	1,465.1	3,347,178	1.0040	1,671	6,230

WASHINGTON— (Other Pacific States: California, Oregon.)

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Adams		12.2	.0069	3.7	4.0		30,203	.0091	2,475	8,162	7,426	7,338	14.8	3.0	16.5	7.1	34.0	24.3	12.9	14.1	21.8	51.5
Asotin		14.4	.0080	4.6	4.5	7.6	25,110	.0075	1,744	5,459	5,480	5,120	24.1	6.9	22.3	13.7	33.9	34.9	10.6	15.5	9.1	28.0
Benton	269	71.2	.0399	21.9	22.7	43.3	149,955	.0450	2,106	6,847	6,587	6,430	10.6	2.4	15.5	7.6	42.8	35.0	17.8	22.2	13.3	32.8
△Kennewick		13.9	.0078	4.3	4.4		26,407	.0079	1,900	6,141	5,910	5,845	14.5	3.7	19.3	10.4	40.4	36.2	14.9	20.4	10.9	29.3
△*Pasco-Kennewick-Richland*		*53.0*	*.0297*	*15.2*			*109,307*	*.0328*	*2,063*	*7,237*												
△Richland		24.0	.0134	6.3	7.6		50,893	.0153	2,121	8,079	6,682	7,332	6.8	1.4	11.0	4.7	42.1	30.1	22.3	24.4	17.8	39.4

24 Spotsylvania County combined with the independent city of Fredericksburg.
25 Washington County combined with the independent city of Bristol.
26 Wise County combined with the independent city of Norton.

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For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

IMPORTANT INFORMATION NOT SHOWN ON THIS MAP

The metropolitan "Norfolk market" is larger than it looks in virtually every statistical representation. Separation of Newport News from Norfolk is the cause. Actually, they are less than 3 miles apart! Their *downtown business districts* are less than 10 miles apart.

These are the only cities of such size and proximity in the U. S. that *are* separated—excepting New York, Newark, Jersey City.

Norfolk wholesalers do a third or more of their total volume with Newport News retailers. For marketing purposes they are virtually inseparable. You *do* have to buy Newport News papers as well as Norfolk papers to cover both—a local oddity that contributes to widespread misunderstanding of the market by outsiders.

Virginians reflect the unity of the area simply by calling it Tidewater, Va.

And Tidewater, Va., has the greatest concentration of people in the entire Southeast! Nearly as many people as metro Atlanta or Miami in HALF the area!

Tidewater is richer in retail sales than metro Richmond, Roanoke, and Lynchburg combined . . . or metro Charlotte, Greensboro-High Point, and Durham combined!

What a place to put a dollar!

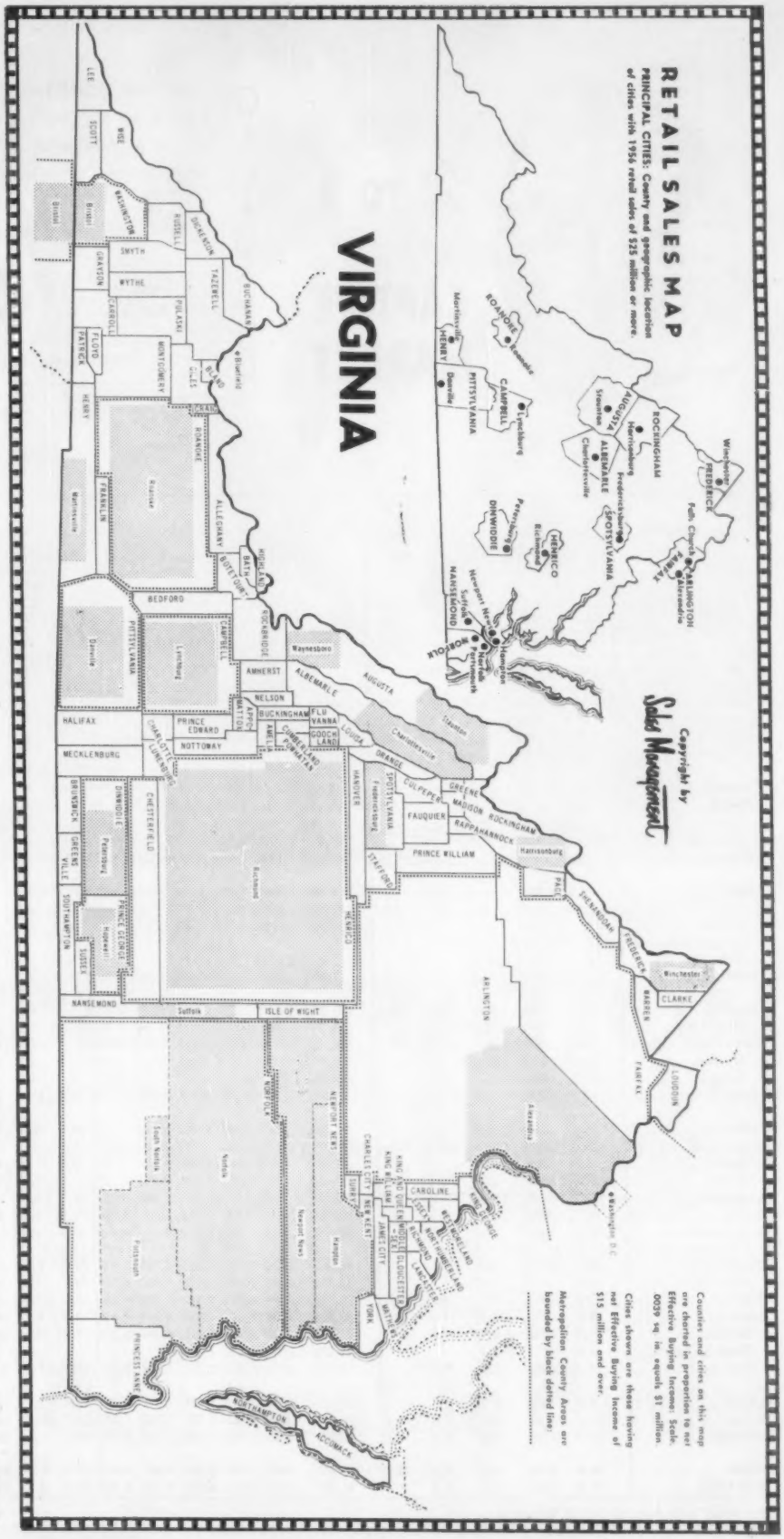
Tide*wtar* is a better way to spell it, and the best way to *sell* it—because in both radio and television WTAR covers and dominates this great market.

WTAR was the first radio station in Virginia. From Norfolk, focal point of Tidewtar, it continues to dominate the area in size of audience.

WTAR-TV also is the pioneer television station in the market. And it continues to lead all other stations by a wide margin in size of audience.

For a Tidewater Market slide presentation, contact WTAR-TV, or any Petry office.

WTAR Radio-TV Corporation
720 Boush Street, Norfolk 10, Va.
Represented by Edward Petry & Co.





RESULTS ARE
2 TO 1
IN KPQ's
CAPTIVE
MARKET

KPQ'S 12 COUNTY CAPTIVE MARKET IS SURROUNDED BY MOUNTAINS—A separate and distinct market from Seattle or Spokane, KPQ GETS RESULTS . . .
2 TO 1

Put your money where your mouth is

5000 W
560 KC
KPQ
WENATCHEE, WASHINGTON



Portland & Seattle Reps.
Art Moore & Associates

National Reps.
Weed & Co.

WASH.

SM POPULATION ESTIMATES, 1/1/60

SM EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Chelan		44.5	.0249	14.6	15.2	19.7	79,201	.0237	1,780	5,425	5,211	4,968	22.2	6.6	25.6	16.2	34.0	38.0	10.3	16.6	7.9	24.6
▲Wenatchee		17.0	.0095	5.8	6.4		34,222	.0103	2,013	5,900	5,296	5,403	19.6	5.4	22.3	13.0	36.3	35.2	11.9	17.6	9.9	28.8
Clallam		28.2	.0158	9.0	9.4	11.8	52,954	.0159	1,878	5,884	5,578	5,349	20.3	5.6	21.8	12.8	35.9	35.2	12.5	18.8	9.5	27.6
Port Angeles		11.8	.0066	3.8	4.3		24,484	.0073	2,075	6,443	5,694	5,832	17.5	4.4	18.3	9.8	38.1	34.5	14.5	19.9	11.6	31.4
Clark	124	90.0	.0503	28.6	29.0	49.1	153,733	.0461	1,708	5,375	5,299	4,985	22.1	8.5	22.3	14.1	36.8	38.7	11.6	18.7	7.2	22.0
▲Vancouver		40.9	.0229	12.8	13.7		73,034	.0219	1,786	5,706	5,294	5,261	18.3	5.1	21.2	12.6	30.7	30.7	12.8	19.6	8.0	23.0
Columbia		5.1	.0029	1.7	1.8	3.2	9,274	.0023	1,818	5,455	5,570	5,091	20.9	7.8	25.3	15.6	26.6	29.5	8.6	13.9	10.4	33.2
Cowlitz		60.0	.0336	18.9	19.7	32.3	113,831	.0342	1,897	6,055	5,777	5,593	16.4	4.3	20.0	11.2	40.0	37.7	13.9	19.9	9.7	26.9
Kelso		8.9	.0050	2.8	3.5		18,743	.0056	2,106	6,694	5,323	5,769	12.9	3.3	20.0	10.9	41.4	37.7	15.6	21.7	10.1	26.4
Longview		23.4	.0131	7.4	7.9		49,741	.0149	2,126	6,722	6,220	6,240	10.6	2.5	16.5	8.3	44.5	37.4	16.2	20.8	12.2	31.0
Douglas		15.1	.0084	4.7	4.6		29,162	.0084	1,865	5,992	6,041	5,838	20.8	5.5	24.7	13.8	31.2	29.0	10.8	15.4	12.5	36.3
Ferry		4.3	.0024	1.1	1.4		6,403	.0018	1,489	5,821	4,574	4,538	27.7	9.0	25.0	18.0	31.5	36.5	8.2	14.4	6.9	22.1
Franklin	288	23.5	.0132	6.1	13.1	15.1	49,516	.0149	2,107	8,117	3,777	6,002	14.4	3.5	19.5	10.2	38.6	33.8	15.4	20.6	12.1	31.9
△Pasco		15.1	.0085	4.6	5.5		31,995	.0096	2,119	6,955	5,740	6,222	11.8	2.8	18.3	9.2	40.6	34.3	16.5	21.3	12.8	32.4
See Pasco-Kennewick-Richland																						
Garfield		3.2	.0018	.9	1.1		7,030	.0021	2,197	7,811	6,391	6,752	14.2	3.1	21.9	10.2	32.7	25.4	12.7	15.1	18.5	46.2
Grant		55.0	.0308	16.0	20.5	19.2	116,007	.0340	2,109	7,250	5,632	6,312	11.5	2.7	15.7	7.8	43.3	36.0	16.4	20.8	13.1	32.7
Moses Lake		11.9	.0067	3.8	4.2		23,976	.0072	2,015	6,309	5,669	5,721	15.1	3.9	19.8	10.9	40.9	37.5	13.9	19.5	10.3	28.2
Grays Harbor		55.1	.0308	18.5	19.6	31.7	105,187	.0318	1,909	5,686	5,355	5,209	21.1	6.0	21.0	12.7	37.2	37.5	12.2	18.7	8.5	25.1
Aberdeen		20.4	.0114	7.0	7.8		42,671	.0128	2,092	6,096	5,471	5,566	19.3	5.1	19.3	10.9	38.0	35.9	13.1	18.8	10.4	29.3
Hoquiam		11.3	.0063	3.7	4.1		22,652	.0068	2,005	6,122	5,525	5,609	16.1	4.2	17.9	10.0	42.0	39.5	14.6	20.8	9.4	25.5
Island		18.7	.0105	5.8	7.2		28,980	.0087	1,550	4,997	4,024	4,199	33.3	11.7	24.2	13.1	23.7	38.0	8.4	16.0	5.4	18.2
Jefferson		8.4	.0047	2.3	3.5	5.1	14,358	.0043	1,709	6,242	4,071	4,694	25.5	8.0	22.1	14.8	35.6	39.9	10.3	17.5	6.5	19.8
King	148	925.0	.5178	314.3	358.4	715.4	2,037,991	.6112	2,203	6,483	5,685	5,892	17.1	4.3	18.5	9.9	37.7	33.6	14.7	20.0	12.0	32.2
Auburn		11.4	.0064	3.8	4.1		22,604	.0068	1,983	5,948	5,486	5,530	19.6	5.2	18.6	10.6	33.0	36.2	13.8	19.9	10.0	28.1
Renton		17.0	.0095	5.1	5.6		31,726	.0095	1,866	6,221	5,631	5,659	13.3	3.4	18.3	10.3	44.5	41.4	15.2	21.5	8.8	23.5
▲Seattle		586.1	.3280	199.2	248.8		1,402,782	.4208	2,393	7,042	5,638	6,175	14.7	3.5	17.2	8.8	39.1	33.2	15.7	20.4	13.3	34.1
Kitsap	199	82.5	.0462	27.1	29.2	31.1	148,094	.0444	1,795	5,465	5,063	4,985	21.3	6.3	20.4	12.9	39.4	41.4	12.2	16.7	6.7	19.7
△Bremerton		28.7	.0161	9.6	10.3		50,...7	.0169	1,961	5,862	5,434	5,410	16.5	4.5	18.9	11.0	42.5	41.2	14.0	20.8	8.1	22.5
Kittitas		20.4	.0114	6.2	7.7	8.7	36,585	.0110	1,793	5,901	4,765	4,944	25.3	7.8	21.0	13.4	34.4	36.3	11.4	18.5	7.9	24.2
Ellensburg		8.7	.0049	2.6	3.9		17,133	.0051	1,969	6,589	4,353	5,250	26.1	7.5	15.3	9.1	35.9	36.0	13.1	20.0	9.6	27.6
Klickitat		12.4	.0070	4.1	4.2		21,102	.0064	1,702	5,147	4,950	4,661	24.8	7.8	26.3	17.8	32.6	36.8	9.8	16.8	6.5	20.8
Lewis		42.6	.0238	14.1	14.5	13.8	69,003	.0206	1,620	4,894	4,740	4,407	28.9	9.7	26.0	18.5	30.5	36.2	8.9	16.3	5.7	19.3
Centralia		8.8	.0049	2.9	3.5		15,710	.0047	1,785	5,417	4,489	4,674	28.0	8.8	23.4	15.7	30.9	34.9	10.6	18.1	7.1	22.5
Centralia-Chehalis		*19.8*	*.0077*	*4.6*			*24,532*	*.0078*	*1,809*	*5,409*												
Chehalis		5.0	.0028	1.7	1.7		9,173	.0028	1,835	5,396	5,230	5,025	25.5	7.5	23.1	14.5	31.4	32.8	11.1	17.7	8.9	27.5
Lincoln		9.4	.0053	3.0	3.0		23,274	.0072	2,540	7,958	7,761	7,319	18.4	3.7	19.1	8.2	27.5	19.8	12.1	13.2	22.9	55.1
Mason		14.4	.0080	4.8	4.9	4.9	28,236	.0079	1,822	5,704	5,298	5,148	20.1	6.8	20.2	12.3	39.9	40.7	12.3	19.1	7.5	22.1
Okanogan		30.2	.0169	9.1	9.3	6.8	47,949	.0143	1,584	5,258	5,141	4,796	23.1	7.1	25.5	16.7	33.9	37.2	10.7	17.8	6.8	21.2
Pacific		14.8	.0083	5.0	5.0	3.7	25,242	.0078	1,708	5,048	4,961	4,842	27.7	8.8	24.6	16.7	31.0	35.0	9.8	16.9	6.9	22.6
Pend Oreille		7.4	.0041	2.3	2.3		11,401	.0034	1,541	4,957	4,815	4,441	27.9	9.3	22.3	15.8	35.3	41.7	9.5	17.2	5.0	16.0

For Retail Sales data, see Section 4 location on page 17.
SM Standard (△) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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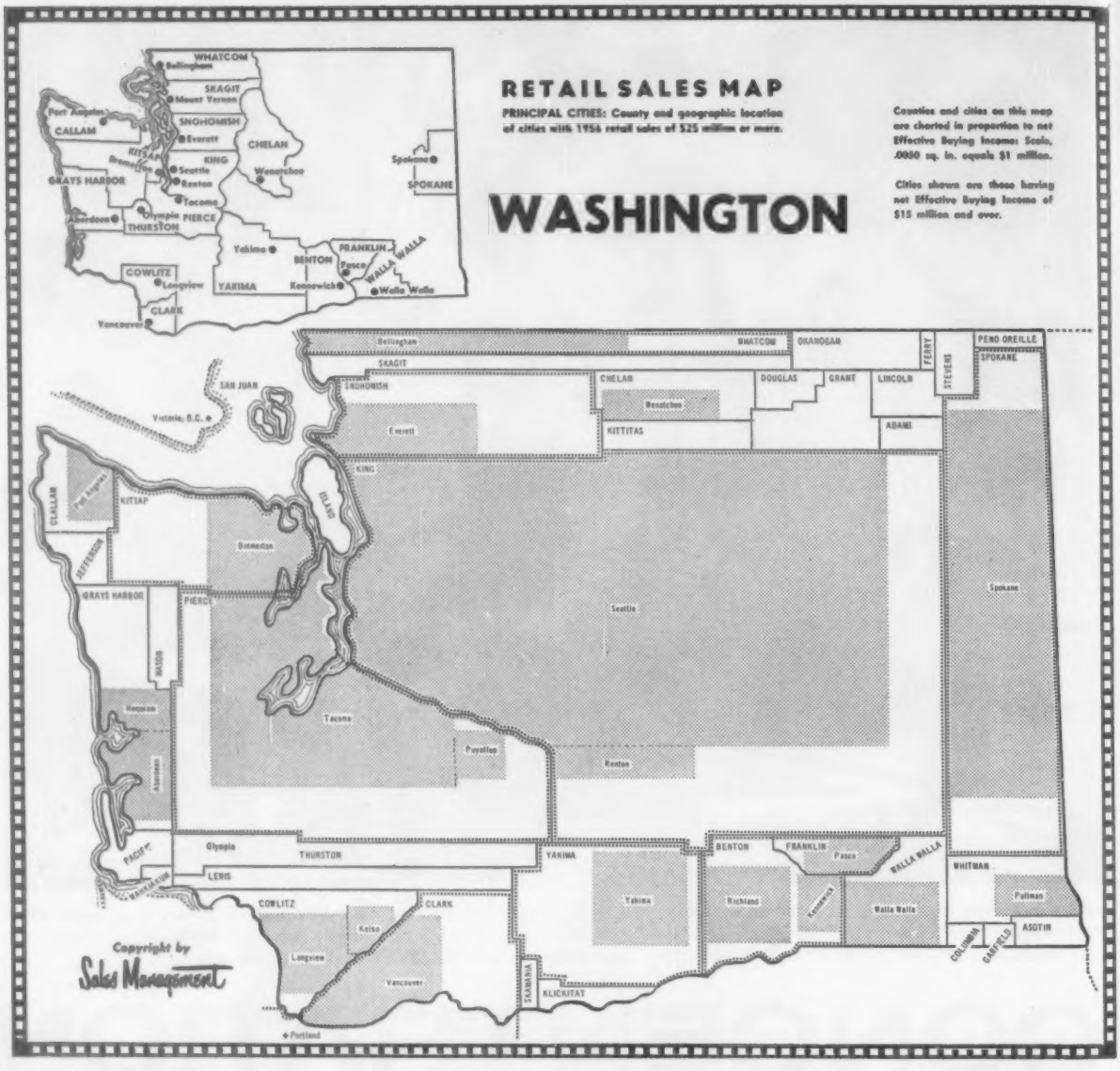
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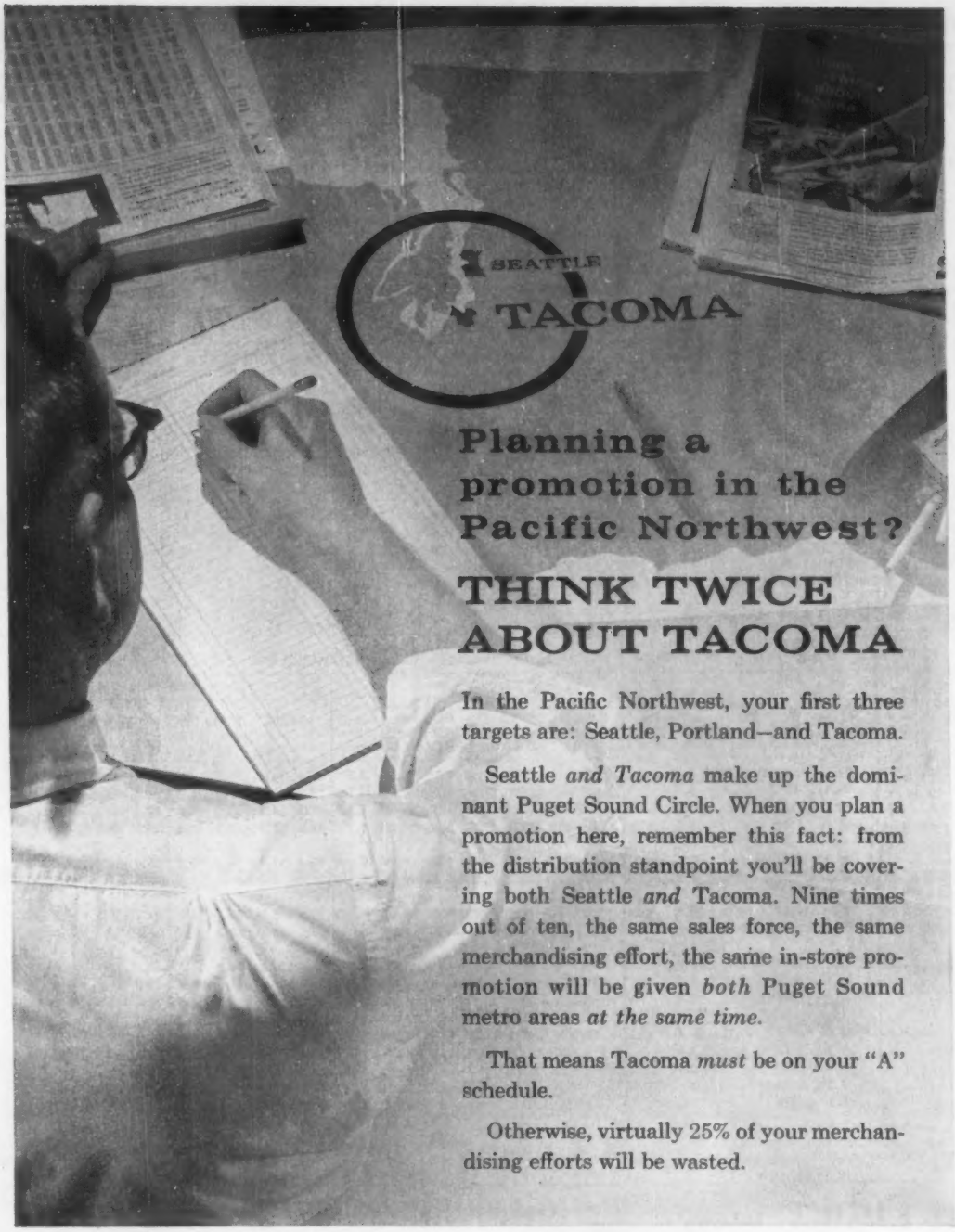


WASH. COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hsids.	% Inc.	$2,500-3,999 % Hsids.	% Inc.	$4,000-6,999 % Hsids.	% Inc.	$7,000-9,999 % Hsids.	% Inc.	$10,000&over % Hsids.	% Inc.
Pierce	161	328.1	.1837	97.9	132.2	207.7	608,404	.1825	1,854	6,215	4,602	5,130	25.5	7.3	18.7	11.5	34.5	35.3	12.3	19.2	9.0	26.7
Puyallup		11.6	.0065	4.0	3.9		19,680	.0059	1,697	4,920	4,960	4,711	27.5	8.6	21.4	14.3	33.9	37.7	10.5	17.9	6.7	21.5
▲Tacoma		159.1	.0890	54.5	58.3		304,983	.0915	1,917	5,596	5,227	5,174	22.9	6.5	21.5	13.1	34.8	35.3	11.9	18.5	8.9	26.6
San Juan		3.0	.0016	1.0	1.1		5,050	.0016	1,683	5,050	4,489	4,201	28.3	10.0	32.2	24.1	27.9	34.7	6.3	12.0	5.3	19.2
Skagit		51.9	.0291	16.2	16.2	17.3	81,183	.0244	1,564	5,011	4,985	4,626	27.5	8.8	24.8	16.8	31.3	35.5	9.7	16.8	6.7	22.1
Mount Vernon		7.3	.0041	2.1	2.8		14,483	.0043	1,984	6,897	5,062	5,742	17.2	4.4	17.9	9.8	40.2	36.7	13.7	19.1	11.0	30.0
Skamania		4.5	.0025	1.5	1.5		7,364	.0022	1,636	4,909	4,652	4,401	26.8	9.0	27.8	19.9	30.9	36.8	9.1	16.5	5.4	17.8
Snohomish	148	147.0	.0823	48.9	50.6	59.4	253,928	.0762	1,727	5,193	5,009	4,776	24.9	7.7	22.9	15.1	34.8	38.3	10.7	17.9	6.7	21.0
Everett		35.4	.0198	12.5	13.6		68,658	.0206	1,939	5,493	5,043	5,024	23.1	6.8	20.4	12.8	37.2	38.8	11.7	18.6	7.6	23.0
Spokane	153	291.1	.1629	95.1	106.3	225.2	578,498	.1735	1,987	6,083	5,441	5,510	20.2	5.4	20.0	11.4	36.2	34.5	13.3	19.4	10.3	29.3
▲Spokane		191.0	.1069	63.8	72.6		399,212	.1197	2,090	6,257	5,497	5,654	19.0	5.0	19.4	10.8	36.9	34.2	13.8	19.6	10.9	30.4
Stevens		21.0	.0117	6.5	6.4	3.3	28,594	.0086	1,362	4,399	4,404	3,933	33.1	12.4	28.1	22.4	27.6	36.9	7.3	14.9	3.9	13.4
Thurston		61.0	.0286	17.2	17.7	20.8	90,534	.0269	1,893	5,612	5,434	5,180	22.1	6.3	22.0	13.3	35.3	35.8	11.9	18.4	8.7	26.2
Olympia		18.2	.0102	6.5	7.1		42,555	.0128	2,338	6,547	5,912	6,062	16.0	3.9	18.7	9.7	37.7	32.6	14.6	19.3	13.0	34.5
Wahkiakum		3.8	.0021	1.0	1.2		5,966	.0018	1,575	5,966	4,725	4,977	19.3	5.7	24.3	15.4	37.2	39.2	12.3	19.8	6.9	19.9

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Walla Walla		42.5	.0238	12.8	15.3	20.7	81,096	.0243	1,908	6,335	5,282	5,506	20.0	5.4	21.6	12.3	35.6	33.9	12.0	17.5	10.8	30.9
Walla Walla		26.1	.0146	7.8	9.6		51,526	.0155	1,974	6,606	5,362	5,818	17.7	4.5	19.7	10.7	37.2	33.5	13.3	18.3	12.1	33.0
Whatcom	192	74.6	.0417	24.9	26.0	36.9	123,802	.0372	1,660	4,972	4,475	4,759	28.0	9.2	25.3	17.8	31.4	36.8	9.5	17.0	5.8	15.2
△Bellingham		36.9	.0207	12.7	14.4		68,199	.0205	1,848	5,370	4,736	4,781	25.9	8.0	22.4	14.7	34.1	37.5	10.6	17.8	7.0	22.0
Whitman		30.9	.0173	8.9	13.2	15.7	66,103	.0198	2,139	7,427	4,982	5,815	24.8	6.3	17.3	9.3	30.9	27.9	12.8	17.7	14.2	38.8
Pullman		12.4	.0069	3.8	7.3		27,176	.0082	2,192	9,706	3,716	5,983	16.8	4.1	20.2	10.6	33.3	29.2	15.5	20.8	14.2	35.3
Yakima	299	182.5	.0854	47.1	47.4	73.0	232,515	.0697	1,525	4,937	4,598	4,560	27.3	8.8	25.9	17.9	31.0	35.7	9.4	16.5	6.4	21.1
Sunnyside		6.1	.0034	1.9	2.0		11,009	.0033	1,805	5,794	5,415	5,363	22.8	6.3	21.3	12.5	33.4	32.8	12.3	18.3	10.2	30.1
△Yakima		45.3	.0254	15.0	16.3		84,860	.0255	1,873	5,657	5,179	5,162	22.9	6.5	22.1	13.4	34.2	34.9	11.9	18.5	8.9	26.7
Total Above Cities		1,413.7	.7913	470.8	555.2		3,046,568	.9140	2,155	6,471	5,487	5,774	17.5	4.5	18.8	10.2	38.1	34.5	14.3	19.9	11.3	30.9
State Total		2,869.9	1.6062	927.1	1,050.7	1,711.5	5,585,926	1.6755	1,946	6,025	5,316	5,401	20.9	5.7	20.5	11.9	36.0	35.0	12.8	19.0	9.8	28.4

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60: Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959: Net Dollars (000)	% of U.S.A.	Per Capita	Per H'shold
△Bellingham	74.6	.0417	24.9	26.0	36.9	123,802	.0372	1,660	4,972
△Bremerton	82.5	.0462	27.1	29.2	31.1	148,094	.0444	1,795	5,465
△Pasco-Kennewick-Richland	94.7	.0531	28.0	35.8	58.4	199,471	.0599	2,106	7,124
Seattle	1,072.0	.5989	363.2	409.1	774.8	2,291,519	.6874	2,138	6,309
Spokane	291.1	.1629	95.1	106.3	225.2	578,498	.1735	1,987	6,083
Tacoma	328.1	.1837	97.9	132.2	207.7	608,404	.1825	1,854	6,215
△Yakima	152.5	.0854	47.1	47.4	73.0	232,515	.0697	1,525	4,937
Total Above Areas	2,095.5	1.1729	683.3	786.0	1,407.1	4,182,303	1.2546	1,996	6,121

WEST VIRGINIA—

(Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia.)

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Barbour		17.5	.0098	4.4	5.2	2.3	20,734	.0063	1,185	4,712	3,957	3,778	36.2	14.0	26.7	22.0	27.5	37.8	5.5	11.5	4.1	14.7
Berkeley		30.5	.0171	8.5	9.9	16.3	45,943	.0137	1,506	5,406	4,635	4,703	21.2	6.6	23.6	15.6	39.2	43.4	9.9	16.7	6.1	17.7
Martinsburg		16.3	.0091	4.8	5.9		27,562	.0083	1,691	5,742	4,643	4,940	17.7	5.2	22.2	14.0	42.4	44.6	11.1	17.8	6.6	18.4
Boone		27.1	.0151	8.1	7.0		33,896	.0102	1,250	5,552	4,771	4,760	18.5	5.7	24.9	16.3	39.9	43.5	10.7	17.9	6.0	16.6
Braxton		18.1	.0101	4.4	4.8		18,034	.0054	996	4,099	3,851	3,418	41.4	17.7	25.3	23.1	25.5	38.6	5.2	12.1	2.6	8.5
Brooke	188	27.2	.0153	7.4	9.8	14.9	47,192	.0142	1,735	6,377	5,357	5,713	13.6	3.3	15.5	8.4	48.9	42.7	14.8	20.6	9.8	25.6
1Weirton																						
Cabell	70	116.1	.0649	35.2	38.8	93.3	200,088	.0600	1,723	5,684	5,148	5,183	20.4	5.8	21.3	12.8	37.8	38.0	11.5	17.7	9.0	25.7
2▲Huntington		93.3	.0522	28.6	33.0		170,030	.0510	1,822	5,945	5,151	5,340	18.7	5.1	20.3	11.9	39.1	38.0	12.2	18.1	9.7	26.9
Calhoun		9.0	.0051	2.1	2.2		8,834	.0026	982	4,207	3,926	3,297	45.9	20.3	25.1	23.7	21.5	33.8	4.5	10.9	3.0	11.3
Clay		14.1	.0079	3.3	3.4		14,585	.0044	1,034	4,429	4,263	3,889	35.8	13.5	24.6	19.6	27.2	36.3	7.9	16.2	4.5	14.4
Doddridge		7.7	.0043	1.9	2.2		8,821	.0027	1,146	4,643	4,010	3,557	38.0	15.6	24.5	21.4	29.3	42.8	5.7	12.7	2.5	7.6
Fayette		73.4	.0411	18.1	20.2	11.2	98,045	.0294	1,336	5,417	4,850	4,617	18.7	5.7	25.8	16.5	39.2	42.4	10.0	16.4	6.5	19.0
3Montgomery		3.5	.0020	1.0	1.7		8,592	.0026	2,455	8,592	5,054	6,757	11.3	2.4	15.0	6.9	39.3	30.3	16.5	19.4	17.9	41.0
Oak Hill		6.0	.0034	1.7	2.0		10,412	.0031	1,736	6,125	5,114	5,527	12.2	3.2	21.3	12.0	44.8	42.1	12.5	17.9	9.2	24.8
Gilmer		8.1	.0046	1.9	2.5		9,375	.0028	1,157	4,934	3,617	3,415	41.3	17.6	25.2	23.0	25.8	39.3	5.2	12.0	2.5	8.1
Grant		8.2	.0046	2.2	2.2		8,328	.0025	1,016	3,785	3,675	3,207	46.2	21.0	27.1	26.3	20.1	32.7	3.8	9.3	2.8	10.7

1 Weirton is in Brooke and Hancock counties.
2 Huntington is in Cabell and Wayne counties.
3 Montgomery is in Fayette and Kanawha counties.

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For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.

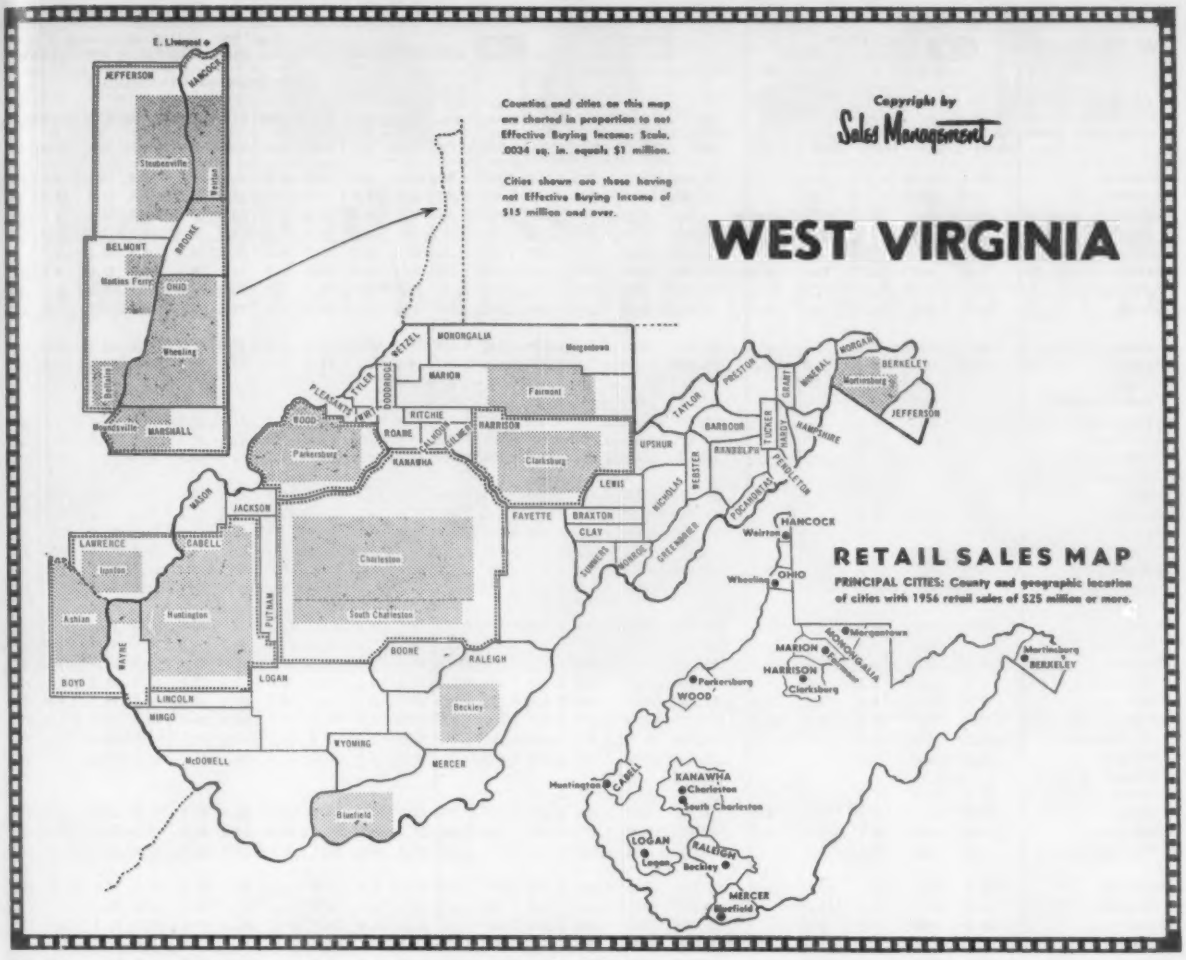
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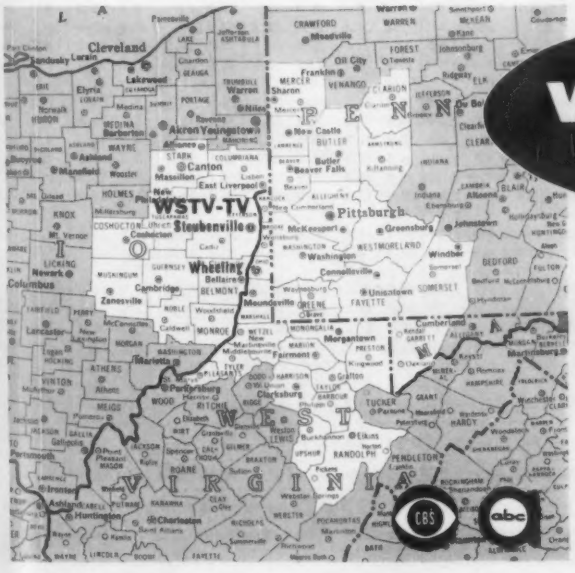
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SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Greenbriar		37.5	.0210	9.3	11.2	2.5	50,482	.0151	1,346	5,428	4,504	4,529	25.3	8.1	24.7	17.0	34.1	40.1	8.9	15.6	6.2	19.2
Hampshire		13.4	.0075	3.3	3.7		13,905	.0042	1,038	4,214	3,697	3,448	40.0	16.9	27.4	24.7	24.8	37.4	5.0	11.5	2.8	9.5
Hancock	158	38.8	.0217	10.4	11.6	33.3	71,045	.0213	1,831	6,831	6,077	6,222	10.1	2.4	15.0	7.5	44.9	37.5	17.3	22.1	12.7	30.5
1Weirton		33.3	.0186	9.2	10.4		63,005	.0189	1,892	6,848	6,040	6,261	10.0	2.3	14.7	7.3	45.1	37.5	17.4	22.0	12.8	30.9
Hardy		9.7	.0054	2.3	2.8		10,120	.0030	1,043	4,400	3,666	3,338	42.8	18.7	26.6	24.8	23.6	36.8	4.3	10.1	2.7	9.6
Harrison	207	76.8	.0430	21.7	24.4	36.3	126,061	.0378	1,641	5,809	5,149	5,180	19.2	5.4	20.8	12.5	39.7	39.8	11.7	17.9	8.6	24.4
△Clarksburg		33.2	.0186	10.7	12.4		68,316	.0205	2,058	6,385	5,509	5,759	14.9	3.8	18.1	9.8	42.0	37.9	13.7	18.8	11.3	29.7
Jackson		15.5	.0087	3.8	4.2		16,651	.0060	1,074	4,382	3,980	3,541	40.7	16.8	25.2	22.2	25.2	36.8	5.5	12.4	3.4	11.8
Jefferson		16.5	.0092	4.3	5.1	3.0	20,987	.0063	1,272	4,881	4,070	4,085	29.9	10.7	25.5	19.4	32.6	41.5	7.6	14.7	4.4	13.7
Kanawha	29	252.5	.1413	69.5	80.0	168.8	444,589	.1334	1,761	6,397	5,556	5,757	14.5	3.7	17.5	9.4	42.6	38.4	14.4	19.8	11.0	28.6
Charleston-South Charleston		*117.9*	*.0660*	*55.4*			*240,366*	*.0721*	*2,039*	*6,790*												
▲Charleston		99.5	.0557	29.6	35.7		200,557	.0602	2,016	6,776	5,603	6,081	13.6	3.3	16.8	8.6	41.6	35.5	14.9	19.4	13.1	33.2
St. Albans		15.5	.0087	4.4	4.5		27,122	.0081	1,750	6,164	6,027	5,848	13.0	3.3	14.8	7.9	45.5	40.4	16.2	22.0	10.5	26.4
South Charleston		18.4	.0103	5.8	6.3		39,309	.0119	2,164	6,864	6,254	6,372	10.0	2.3	13.2	6.5	45.3	36.8	18.1	22.6	13.4	31.8
3Montgomery																						
Lewis		19.9	.0112	4.9	5.5	8.7	22,620	.0068	1,137	4,616	4,099	3,922	34.1	12.7	25.3	20.1	29.4	39.0	6.9	13.9	4.3	14.3
Lincoln		21.8	.0122	5.0	5.3		21,483	.0064	986	4,299	3,983	3,631	36.9	14.9	27.2	23.3	27.0	38.6	5.6	12.2	3.3	11.0
Logan		68.1	.0381	15.6	18.7	15.6	94,875	.0285	1,393	6,082	5,058	5,279	12.9	3.6	24.9	14.7	42.2	41.4	11.8	17.8	8.2	22.5
Logan		5.1	.0029	1.4	1.7		10,523	.0032	2,063	7,516	5,962	6,692	10.5	2.3	18.0	8.4	39.3	30.5	14.9	17.6	17.3	41.2
McDowell		78.1	.0437	17.9	21.2	15.1	104,169	.0312	1,334	5,819	4,892	5,075	15.0	4.3	25.7	15.8	40.8	41.8	11.1	17.3	7.4	20.8
Welch		6.4	.0036	1.8	2.4		13,328	.0040	2,083	7,404	5,413	6,313	10.8	2.5	18.6	9.2	40.9	33.7	15.0	18.8	14.7	35.8
Marion		65.9	.0369	19.0	20.8	33.4	105,866	.0318	1,606	5,572	5,121	5,050	19.3	5.6	21.8	13.4	39.7	40.8	11.5	18.1	7.7	22.1
Fairmount		30.1	.0168	9.3	10.5		56,052	.0168	1,862	6,027	5,308	5,472	16.2	4.3	20.0	11.4	41.1	39.0	12.9	18.7	9.8	26.6
Marshall	174	40.0	.0223	11.1	12.2	21.9	58,315	.0175	1,458	5,254	4,764	4,758	21.5	6.6	22.5	14.7	38.9	42.5	10.8	17.9	6.3	18.3
Moundsville		16.8	.0094	4.5	4.9		23,394	.0070	1,393	5,199	4,740	4,754	20.4	6.3	22.9	15.0	39.6	43.3	11.0	18.3	6.1	17.1
Mason		23.7	.0133	6.2	6.5	4.8	27,933	.0084	1,179	4,505	4,258	3,902	33.2	12.4	25.2	20.1	30.5	40.7	7.2	14.7	3.9	12.1
Mercer		78.1	.0437	19.8	23.2	33.0	110,131	.0330	1,410	5,562	4,740	4,809	22.6	6.9	23.2	15.0	36.6	39.6	10.3	16.9	7.3	21.6
5Bluefield		21.8	.0122	6.0	7.6		39,024	.0117	1,790	6,504	5,135	5,633	17.5	4.5	18.9	10.4	39.2	36.3	12.9	18.2	11.5	30.6
Princeton		9.0	.0050	2.6	3.1		15,072	.0045	1,675	5,797	4,862	5,114	18.0	5.1	22.1	13.5	40.1	40.7	11.8	18.3	8.0	22.4
4*Bluefield (W. Va.)-Bluefield (Va.)*		*26.9*	*.0151*	*7.4*			*46,216*	*.0159*	*1,718*	*6,245*												
Mineral		21.0	.0118	5.8	6.4	8.5	26,723	.0080	1,273	4,607	4,172	4,115	28.3	10.1	24.6	18.6	35.6	44.9	7.6	14.6	3.9	11.8
Mingo		44.0	.0246	10.1	11.4	8.6	49,570	.0149	1,127	4,908	4,334	4,288	25.0	8.5	27.4	19.9	34.6	42.0	8.2	15.1	4.8	14.5
Williamson		8.6	.0048	2.5	2.9		13,789	.0041	1,603	5,516	4,703	4,824	20.9	6.3	23.1	14.9	38.8	41.7	10.4	17.2	6.8	19.9
Monongalia		56.5	.0316	15.1	20.3	35.3	93,772	.0281	1,660	6,210	4,614	5,001	21.1	6.2	20.0	12.4	39.6	41.1	11.5	18.3	7.8	22.0
Morgantown		31.0	.0173	8.5	14.0		60,983	.0183	1,967	7,174	4,340	5,441	17.9	4.8	16.1	9.2	43.1	41.2	13.2	19.3	9.7	25.5
Monroe		12.1	.0068	3.0	3.2		13,552	.0041	1,120	4,517	4,130	3,562	39.9	16.4	25.1	21.9	26.0	38.0	5.7	12.7	3.3	11.0
Morgan		8.5	.0047	2.3	2.4		9,736	.0029	1,145	4,233	3,982	3,679	32.6	12.9	28.1	23.8	31.0	43.7	5.9	12.7	2.4	6.9
Nicholas		29.1	.0163	6.9	7.6	5.8	33,766	.0101	1,160	4,894	4,399	4,227	26.0	9.0	27.0	19.9	34.8	42.7	7.7	14.5	4.5	13.9
Ohio	174	69.8	.0391	21.0	25.3	63.6	135,461	.0407	1,941	6,451	5,353	5,660	14.9	3.8	19.4	10.7	41.8	38.4	13.0	18.2	10.9	28.9
▲Wheeling		60.1	.0336	18.8	22.3		119,769	.0359	1,993	6,371	5,361	5,622	15.5	4.0	19.5	10.8	41.3	38.2	12.8	18.1	10.9	28.9
Pendleton		8.6	.0048	2.2	2.2		8,228	.0024	957	3,740	3,644	3,038	47.0	22.6	28.3	29.0	19.8	33.9	3.1	8.2	1.8	6.3
Pleasants		6.7	.0038	1.6	1.7		7,690	.0023	1,148	4,806	4,345	4,004	33.7	12.3	24.2	18.8	29.9	38.8	7.6	15.0	4.6	15.1
Pocahontas		12.0	.0067	2.9	3.3		12,841	.0039	1,070	4,428	3,816	3,584	33.8	13.8	30.1	26.2	28.9	41.7	5.1	11.4	2.1	6.9
Preston		26.1	.0146	6.4	7.1		30,743	.0092	1,178	4,804	4,306	3,968	29.5	10.9	26.6	20.9	33.3	43.4	7.0	14.1	3.6	10.7
Putnam		24.0	.0134	5.9	6.1	1.7	28,274	.0085	1,178	4,792	4,599	4,230	27.3	9.4	23.7	17.4	35.8	44.0	8.8	16.5	4.4	12.7
Raleigh		87.6	.0490	21.6	23.3	24.6	115,110	.0345	1,314	5,329	4,920	4,808	19.5	5.9	26.0	16.8	37.9	41.1	9.9	16.3	6.7	19.9
Beckley		21.9	.0123	6.6	7.2		39,732	.0119	1,814	6,020	5,518	5,557	17.4	4.6	21.4	12.0	37.8	35.3	12.3	17.5	11.1	30.6
Randolph		28.3	.0159	7.1	7.8	9.6	32,910	.0099	1,163	4,635	4,219	4,025	32.4	11.7	25.9	20.1	30.2	38.9	6.8	13.5	4.7	15.8
Elkins		9.6	.0054	2.8	3.5		15,187	.0046	1,582	5,424	4,339	4,604	27.5	8.7	22.6	15.3	33.8	38.1	9.0	15.5	7.1	22.4
Ritchie		13.1	.0073	3.5	4.1		16,108	.0048	1,230	4,602	3,881	3,755	35.1	13.7	25.6	21.2	29.6	40.9	6.2	13.1	3.5	11.1
Roane		15.7	.0088	3.7	4.2	2.3	16,823	.0051	1,072	4,547	3,999	3,595	36.7	14.9	25.6	22.1	29.4	42.5	5.7	12.6	2.6	7.9
Summers		17.8	.0099	4.5	4.8	5.4	20,539	.0061	1,154	4,564	4,205	3,956	34.1	12.6	23.6	18.5	30.0	39.5	8.0	16.0	4.3	13.4
Taylor		16.2	.0091	4.4	4.7	6.6	21,316	.0064	1,316	4,845	4,462	4,309	26.9	9.1	22.4	16.2	36.7	44.2	9.3	17.2	4.7	13.3
Tucker		8.6	.0048	2.1	2.5		9,406	.0028	1,094	4,479	3,719	3,532	36.8	15.1	27.8	24.5	28.1	41.4	5.0	11.3	2.5	7.7
Tyler		10.1	.0057	2.8	3.1	.7	12,709	.0038	1,258	4,539	4,017	3,812	34.8	13.3	24.9	20.3	29.7	40.5	7.0	14.6	3.6	11.3
Upshur		19.0	.0106	5.0	6.2	6.0	24,036	.0073	1,265	4,807	3,859	3,776	37.4	14.5	24.2	19.9	27.9	38.4	6.4	13.4	4.1	13.8
Wayne	70	43.1	.0241	8.9	11.0	12.6	48,667	.0146	1,129	5,466	4,409	4,475	26.6	8.7	22.0	15.3	35.8	41.5	9.8	17.4	5.8	17.1
2▲Huntington																						
Webster		16.2	.0091	3.9	4.2		17,894	.0063	1,105	4,588	4,182	3,955	29.9	11.0	28.4	22.4	30.8	40.5	7.0	14.1	3.9	12.0
Wetzel		18.1	.0101	4.8	5.3	5.4	23,474	.0071	1,297	4,890	4,358	4,198	30.2	10.5	23.5	17.5	32.9	40.6	8.5	16.1	4.9	15.3
Wirt		4.7	.0027	1.3	1.3		4,981	.0015	1,060	3,832	3,620	3,131	45.8	21.3	27.2	27.0	21.5	35.7	3.9	9.9	1.6	6.1
Wood	267	89.2	.0499	26.7	28.3	64.7	140,141	.0420	1,571	5,249	4,949	4,821	21.3	6.5	22.5	14.6	38.9	41.8	10.6	17.4	6.7	19.7
△Parkersburg		60.4	.0338	20.1	21.6		107,771	.0323	1,784	5,362	4,979	4,936	21.0	6.2	21.8	13.7	38.9	41.0	11.0	17.7	7.3	21.4
Wyoming		42.6	.0238	9.5	10.9	3.8	52,167	.0156	1,225	5,491	4,748	4,816	16.1	4.9	26.6	17.2	41.0	44.2	10.3	17.0	6.0	16.7
Total Above Cities		599.8	.3357	180.7	213.6		1,130,029	.3389	1,884	6,254	5,290	5,574	16.4	4.3	19.0	10.6	40.8	38.1	13.3	18.9	10.5	28.1
State Total		1,962.0	1.0980	512.6	581.9	779.4	2,819,724	.8458	1,437	5,501	4,846	4,818	22.4	6.8	22.7	14.7	37.3	40.2	10.4	17.2	7.2	21.1

1 Weirton is in Brooke and Hancock Counties.
2 Huntington is in Cabell and Wayne Counties.
3 Montgomery is in Fayette and Kanawha Counties.
4 Bluefield is in Mercer (W. Va.) and Tazewell (Va.) counties.
5 West Virginia portion only.

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures read foreword, page 19.
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DUPONT
BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

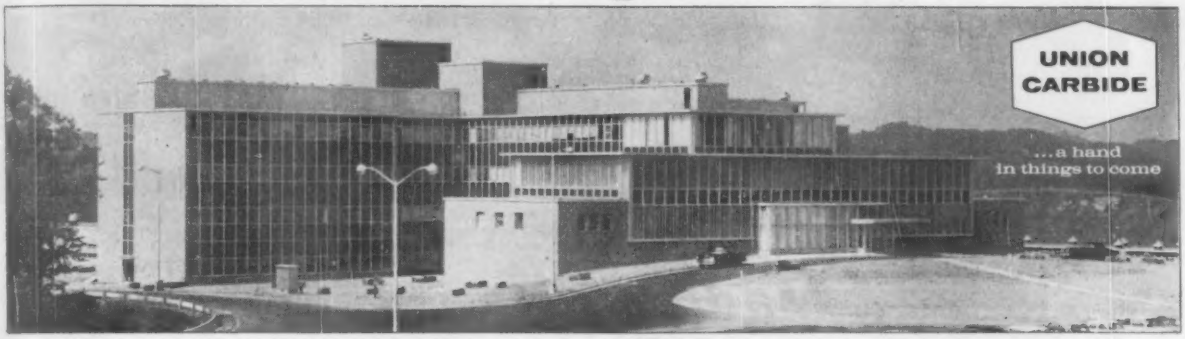
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AVISCO
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DIAMOND ALKALI CHEMICALS

Monsanto
Where Creative Chemistry Works Wonders for You

Charleston Ranks as World Chemical Center; Carbide Operates Lab Here



CHARLESTON'S Great Kanawha Valley contains the Blue Chip names in chemistry. The top names are arrayed across the top of this ad.

First of the major companies to arrive in the area was Union Carbide in the early 20's. Significantly Carbide is the first to add a major development laboratory adjacent to its production facilities.

Carbide calls it the Technical Center, of which the main building is shown above. It is one of 12 buildings. Viewed from the air this Center bears a marked resemblance to a modern college or university. "Here a campus-like setting has been designed," Carbide says, "for the principal purpose of giving Carbide's technical people inspiring and efficient surroundings in which to create and produce new products and processes."

"The best engineering and scientific minds available to the company work here with the most up to date equipment," a Carbide brochure reads, "and their efforts today are leading to products that people everywhere will be using next year, or in several years, or in a decade."

MEANWHILE tank cars bearing trade marks of other Blue Chip names in chemistry move on and off plant sidings in the Kanawha Valley. Along with the insignia of duPont, Union Carbide, Monsanto, General Chemical of Allied Chemical and American Viscose may be seen the names of Bakelite, Goodrich-Gulf, Columbia Southern, Diamond Alkali and Linde. Intermediates in the manufacture of almost limitless products, many household names throughout the nation, are contained in these tank cars as they shuttle back and forth to next-step or finishing plants everywhere.

The U. S. Dept. of Commerce in its 1960 forecast said: "The Chemical Industry will register a 9% sales gain to a record 27 billion dollars. This will result from increased demand for all types of chemicals by a growing economy."

With large and growing chemical plants located here these many years and now joined by a huge Technical Center where new products will constantly be added, Charleston's future growth as a World Chemical Center is assured.

Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS

The Charleston Gazette

Charleston Daily Mail

Sunday GAZETTE MAIL

Publishers: Newspaper Agency Corp., Charleston 30, W. Va.
Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC
LARGEST CIRCULATION--LOWEST MILLINE RATE IN WEST VIRGINIA

If you dig into it, *Sales Management* will tell you that Madison is:

- above average in population and income growth
- above average in retail sales growth
- that (as Wisconsin's No. 1 market — outside Milwaukee) it is the State's fastest growing major market.

What Sales Management Won't Tell You About Madison



For instance:

- THAT Wisconsin's capital city enjoys a 5-sided, balanced economy based on agriculture, commerce, industry, government and education.
- THAT a new 23-store shopping center has just opened; that a 34-acre center is under way and that a 14-store center is in planning. Five department stores are expanding or moving to Madison in this new growth cycle.
- THAT millions of capital dollars have been invested by food chains in opening 8 new super markets recently.
- THAT you can get economical, one-medium coverage of this capital city market (100% city zone; 81.7% ABC Trade Zone) . . . but only through newspaper advertising.
- THAT we welcome your inquiries about the Madison market. If you haven't received one, write for our just-published folder.

We Will!

If you will call, wire or write!

Madison Newspapers, Inc.

THE CAPITAL TIMES, Afternoon — WISCONSIN STATE JOURNAL, Morning & Sunday

115 South Carroll Street

Represented by: **JANN & KELLEY, INC.**: New York, Chicago, Detroit, Kansas City, Los Angeles, San Francisco, Atlanta

W. VA. METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Charleston	252.5	.1413	69.5	80.0	168.8	444,589	.1334	1,761	6,397
△Clarksburg	76.8	.0430	21.7	24.4	38.3	126,061	.0378	1,641	5,809
Huntington-Ashland	270.4	.1513	75.1	83.9	172.5	409,546	.1229	1,515	5,453
△Parkersburg	89.2	.0499	26.7	28.3	54.7	140,141	.0420	1,571	5,249

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Steubenville-Weirton	171.4	.0960	47.7	54.7	99.3	314,468	.0944	1,835	6,593
Wheeling	200.6	.1122	59.4	67.1	132.7	334,473	.1004	1,667	5,631
Total Above Areas	1,060.9	.5937	300.1	337.5	674.3	1,769,278	.5309	1,668	5,896

WISCONSIN—

(Other East North Central States: Illinois, Indiana, Michigan, Ohio.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Adams		7.5	.0042	2.4	2.4		10,235	.0031	1,365	4,265	4,154	3,685	38.0	15.3	27.0	23.2	25.2	36.1	6.7	14.6	3.1	10.8
Ashland		19.0	.0107	5.3	6.1	10.6	25,176	.0076	1,325	4,750	4,125	4,012	32.4	11.9	26.6	20.8	29.3	38.4	7.7	15.4	4.0	13.5
Ashland		10.6	.0059	3.1	3.6		15,802	.0047	1,491	5,097	4,389	4,485	25.7	8.5	25.0	17.5	34.7	40.4	9.5	17.1	5.1	16.5
Barron		33.0	.0184	9.7	10.3	8.2	45,464	.0136	1,378	4,687	4,408	3,980	31.7	11.7	29.2	23.0	27.8	36.8	7.3	14.7	4.0	13.8
Rice Lake		8.2	.0046	2.4	2.7		12,132	.0036	1,480	5,055	4,439	4,365	26.2	8.8	28.3	20.4	32.1	38.7	8.5	15.5	4.9	16.6
Bayfield		11.4	.0064	3.4	3.5		13,821	.0041	1,212	4,065	3,922	3,463	36.9	15.7	30.1	27.3	25.9	39.2	5.4	12.6	1.7	5.2
Brown	62	122.1	.0683	33.4	37.9	86.0	208,569	.0628	1,708	6,245	5,502	5,607	16.0	4.2	19.6	11.0	40.4	37.8	14.5	29.7	9.5	26.3
▲Green Bay		65.0	.0364	19.0	22.1		122,574	.0368	1,886	6,451	5,535	5,812	13.4	3.4	18.5	10.0	42.6	38.4	15.5	21.4	10.0	26.8
Buffalo		14.2	.0080	4.0	4.3		17,481	.0053	1,231	4,370	4,063	3,620	35.7	14.5	29.5	25.6	25.8	37.6	6.4	14.1	2.6	8.2
Burnett		7.5	.0042	2.3	2.3		9,114	.0027	1,215	3,963	3,935	3,271	41.8	18.9	30.1	28.9	21.6	34.7	4.7	11.5	1.8	6.0
Calumet		17.3	.0097	4.8	5.0		25,844	.0077	1,482	5,343	5,046	4,627	24.9	7.9	26.8	18.2	32.4	36.8	9.7	18.8	6.2	20.3
Chippewa	214	49.2	.0275	13.1	14.0	17.5	65,697	.0197	1,335	5,015	4,689	4,430	25.7	8.6	26.7	18.9	33.0	39.0	9.6	17.4	5.0	16.1
Chippewa Falls		14.0	.0078	4.1	4.7		22,257	.0067	1,590	5,429	4,653	4,885	20.5	6.2	24.6	15.9	36.9	39.6	11.6	19.0	6.4	19.3
I△Eau Claire																						
Clark		33.6	.0188	9.5	9.9	2.9	44,606	.0134	1,328	4,695	4,463	3,968	34.4	12.8	27.8	22.0	25.6	33.9	7.7	15.6	4.5	15.7
Columbia		38.6	.0216	11.7	12.7	11.6	63,842	.0191	1,649	5,439	4,996	4,778	24.2	7.5	25.4	16.7	33.0	38.2	10.5	17.6	6.9	22.0
Portage		7.9	.0044	2.6	2.8		14,308	.0043	1,811	5,503	5,097	5,113	19.4	5.6	23.1	14.2	38.1	39.1	11.9	18.7	7.5	22.4
Crawford		16.9	.0095	4.6	5.0	5.1	21,643	.0064	1,281	4,705	4,316	3,981	31.0	11.5	29.0	22.9	28.6	37.7	7.6	15.4	3.8	12.5
Dane	55	216.5	.1211	61.2	83.5	136.2	442,458	.1328	2,044	7,230	5,297	6,046	16.2	3.9	18.0	9.3	37.2	32.5	15.8	20.9	12.8	33.4
▲Madison		125.9	.0705	35.1	57.1		292,906	.0879	2,326	8,345	5,129	6,632	11.0	2.4	14.6	6.9	40.8	32.4	18.4	22.2	15.2	36.1

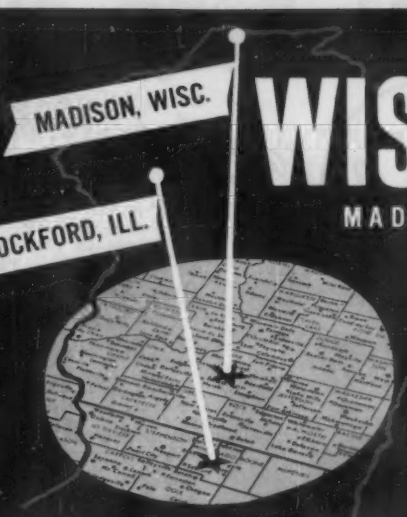
For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
© SM, 1960.

Check these
COVERAGE FACTS

TV Homes in Area	408,540
Total Household	460,000
Total Population	1,565,100
Total Retail Sales	1,864,047,000
County Coverage	32 (Wisc., Ill., Iowa)
Maximum POWER	at "Tower Height"
Maximum TOWER	1200 Ft. A.A.T.
Antenna Height	2,226 Ft. A.S.L.

It's TWO with ONE, for primary CBS!



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MADISON, WISC.
CHANNEL
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WISCONSIN — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Dodge		63.4	.0355	18.1	19.3	27.5	99,829	.0299	1,575	5,515	5,169	4,929	21.6	6.5	25.0	15.9	35.2	37.5	11.1	18.1	7.1	22.0
Beaver Dam		13.2	.0074	4.0	4.5		23,036	.0069	1,745	5,759	5,081	5,155	18.1	5.2	23.6	14.4	38.4	39.2	12.4	19.2	7.5	22.0
2Watertown																						
Door		22.8	.0128	6.8	7.0	8.1	32,670	.0098	1,433	4,804	4,640	4,236	28.5	9.9	27.9	20.7	30.4	37.7	8.6	16.3	4.6	15.4
Sturgeon Bay		8.1	.0045	2.6	2.6		12,272	.0037	1,515	4,720	4,657	4,379	26.5	8.9	27.9	20.0	31.3	37.6	9.3	17.0	5.0	16.5
Douglas	47	47.9	.0268	14.4	16.7	36.2	81,180	.0244	1,694	5,636	4,860	4,951	20.3	6.1	22.7	14.4	38.7	40.9	11.8	19.2	6.5	19.4
▲Superior		35.9	.0201	10.9	13.1		64,641	.0194	1,801	5,930	4,934	5,196	17.4	4.9	21.4	12.9	41.1	41.7	12.9	19.9	7.2	20.6
Dunn		27.5	.0164	7.7	9.0	9.1	37,443	.0112	1,362	4,863	4,133	3,944	33.7	12.6	27.1	21.6	27.6	36.8	7.6	15.4	4.0	13.6
Menomonie		9.1	.0051	2.7	3.7		14,607	.0044	1,605	5,410	3,905	4,299	30.3	10.4	24.6	18.0	30.9	37.8	9.0	16.7	5.2	17.1
Eau Claire	214	62.4	.0349	18.3	21.3	43.2	112,333	.0337	1,800	6,138	5,254	5,392	17.4	4.7	19.8	11.5	40.5	39.5	14.0	20.8	8.3	23.5
1△Eau Claire		42.5	.0238	12.9	15.2		81,525	.0245	1,918	6,320	5,358	5,643	15.3	4.0	18.2	10.2	42.1	39.1	15.1	21.5	9.3	25.2
Florence		3.6	.0020	.8	.9		3,706	.0011	1,029	4,633	3,889	3,469	39.0	16.6	30.3	27.4	23.2	35.0	4.9	11.4	2.6	9.6
Fond du Lac	222	75.4	.0422	21.6	25.1	41.1	129,120	.0387	1,712	5,978	5,137	5,211	20.4	5.8	21.2	12.8	37.3	37.5	12.9	19.9	8.2	24.0
△Fond du Lac		32.3	.0181	9.7	11.2		59,843	.0180	1,853	6,169	5,310	5,524	17.8	4.8	19.2	10.9	39.4	37.4	14.3	20.8	9.3	26.1
Forest		6.7	.0037	1.8	2.0		7,989	.0024	1,192	4,438	3,858	3,747	35.6	14.0	28.7	24.0	25.6	36.0	6.7	14.4	3.4	11.6
Grant		45.1	.0253	13.0	14.7	10.0	67,938	.0204	1,506	5,226	4,594	4,439	31.0	10.3	26.1	18.4	27.1	32.1	9.2	16.6	6.6	22.6
Green		25.2	.0141	7.6	8.9	8.1	48,439	.0145	1,922	6,374	5,413	5,462	21.3	5.8	22.7	13.0	32.6	31.3	12.6	18.5	10.8	31.4
Monroe		8.1	.0045	2.7	3.3		17,785	.0053	2,196	6,587	5,323	5,686	19.9	5.2	20.4	11.3	34.5	31.7	13.6	19.2	11.6	32.6
Green Lake		15.6	.0087	4.6	5.2	4.9	23,490	.0071	1,506	5,107	4,517	4,340	29.3	9.9	27.1	19.6	29.4	35.7	8.7	16.0	5.5	18.8
Iowa		20.8	.0117	5.9	6.4	2.8	28,513	.0085	1,371	4,833	4,410	4,078	30.9	11.2	28.6	22.0	28.1	36.2	8.0	15.7	4.4	14.9
Iron		7.2	.0040	2.3	2.3	2.7	10,461	.0032	1,453	4,548	4,471	4,168	28.7	10.2	26.1	19.7	32.5	40.8	8.8	16.9	3.9	12.4
Jackson		14.4	.0081	4.2	4.4	2.6	18,119	.0054	1,258	4,314	4,067	3,584	39.0	16.1	29.3	25.7	22.6	33.1	5.8	13.0	3.3	12.1
Jefferson		52.5	.0293	15.3	17.0	24.0	86,056	.0258	1,639	5,625	5,054	4,927	21.7	6.5	24.6	15.7	35.0	37.2	11.6	19.0	7.1	21.6
Fort Atkinson		7.8	.0044	2.6	2.9		15,965	.0048	2,047	6,140	5,505	5,538	16.7	4.4	21.7	12.3	38.1	36.2	14.0	20.3	9.5	26.8
2Watertown		13.4	.0075	4.0	4.6		22,556	.0068	1,683	5,639	4,903	5,036	19.7	5.8	23.4	14.6	37.8	39.4	12.0	19.1	7.1	21.1
Juneau		18.1	.0102	5.1	5.8	3.1	25,177	.0076	1,391	4,937	4,477	4,135	31.7	11.3	26.4	20.0	29.2	37.2	8.1	15.6	4.6	15.9

1 Eau Claire is in Chippewa and Eau Claire counties.
2 Watertown is in Dodge and Jefferson counties.
For Retail Sales data, see Section 4 location on page 17.

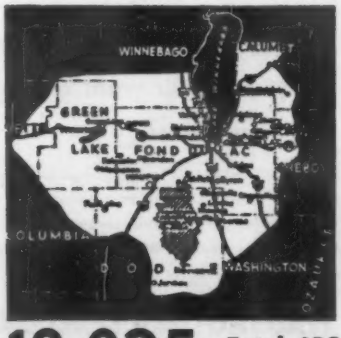
SM Standard (▲) and Potential (△) Metropolitan County Areas.
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WISCONSIN'S NEWEST
METROPOLITAN AREA*

***See Section Five for Summary Data**
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Retail Sales per Household Continually ABOVE U.S. Average

Take a look - NEW, COLORFUL FOOD SECTION THURSDAYS in The La Crosse Tribune

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WISCONSIN

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Kenosha	79	98.1	.0564	30.0	32.0	84.4	194,369	.0583	1,961	6,479	6,085	5,996	11.9	2.9	18.2	9.5	43.1	37.7	16.0	21.5	10.8	28.4
▲Kenosha		61.4	.0344	18.4	20.9		125,719	.0377	2,048	6,833	6,005	6,224	10.6	2.5	16.7	8.4	43.7	36.9	17.1	22.0	11.9	30.2
Kewaunee		17.6	.0099	4.8	5.0	6.0	23,054	.0089	1,310	5,012	4,536	4,185	27.7	9.8	30.1	22.6	30.0	37.6	7.8	14.9	4.4	15.1
La Crosse	237	73.2	.0408	21.1	24.4	57.3	128,787	.0336	1,760	6,104	5,279	5,417	17.8	4.8	21.0	12.2	38.6	37.4	13.7	20.3	8.9	25.3
△La Crosse		52.3	.0293	15.4	18.6		98,116	.0294	1,876	6,371	5,357	5,633	15.7	4.1	19.9	11.1	40.0	37.3	14.7	20.9	9.7	26.6
Lafayette		15.8	.0089	4.8	4.7		21,927	.0086	1,388	4,873	4,602	4,093	31.5	11.3	27.7	21.3	28.3	36.4	8.0	15.6	4.5	15.4
Langlade		20.9	.0117	5.8	6.2	10.3	29,696	.0088	1,421	5,120	4,714	4,472	27.6	9.1	26.4	18.5	30.9	36.3	9.3	16.7	5.8	19.4
Antigo		10.3	.0058	3.1	3.5		16,309	.0049	1,583	5,261	4,660	4,671	24.6	7.8	25.3	17.0	33.9	38.1	10.0	17.2	6.2	19.9
Lincoln		22.2	.0124	6.5	6.6	13.6	30,634	.0082	1,380	4,713	4,660	4,221	28.6	10.6	27.4	20.4	30.5	38.3	8.7	16.6	4.5	14.7
Merrill		9.2	.0051	2.8	2.9		13,754	.0041	1,495	4,912	4,735	4,567	23.3	7.5	26.9	18.5	34.2	39.4	10.3	18.0	5.3	16.6
Manitowoc	246	71.7	.0401	20.8	23.6	44.6	122,297	.0367	1,708	5,880	5,174	5,157	18.7	5.3	23.2	14.2	38.2	38.9	12.2	19.0	7.7	22.6
△*Manitowoc-Two Rivers*		*44.6*	*.0249*	*13.9*			*88,205*	*.0247*	*1,843*	*6,181*												
△Manitowoc		31.0	.0173	9.4	10.8		57,606	.0173	1,858	6,128	5,297	5,503	15.5	4.2	21.5	12.3	40.6	38.7	13.5	19.6	8.9	25.2
△Two Rivers		13.6	.0076	3.9	5.0		24,599	.0074	1,809	6,307	4,884	5,389	14.7	4.0	23.5	13.7	40.1	39.0	13.5	20.1	8.2	23.2
Marathon	296	92.1	.0616	25.2	27.2	35.3	137,306	.0412	1,491	5,449	5,031	4,799	22.4	6.9	25.8	16.9	34.7	37.9	10.6	17.8	6.5	20.5
Wausau		32.3	.0181	9.7	10.7		56,546	.0170	1,751	5,829	5,284	5,312	18.4	5.1	22.7	13.4	37.6	37.3	12.7	19.1	8.6	25.1
Marinette		37.9	.0212	11.0	11.0	15.3	82,031	.0156	1,373	4,730	4,720	4,327	27.7	9.4	27.1	19.7	31.7	38.4	8.7	16.2	4.8	16.3
Marinette		15.3	.0086	4.5	4.9		23,660	.0071	1,546	5,258	4,771	4,754	21.5	6.7	26.0	17.2	36.0	39.7	10.5	17.8	6.0	18.6
Marquette		6.9	.0050	2.6	3.1		11,908	.0035	1,338	4,762	3,745	3,594	37.4	15.3	29.2	25.6	24.3	35.5	6.2	13.8	2.9	9.8
Milwaukee	99	1,063.9	.5854	317.4	306.1	981.5	2,233,408	.5700	2,099	7,037	6,099	6,442	10.5	2.4	16.0	7.8	42.5	34.7	17.7	22.0	13.3	33.1
Cudahy		17.7	.0099	5.0	5.3		33,742	.0101	1,906	6,748	6,259	6,174	10.3	2.5	16.6	8.5	44.5	37.7	17.3	22.5	11.3	28.8
▲Milwaukee		765.9	.4286	230.1	275.6		1,574,253	.4722	2,055	6,842	5,712	6,190	10.8	2.6	17.1	8.7	43.1	36.5	17.2	22.3	11.8	29.9
Shorewood		13.5	.0104	5.9	6.4		57,495	.0173	3,108	9,745	8,935	9,055	9.7	1.6	10.8	3.7	29.5	17.1	20.4	18.1	29.6	59.5
South Milwaukee		18.8	.0105	5.5	5.8		38,747	.0116	2,061	7,045	6,581	6,426	9.6	2.2	14.4	7.1	44.9	36.6	18.6	23.3	12.5	30.8
Wauwatosa		58.0	.0325	15.6	18.2		151,386	.0454	2,610	9,704	8,298	8,964	8.6	1.4	10.1	3.6	30.0	17.5	22.3	20.0	29.0	57.5
West Allis		67.1	.0376	20.0	21.3		137,616	.0413	2,051	6,881	6,458	6,442	9.9	2.3	15.6	7.6	43.1	35.0	18.5	23.1	12.9	32.0
Whitefish Bay		19.1	.0107	5.5	5.7		57,303	.0172	3,000	10,419	10,053	9,946	9.1	1.4	9.8	3.1	26.9	14.1	20.2	16.3	34.0	65.1

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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POSITIVE SELLING INFLUENCE

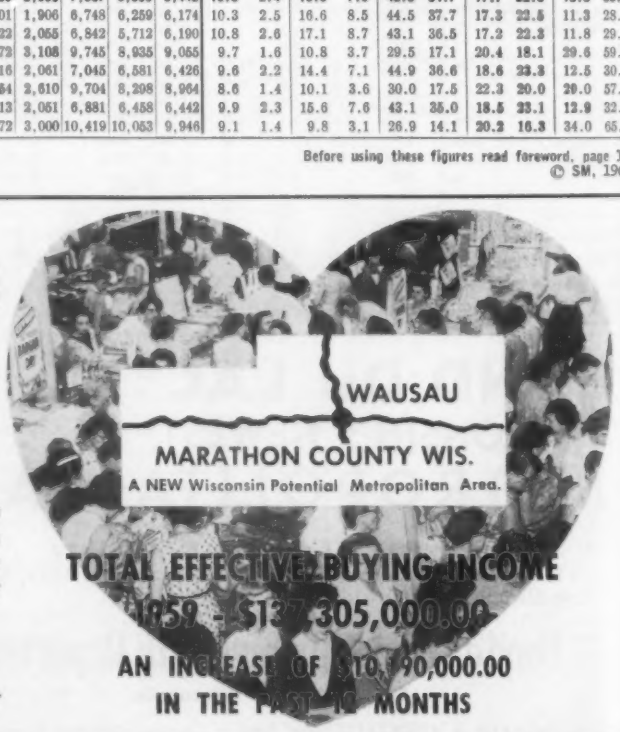
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POPULATION, RETAIL SALES
FOOD, DRUG and AUTO SALES

OUR 22nd YEAR OF
FULL ROP COLOR
EVERY DAY

DAILY COVERAGE

PAPER	CITY	TOT. COUNTY
Journal-Times	93.4%	82.9%
Milwaukee Journal	5.5%	12.6%
Milwaukee Sentinel	8.7%	8.3%
Chicago Tribune	10.5%	7.4%

The
RACINE JOURNAL-TIMES
and Sunday Bulletin
RACINE, WISCONSIN
Represented Nationally by the
ALLEN-KLAPP COMPANY

WISCONSIN — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Monroe		33.2	.0186	8.8	9.5	11.5	42,664	.0128	1,285	4,848	4,484	4,168	29.7	10.5	27.9	21.1	29.5	37.1	8.4	16.1	4.5	15.2
Oconto		23.9	.0133	6.8	7.0	4.7	30,239	.0090	1,265	4,447	4,306	3,830	32.7	12.6	29.8	24.4	27.3	37.6	6.9	14.4	3.3	11.0
Oneida		23.1	.0130	7.6	7.1	9.2	33,094	.0100	1,433	4,728	4,658	4,403	26.7	9.6	26.1	18.6	33.2	39.5	9.1	16.6	4.9	16.3
Rhinelander		9.2	.0061	2.7	2.9		14,542	.0044	1,581	5,388	5,014	4,886	20.6	6.2	23.6	15.2	38.6	41.5	11.0	13.0	6.2	19.1
Outagamie	187	97.9	.0548	27.2	30.2	61.7	165,448	.0496	1,690	6,083	5,463	5,451	18.5	5.0	22.0	12.7	36.6	35.3	13.3	19.5	9.6	27.5
Appleton-Neenah-Menasha		*82.6*	*.0461*	*24.7*			*158,438*	*.0476*	*1,920*	*6,414*												
△Appleton		47.0	.0263	14.2	16.8		92,678	.0278	1,973	6,527	5,517	5,815	15.9	4.0	19.9	10.8	38.3	34.5	14.7	20.3	11.2	30.4
Ozaukee		34.5	.0193	9.8	10.7	11.5	65,433	.0196	1,897	6,677	6,077	6,062	13.4	3.3	18.4	9.6	40.5	34.9	15.8	21.0	11.9	31.2
Pepin		7.5	.0042	2.1	2.3		10,020	.0030	1,336	4,771	4,192	3,844	32.7	12.6	28.3	23.1	28.4	38.7	7.4	15.4	3.2	10.2
Pierce		23.7	.0132	6.8	8.4	3.8	34,941	.0105	1,474	5,138	4,153	4,079	32.0	11.6	27.3	21.0	28.0	36.1	8.1	16.0	4.6	15.3
Polk		26.0	.0146	7.9	8.1		36,120	.0108	1,389	4,572	4,428	3,922	33.1	12.5	28.3	22.7	27.6	38.9	7.2	14.7	3.8	13.2
Portage		37.1	.0207	9.7	11.8	18.0	57,130	.0172	1,540	5,890	4,821	4,909	24.8	7.5	22.1	14.1	33.7	36.0	11.9	19.5	7.5	22.9
Stevens Point		18.0	.0101	4.8	6.4		31,682	.0095	1,760	6,601	4,923	5,505	17.4	4.7	19.7	11.3	38.9	36.9	14.7	21.4	9.3	25.7
Price		12.1	.0068	3.6	3.9	2.3	16,043	.0048	1,326	4,456	4,098	3,675	36.8	14.8	29.4	25.1	24.2	34.6	6.3	13.8	3.3	11.7
Racine	127	135.1	.0756	40.4	43.9	96.2	279,649	.0839	2,070	6,922	6,359	6,392	11.0	2.5	15.9	7.8	42.4	34.9	17.7	22.2	13.0	32.6
Burlington		5.1	.0029	1.5	1.6		9,724	.0029	1,907	6,483	5,958	5,925	17.6	4.4	18.1	9.6	37.8	33.4	14.4	19.5	12.1	33.1
▲Racine		84.6	.0473	25.8	29.2		185,340	.0556	2,191	7,184	6,332	6,571	10.3	2.3	14.6	7.0	42.5	34.0	18.7	22.8	13.9	33.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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To RACINE COUNTY WOMEN

The effectiveness of programming is shown by the fact that many of WRJN's sponsors have been with the station for FIVE TO TWENTY-FIVE YEARS.

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CITY ZONE POPULATION **52,143** CITY & RETAIL TRADING ZONE POPULATION **162,268** METRO AREA RETAIL SALES **$135,718,000**

SELL THIS HEALTHY GROWING MARKET WITH THE

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OSHKOSH, WISCONSIN

• 98% City Zone Family Coverage • 55% Home County Family Coverage

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, Inc.

* Source - SRDS Consumer Markets and ABC paragraph 15B

WISCONSIN	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)		Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Richland		19.3	.0108	5.2	6.0	4.8	29,151	.0078	1,355	5,029	4,350	4,066	32.5	11.8	28.3	21.9	26.8	34.5	7.7	15.3	4.7	16.5
Richland Center		4.8	.0027	1.4	1.7		7,509	.0023	1,564	5,364	4,345	4,471	27.1	8.9	27.7	19.5	30.0	35.2	9.2	16.6	6.0	19.8
Rock	193	112.1	.0628	34.1	38.0	77.6	220,388	.0663	1,970	6,478	5,655	5,769	14.4	3.7	19.0	10.4	41.0	37.2	15.5	21.5	10.1	27.2
△Beloit		35.6	.0199	10.7	13.8		74,657	.0224	2,097	6,977	5,408	5,997	11.4	2.8	17.5	9.2	43.5	38.1	16.9	22.6	10.7	27.3
△Janesville		31.1	.0174	9.5	11.2		64,838	.0194	2,085	6,825	5,776	6,131	11.4	2.7	17.1	8.7	43.1	37.1	16.9	22.1	11.5	29.4
Rusk		16.3	.0091	4.6	5.0	4.0	22,465	.0067	1,378	4,884	4,487	4,154	31.7	11.2	27.3	20.7	28.0	35.5	8.1	15.6	4.9	17.0
St. Croix		27.1	.0151	7.6	8.2	7.3	41,144	.0123	1,518	5,275	5,014	4,820	28.1	9.0	25.8	17.5	29.4	33.4	9.7	16.9	7.0	23.2
Sauk		40.3	.0226	11.8	13.1	12.4	62,039	.0186	1,539	5,258	4,728	4,563	26.4	8.5	26.0	17.9	31.9	36.8	9.6	16.8	6.1	20.0
Baraboo		8.1	.0045	2.6	2.9		14,193	.0043	1,752	5,459	4,834	4,918	23.7	7.1	23.8	15.2	34.5	36.8	10.5	17.2	7.5	23.7
Sawyer		10.0	.0056	3.0	3.3		12,437	.0038	1,244	4,148	3,731	3,460	41.0	17.5	28.3	25.7	22.8	34.5	5.2	12.0	2.7	10.3
Shawano		35.1	.0196	9.4	10.5	6.9	47,075	.0141	1,341	5,008	4,475	4,196	28.6	10.0	30.2	22.6	28.2	35.4	8.2	15.6	4.8	16.4
Shawano		6.9	.0039	1.9	2.5		11,416	.0034	1,654	6,008	4,500	4,965	17.9	5.3	27.6	17.4	36.2	38.5	11.4	18.4	6.9	20.4
Sheboygan	236	99.6	.0557	27.3	29.3	59.9	184,883	.0495	1,829	6,040	5,610	5,459	16.4	4.4	21.3	12.2	39.5	37.8	13.8	20.1	9.0	25.5
△Sheboygan		50.7	.0284	15.9	16.9		96,442	.0259	1,902	6,066	5,707	5,681	14.5	3.8	20.3	11.2	41.1	37.9	14.4	20.4	9.7	26.7
Taylor		17.7	.0099	4.7	5.1	2.8	22,369	.0067	1,264	4,759	4,312	3,829	34.4	13.2	28.5	23.4	26.7	36.7	6.9	14.4	3.5	12.3
Trempealeau		24.5	.0138	6.8	7.1		30,273	.0090	1,236	4,452	4,252	3,752	36.1	14.2	27.9	23.3	25.6	35.8	7.0	15.0	3.4	11.7
Vernon		25.7	.0143	7.3	7.9	3.6	33,995	.0102	1,323	4,657	4,266	3,817	34.4	13.3	28.6	23.5	26.8	36.8	6.7	14.2	3.5	12.2
Vilas		8.5	.0048	2.5	2.5		10,169	.0031	1,196	4,068	3,838	3,782	33.1	12.9	32.3	26.8	24.9	34.6	6.3	13.4	3.4	12.3
Walworth		52.6	.0294	16.2	17.4	21.1	90,458	.0271	1,720	5,584	5,169	5,040	23.3	6.8	24.0	15.0	32.6	33.9	11.8	18.8	8.3	25.5
Washburn		10.0	.0056	2.9	3.1	2.3	13,044	.0039	1,304	4,498	4,167	3,730	36.7	14.5	28.6	24.1	24.8	34.8	6.4	13.8	3.5	12.8
Washington		43.1	.0242	12.3	13.3	13.5	72,421	.0218	1,680	5,888	5,429	5,286	17.8	5.0	22.6	13.4	38.6	38.3	12.8	19.5	8.2	23.8
West Bend		8.4	.0047	2.4	3.0		16,673	.0050	1,985	6,947	5,558	6,053	10.8	2.6	18.6	9.7	43.4	37.6	16.1	21.3	11.1	28.8
Waukesha	99	138.1	.0772	38.9	42.9	39.1	254,577	.0763	1,843	6,544	5,927	5,960	14.0	3.5	18.2	9.6	40.8	35.8	15.7	21.2	11.3	29.9
Oconomowoc		6.5	.0036	2.0	2.0		11,144	.0033	1,714	5,572	5,399	5,240	21.5	6.1	20.9	12.6	36.2	36.1	12.7	19.5	8.7	25.7
Waukesha		30.0	.0168	8.6	10.2		58,467	.0175	1,949	6,798	5,701	6,195	11.8	2.8	16.8	8.5	42.5	36.0	16.8	21.8	12.1	30.9
Waupaca		35.0	.0196	10.2	11.2	12.4	51,010	.0153	1,457	5,001	4,525	4,236	27.9	9.7	27.2	20.2	31.7	39.3	8.8	16.7	4.4	14.1
Waushara		13.5	.0076	4.0	4.1		16,058	.0048	1,189	4,015	3,882	3,315	41.7	18.6	29.7	28.2	21.8	34.5	4.7	11.3	2.1	7.4
Winnebago	283	111.1	.0622	32.8	36.0	32.6	195,675	.0587	1,761	5,966	5,430	5,426	17.2	4.7	22.2	12.9	38.3	37.0	13.3	19.7	9.0	25.7
Menasha		16.7	.0093	4.8	4.8		27,674	.0083	1,657	5,765	5,697	5,512	15.9	4.3	22.1	12.6	39.2	37.3	13.6	19.8	9.2	26.0
Neenah		18.8	.0105	5.7	6.5		38,086	.0114	2,026	6,682	5,856	6,049	11.6	2.8	18.9	9.8	42.5	36.9	15.8	21.0	11.2	29.5
△Oshkosh		47.1	.0264	14.3	16.4		85,635	.0257	1,818	5,988	5,217	5,386	17.5	4.8	22.6	13.2	37.8	36.9	13.2	19.6	8.9	25.5
See Appleton-Neenah-Menasha																						
Wood		82.4	.0349	17.2	18.7	31.0	96,311	.0289	1,543	5,599	5,133	5,021	20.2	5.9	23.8	14.9	37.2	38.8	11.6	18.6	7.2	21.8
Marshfield		14.9	.0063	4.1	4.8		24,129	.0072	1,619	5,885	4,994	5,210	17.7	5.0	24.3	14.7	38.3	38.5	11.7	18.1	8.0	23.7
Wisconsin Rapids		16.1	.0090	4.8	5.3		30,290	.0091	1,881	6,310	5,644	5,772	13.6	3.5	19.0	10.4	42.3	38.4	15.2	21.1	9.9	26.6
Total Above Cities		2,052.1	1.1485	610.9	728.6		4,154,180	1.3461	2,024	6,800	5,702	6,099	13.0	3.1	18.0	9.3	41.0	35.2	16.2	21.4	11.8	31.0
State Total		3,965.8	2.2196	1,181.4	1,290.2	2,329.4	7,045,638	2.1134	1,777	6,119	5,423	5,480	18.7	5.1	21.1	12.1	37.2	35.9	13.6	20.0	9.4	26.9

For Retail Sales data, see Section 4 location on page 17.
SM Standard (△) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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WCLO
FULL TIME
SINCE 1930

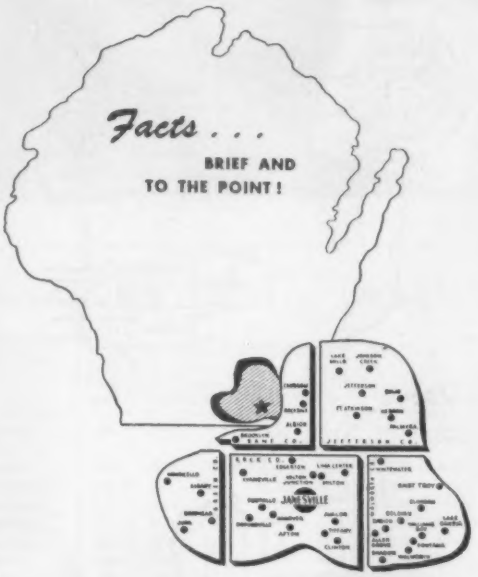
SOUTHERN WISCONSIN'S
RADIO VOICES

WCLO-FM
FULL TIME
SINCE 1946

TOP AREA PROGRAMS GUARANTEE TOP AREA AUDIENCE!
HIGH SCHOOL • COLLEGE SPORTS • MILWAUKEE BRAVES
ON THE SPOT NEWS • SPECIAL EVENTS • QUALITY MUSIC
HI-FI AND AM-FM STEREO PROGRAMS • MERCHANDISING

OFFICES JANESVILLE, WIS.
VERN WILLIAMS, MANAGER

REPRESENTED BY
EVERETT-McKINNEY, INC.



These points are important, too

- JANESVILLE is the county seat of Rock County
- JANESVILLE'S E.B.I. Per Hsld. $6,825

TOTAL MARKET (3½ Counties)

- Population 135,400
- Families 41,030
- E.B.I. (per household) ..... $ 6,052

- In the Gazette-Southern Wisconsin market there are these widely known industries:

G. M. Chevrolet-Fisher Body Assembly Plant

Parker Pen Company	Borg Equipment Div.
W. R. Arthur Company	Gibbs Mfg. & Research
Ossit Church Furniture	Libby, McNeill & Libby
Rock River Woolen	Hough Shade Corp.
Highway Trailer	Burdick Corp.
James Mfg. Co.	Creamery Package Mfg.
Thomas Industries	Sta-Rite Products
Amphenol-Borg	Edgerton Shoe Co.

- The Janesville Gazette has long been the dominant newspaper sales voice in this important area, balanced in the 3½-county trading area between industry and agriculture.

The
GOLDEN 60's
are well under way here in
the **GAZETTE**
Southern Wisconsin
MARKET

Since 1950

EMPLOYMENT UP 45%
(Janesville)

WAGES have risen 47%

AUTO PRODUCTION jumps 30%
(Janesville—Chevrolet Assembly)

POPULATION reaches (*) 32,799
(Janesville)

SCHOOL ENROLLMENT climbs 65%
(Janesville)

ASSESSED VALUATION up 86%
(Janesville)

AUTO REGISTRATIONS hit 53%

BUILDING reaches 69%
(Janesville)

and—

GAZETTE CIRCULATION

grows to

24,600

subscriber families in this highly productive 3½ county market

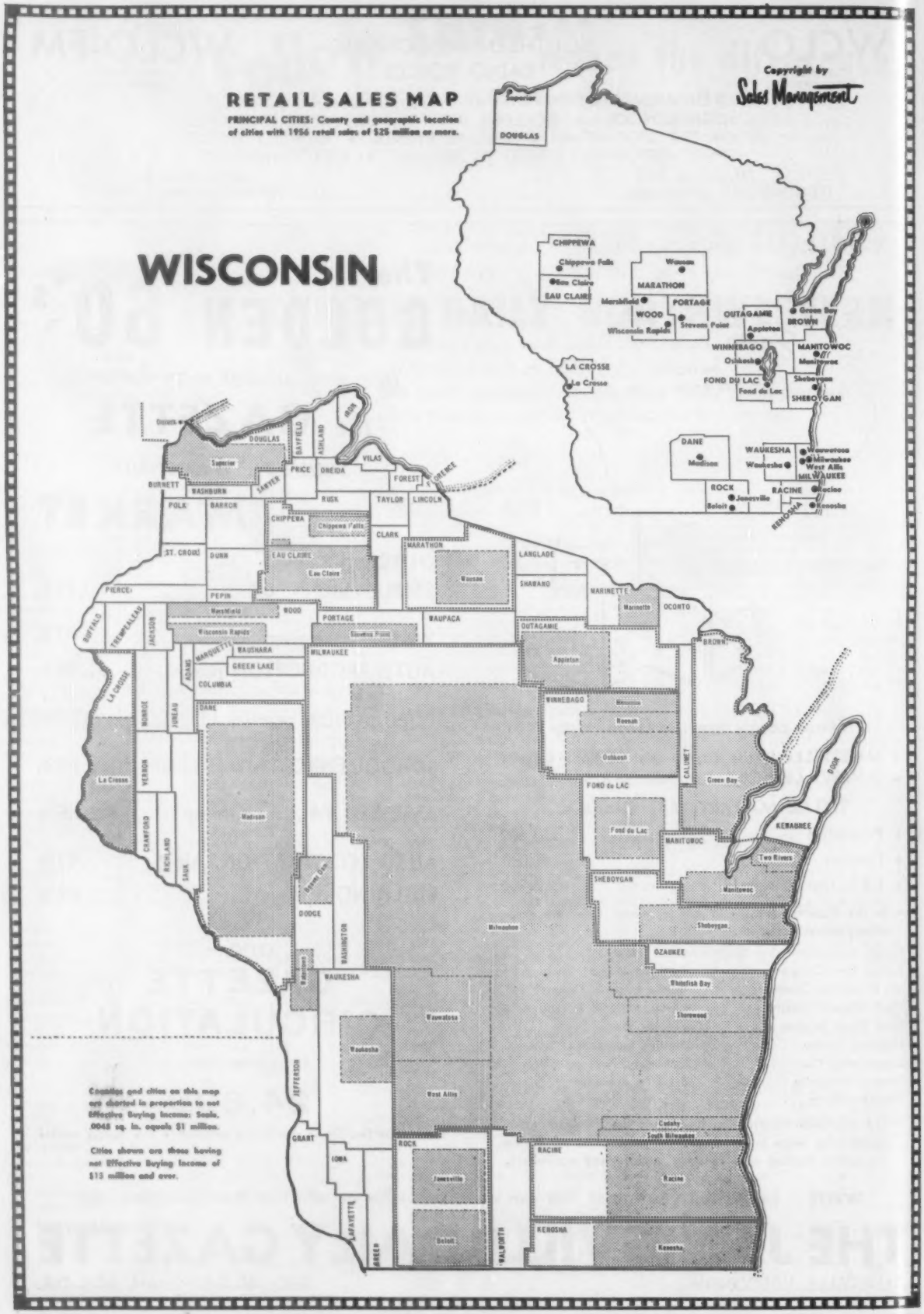
(*) Local P. O. Report

WRITE — Let us tell you more! You can count on us for an effective merchandising job!

THE JANESVILLE DAILY GAZETTE

JANESVILLE, WISCONSIN

GEO. W. GRESSMAN, ADV. DIR.


RETAIL SALES MAP
PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.
Copyright by Sales Management
WISCONSIN
Superior
DOUGLAS
CHIPPEWA
Chippewa Falls
Eau Claire
EAU CLAIRE
Wausau
MARATHON
Marshfield
PORTAGE
WOOD
Wisconsin Rapids
Stevens Point
OUTAGAMIE
Appleton
Green Bay
BROWN
WINNEBAGO
Oshkosh
MANITOWOC
Manitowoc
FOND DU LAC
Fond du Lac
Sheboygan
SHEBOYGAN
LA CROSSE
La Crosse
DANE
Madison
WAUKESHA
Waukesha
Waukesha
West Allis
Milwaukee
MILWAUKEE
ROCK
Janesville
Beloit
RACINE
Racino
KENOSHA
Kenosha
BURNETT
WASHBURN
POLK
BARRON
RUSK
TAYLOR
LINCOLN
ST. CROIX
DUNN
CLARK
LANGLADE
PIERCE
PEPIN
SHAWANO
MARINETTE
Marinette
OCONTO
BUFFALO
TREMPEALEAU
JACKSON
WAUPACA
MARQUETTE
WAUSHARA
GREEN LAKE
ADAMS
COLUMBIA
JUNEAU
MONROE
VERNON
CRAWFORD
RICHLAND
SAUK
DODGE
WASHINGTON
JEFFERSON
GRANT
IOWA
LAFAYETTE
GREEN
WALWORTH
CALUMET
KEWAUNEE
DOOR
OZAUKEE
Whitefish Bay
Shorewood
Cudahy
South Milwaukee
Counties and cities on this map are charted in proportion to net Effective Buying Income: Scale, .0045 sq. in. equals $1 million.
Cities shown are those having net Effective Buying Income of $15 million and over.

5,000,000 eyes/ears—listen/watch Green Bay's Channel 5

And over 160,000 little eyes/ears — listen/watch and wrote in for Channel "5's" Santa Claus Coloring Book. Letters came from 36 Wisconsin and 17 Michigan counties and was so heavy that the Green Bay Post office set up a special mailing slot. As Soren Munkhot, G.M. said, "The original printing of 5,000 was done over my protest . . . now 40,000 books and several thousand dollars later I'm still protesting. Our remarkable INCREASE in mail response is 'TOO MUCH.' But, we like it and it dramatically proves the effectiveness of Green Bay's quality station."

TOO MUCH



Another sure proof of . . . . the best cost per million

INCREASE

wfrv green bay 5

NBC

WISC. METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60					SM E. B. I. ESTIMATES, 1959			
	Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Appleton	97.8	.0548	27.2	30.2	61.7	165,448	.0496	1,690	6,083
△Beloit-Janesville	112.1	.0628	34.1	39.0	77.6	220,888	.0663	1,970	6,478
Duluth-Superior	278.9	.1561	85.8	93.8	208.0	497,704	.1493	1,785	5,801
△Eau Claire	111.6	.0624	31.4	35.3	60.7	178,030	.0534	1,595	5,670
△Fond du Lac	75.4	.0422	21.8	25.1	41.1	129,129	.0387	1,712	5,978
Green Bay	122.1	.0683	33.4	37.9	86.0	208,569	.0626	1,708	6,245
Kenosha	99.1	.0554	30.0	32.0	64.4	194,369	.0583	1,961	6,479
△La Crosse	73.2	.0409	21.1	24.4	57.3	128,797	.0386	1,760	6,104
Madison	216.5	.1211	61.2	83.5	136.2	442,458	.1328	2,044	7,230
△Manitowoc-Two Rivers	71.7	.0401	20.8	23.6	44.6	122,297	.0367	1,706	5,880
Milwaukee	1,202.0	.6726	356.3	409.1	1,020.6	2,487,983	.7463	2,070	6,983
△Oshkosh	111.1	.0622	32.8	36.0	82.6	195,675	.0587	1,761	5,966
Racine	135.1	.0756	40.4	43.9	96.2	279,649	.0839	2,070	6,922
△Sheboygan	90.6	.0507	27.3	29.3	59.9	164,883	.0495	1,820	6,040
△Wausau	92.1	.0516	25.2	27.2	35.3	137,305	.0412	1,491	5,449
Total Above Areas	2,889.4	1.6168	848.6	970.3	2,132.2	5,553,178	1.6659	1,922	6,544

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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WISCONSIN'S ONLY COMBINATION MARKET

* Serving Ten Counties from Two Key Cities * Delivering a Combined, Unduplicated Circulation of 83,051

The Green Bay-Appleton Interurbia

Sold at Low Combination Rate

* No Other Daily Newspaper Can Deliver More Than 10% of this Market

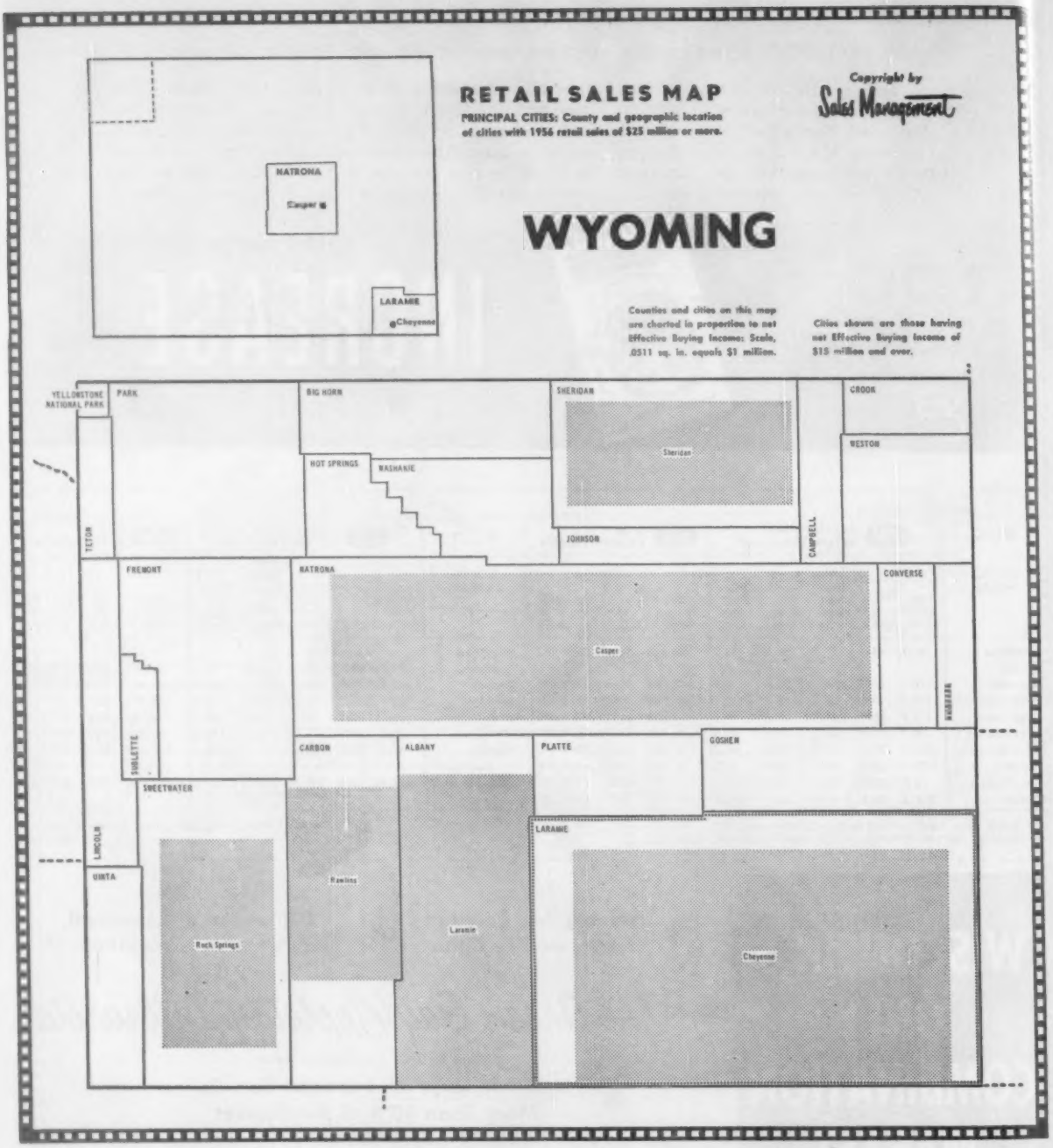
GREEN BAY PRESS-GAZETTE
January, 1960 Average
Circulation: 42,496

APPLETON POST-CRESCENT
January, 1960 Average
Circulation: 39,555

Represented Nationally by SAWYER-FERGUSON-WALKER COMPANY, Inc.

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WYOMING— (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM EFFECTIVE BUYING INCOME— ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000 & over % Hslds.	% Inc.
Albany		23.8	.0133	6.8	10.1	19.1	48,302	.0145	2,029	7,000	4,756	5,766	17.2	4.5	15.1	8.5	37.9	35.6	17.3	24.8	12.5	26.6
Laramie		19.1	.0107	5.3	8.5		41,478	.0124	2,173	7,826	4,854	6,139	13.8	3.4	12.2	6.5	40.6	35.6	19.3	26.0	14.1	28.5
Big Horn		11.4	.0064	3.2	3.1	2.2	17,314	.0052	1,519	5,411	5,419	4,926	22.0	6.8	22.9	15.1	35.0	38.4	12.5	21.0	7.6	18.7
Campbell		5.2	.0029	1.7	1.6		9,074	.0027	1,745	5,338	5,369	4,913	22.7	7.0	26.7	17.6	31.2	34.4	10.1	17.0	9.3	24.0
Carbon		17.5	.0098	5.3	6.5	8.9	37,180	.0112	2,125	7,015	5,709	6,143	11.7	2.9	14.2	7.5	41.4	38.4	19.4	26.1	13.3	27.1
Rawlins		8.9	.0050	2.8	3.1		18,910	.0057	2,125	6,754	6,032	6,178	12.5	3.1	14.6	7.7	39.4	34.5	19.5	26.1	14.0	28.6

For Retail Sales data, see Section 4 location on page 17.

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Before using these figures read foreword, page 19.

WYOMING

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Converse		6.0	.0033	1.7	2.1	3.4	9,620	.0029	1,603	5,659	4,409	5,117	20.4	6.0	22.4	14.2	35.0	37.0	13.4	21.7	8.8	21.1
Crook		4.2	.0024	1.3	1.2		6,776	.0020	1,613	5,212	5,378	4,722	26.1	8.4	28.8	19.8	26.6	30.5	9.0	15.7	9.5	25.6
Fremont		24.4	.0137	7.2	7.4	9.5	40,110	.0120	1,644	5,571	5,387	5,116	22.0	6.5	21.3	13.5	34.1	36.1	13.4	21.7	9.2	22.2
Goshen		12.4	.0069	3.6	3.8	3.3	21,159	.0064	1,706	5,878	5,460	5,200	24.2	7.1	24.5	15.3	27.7	28.7	11.2	17.7	12.4	31.2
Hot Springs		5.6	.0031	1.8	1.8	3.1	9,774	.0029	1,745	5,430	5,235	5,159	20.2	6.0	21.3	13.4	36.1	37.7	13.5	21.7	8.9	21.2
Johnson		4.7	.0027	1.4	1.6	2.7	8,154	.0025	1,735	5,824	5,096	4,989	27.7	8.4	22.8	14.8	27.0	29.4	11.1	18.3	11.4	29.1
Laramie	206	80.5	.0338	17.2	25.2	42.1	119,858	.0359	1,981	6,968	4,755	5,600	18.3	5.0	19.2	11.1	33.9	32.6	16.1	23.7	12.5	27.6
△Cheyenne		42.1	.0236	13.3	14.5		80,947	.0243	1,923	6,086	5,550	5,645	17.2	4.6	18.5	10.6	36.3	34.8	16.1	23.6	11.9	26.4
Lincoln		8.1	.0045	2.4	2.4		12,476	.0038	1,540	5,198	5,069	4,735	21.4	6.9	27.1	18.5	33.9	38.7	11.1	19.4	6.5	16.5
Natrona	205	44.4	.0249	12.7	16.2	38.1	90,511	.0271	2,039	7,127	5,584	6,498	11.7	2.7	13.8	6.9	38.8	32.3	18.9	24.1	16.8	34.0
△Casper		38.1	.0213	11.3	14.6		81,903	.0246	2,150	7,248	5,602	6,592	10.8	2.5	13.2	6.5	39.3	32.2	19.4	24.3	17.3	34.5
Niobrara		3.8	.0021	1.2	1.1		5,971	.0018	1,571	4,976	5,109	4,693	25.6	8.3	22.3	15.4	33.6	38.6	12.0	21.2	6.5	16.5
Park		16.6	.0093	5.2	5.3	9.3	31,420	.0094	1,893	6,042	5,888	5,822	17.5	4.8	18.9	11.1	37.3	36.5	15.6	23.4	10.7	24.2
Cody		4.6	.0026	1.5	1.7		10,908	.0033	2,371	7,279	6,191	6,682	13.3	3.1	14.8	7.2	39.3	32.0	18.2	22.7	14.4	35.0
Platte		7.6	.0043	2.4	2.6		13,619	.0041	1,792	5,673	5,169	4,935	21.5	6.6	25.2	16.5	33.8	37.1	11.1	18.6	8.4	21.2
Sheridan		21.0	.0117	6.5	6.6	12.0	35,602	.0107	1,695	5,477	5,351	5,078	22.9	6.9	22.4	14.3	32.5	34.4	12.6	20.6	9.6	23.8
Sheridan		12.0	.0067	4.0	4.2		24,441	.0073	2,037	6,110	5,763	5,692	20.2	5.4	20.6	11.7	34.5	32.9	13.9	20.1	10.8	29.9
Sublette		3.1	.0018	1.0	1.0		5,247	.0016	1,693	5,247	4,908	4,889	26.4	8.2	22.9	15.2	29.0	32.2	12.3	20.7	9.4	23.7
Sweetwater		17.9	.0100	5.3	6.0	14.7	32,991	.0099	1,843	6,225	5,457	5,591	14.3	3.9	16.6	9.6	43.5	42.2	16.2	23.9	9.4	20.4
Rock Springs		11.6	.0065	3.4	4.2		23,528	.0071	2,028	6,920	5,519	6,110	13.7	3.4	15.1	8.0	43.6	38.6	17.1	23.1	10.5	26.9
Teton		4.7	.0026	1.4	1.6		8,023	.0024	1,707	5,731	4,931	5,176	20.8	6.1	27.6	17.3	29.2	30.5	10.9	17.4	11.5	28.7
Uinta		7.1	.0040	1.9	2.1	3.7	11,856	.0035	1,670	6,240	5,624	5,893	15.1	4.0	18.2	10.4	38.7	36.8	16.8	24.3	11.2	24.5
Washakie		9.2	.0051	2.5	2.9	5.5	16,441	.0049	1,787	6,576	5,534	5,860	12.6	3.3	18.8	10.4	39.7	36.6	16.6	23.4	12.3	26.3
Weston		7.7	.0043	2.4	2.5	3.8	15,964	.0048	1,959	6,235	5,576	5,783	17.0	4.5	20.2	11.3	34.4	32.2	14.6	20.8	13.8	31.2
Yellowstone National Park		.5	.0003	.1	.2		1,000	.0003	2,000	10,000	4,000	6,595	3.2	.7	24.6	12.0	34.1	28.1	20.6	25.9	17.5	33.3
Total Above Cities		136.4	.0764	41.6	50.8		282,115	.0847	2,068	6,782	5,553	6,079	14.6	3.6	15.8	8.4	38.4	34.2	17.6	23.9	13.6	29.9
State Total		327.4	.1832	98.3	114.9	181.4	607,562	.1823	1,856	6,309	5,288	5,552	18.1	5.0	19.4	11.3	35.7	34.7	15.2	22.6	11.6	26.4

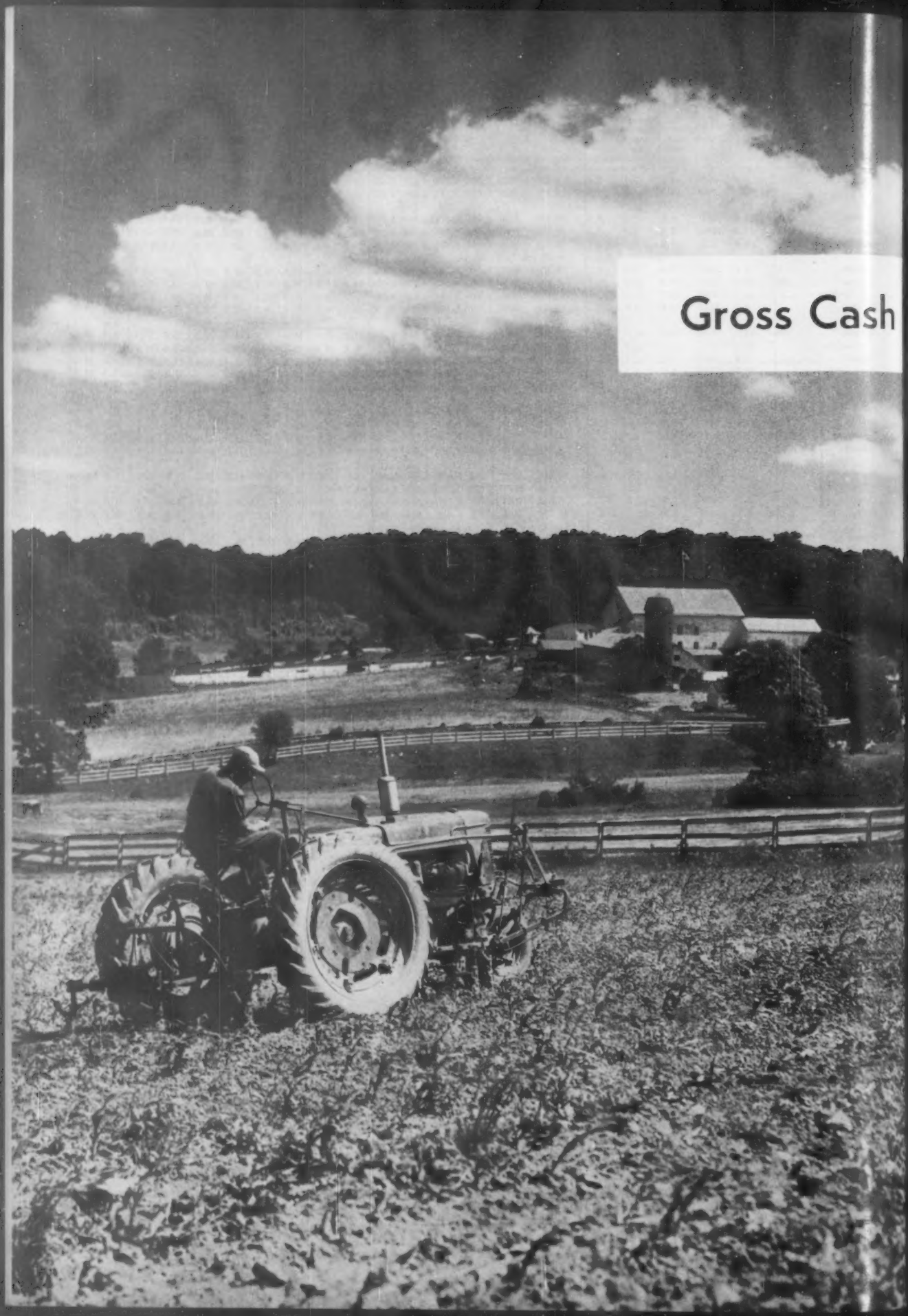
METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
△Casper	44.4	.0249	12.7	16.2	38.1	90,511	.0271	2,039	7,127
△Cheyenne	80.5	.0338	17.2	25.2	42.1	119,858	.0359	1,981	6,968

METRO. AREAS	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of U.S.A.	Household (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	SM E. B. I. ESTIMATES, 1959 Net Dollars (000)	% of U.S.A.	Per Capita	Per H'sehold
Total Above Areas	104.9	.0587	29.9	41.4	80.2	210,369	.0630	2,005	7,036

For Retail Sales data, see Section 4 location on page 17.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 19.
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All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.


Gross Cash

Farm Income by States and Counties

Gross cash farm income in 1959 totaled $33.4 billion (including government payments), representing a drop of 2% or about one billion dollars from 1958, due in large part to lower farm prices. Actually, cash receipts increased over 1958 in 14 states (especially in most southern states), and were lower in 32 states (especially the midwestern farm belt). Gross cash farm income is the most acceptable measure of farm income for marketing purposes, but it is useful to review other ways of defining the magnitude of farm income.

Our total is obtained by adding about $.6 billion of government payments to $32.8 billion of cash receipts from farm marketings. If you add $3.5 billion in non-money income ($1.9 billion of imputed rental value of farm dwellings, $1.6 billion for food consumed on the farm) you get a maximum realized gross farm income of $36.9 billion. Farm production expenses amounted to $26.0 billion in 1959 leaving $11.0 billion as farmers' realized net income, to which we must add $.8 billion for the net change in farm inventories. This gives us $11.8 billion as farmers' total net income.

Spread over some 4.5 million operating farms today, this represents an average net income per farm of about $2,364. However, farm wages of laborers on farms came to $1.8 billion so that the total farm income of the farm population came to $13.6 billion. But an additional income of $6.7 billion was earned from non-farm sources, so that income of the farm population came to $20.3 billion. Spread over a farm population of about 20 million persons, this comes to a per capita income of $964, as compared with $1,866, the per capita income of the total population.

We present below estimates of 1959 gross cash farm income by county, broken down into crops (and forestry products) and livestock and livestock products, along with the number of farms, as ascertained in the 1954 Census of Agriculture. The degree of underenumeration of farms in this census is about equal to the decline in the number of farms since 1954, so that this figure can be regarded as roughly equivalent to the current number of farms in operation.

These estimates of gross cash income by county represent an improvement over those previously published in the *Survey of Buying Power*, since the estimates could be made independently by county for crops and for livestock, by applying state estimates released by the Department of Agriculture for the full year to the county data published in the 1954 Census of Agriculture.

It will be noted that in some counties farm income totals exceed total Net Effective Buying Income. In almost all such cases, it will be found that farm expenses, i.e., deductions from gross income for wages, feed, fertilizer, depreciation, interest, etc., constitute a relatively high proportion of gross farm income, and that if all adjustments were to be made net farm income would fall short of Net Effective Buying Income.

The relation between net and gross farm income varies considerably according to types of farming. In Southern states the ratio of net to gross farm income would fall short of Effective Buying Income, while in highly mechanized farming areas the ratio will fall below 50%. It was felt, however, that the gross farm income represented a better indicator of the importance of the farm market. The gross figure is certainly most important in assaying the county's potential for farm equipment, supplies and materials.

Value of Farm Products Sold, Leading Counties

SM Estimates, 1959, for 600 Counties leading in Total Value of Products Sold

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Fresno, Cal.	9,776	218,145	49,505	267,660	1
Los Angeles, Cal.	8,254	73,534	160,217	233,756	2
Kern, Cal.	2,304	175,534	48,902	224,443	3
Maricopa, Ariz.	3,502	106,430	97,810	206,240	4
Tulare, Cal.	6,634	151,992	51,471	203,626	5
San Joaquin, Cal.	5,437	97,434	54,863	152,304	6
Imperial, Cal.	1,633	97,001	46,070	143,071	7
Weld, Colo.	4,087	41,043	83,484	124,527	8
Stanislaus, Cal.	6,629	56,899	63,655	120,552	9
Riverside, Cal.	4,906	69,608	44,788	114,396	10

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Value of Farm Products Sold, Leading Counties

SM Estimates, 1959, for 600 Counties leading in Total Value of Products Sold

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Polk, Fla.	4,020	102,148	7,626	109,674	11
Lancaster, Pa.	7,951	24,204	82,119	106,372	12
Orange, Cal.	4,883	62,348	43,808	106,156	13
Yakima, Wash.	6,775	73,756	29,894	103,662	14
Santa Clara, Cal.	4,953	73,836	25,892	99,738	15
Ventura, Cal.	1,856	80,394	12,626	92,987	16
Merced, Cal.	4,073	45,992	46,376	92,375	17
San Bernardino, Cal.	6,475	39,794	49,731	89,534	18
Pinal, Ariz.	1,047	74,354	11,586	85,940	19
Monterey, Cal.	1,990	66,421	15,400	80,888	20
Kings, Cal.	1,845	59,666	18,464	78,139	21
San Diego, Cal.	6,478	34,817	37,375	72,207	22
Sussex, Del.	3,229	16,750	54,805	71,616	23
Sonoma, Cal.	5,831	17,029	51,121	68,499	24
Hale, Tex.	1,703	60,684	4,947	65,631	25
Santa Barbara, Cal.	1,374	35,727	29,436	65,170	26
Orange, Fla.	2,726	58,396	6,384	64,784	27
Mississippi, Ark.	5,812	60,946	1,867	62,813	28
Lubbock, Tex.	2,061	59,812	2,839	62,651	29
De Kalb, Ill.	2,010	10,221	51,669	61,891	30
Palm Beach, Fla.	874	45,826	14,132	59,962	31
Hidalgo, Tex.	4,072	53,776	6,167	59,944	32
McLean, Ill.	3,905	30,577	29,257	59,836	33
Pottawattamie, Iowa	3,330	4,791	51,991	56,796	34
Dane, Wisc.	5,094	6,599	49,206	55,843	35
Madera, Cal.	1,906	36,367	19,344	55,750	36
La Salle, Ill.	3,487	26,031	29,264	55,305	37
Dade, Fla.	1,527	41,249	13,695	54,940	38
Lake, Fla.	2,920	52,311	2,034	54,436	39
Sacramento, Cal.	3,397	33,066	21,249	54,360	40
Henry, Ill.	2,844	7,630	46,709	54,342	41
Sioux, Iowa	2,842	7,406	43,736	51,147	42
Yolo, Cal.	1,188	43,360	7,442	50,803	43
Aroostook, Me.	3,940	43,374	6,295	50,162	44
Cameron, Tex.	2,836	47,221	2,981	50,102	45
Bureau, Ill.	2,736	11,986	37,685	49,671	46
Hartford, Conn.	2,628	34,196	15,068	49,267	47
Clinton, Iowa	2,518	3,344	45,806	49,150	48
Dawson, Nebr.	1,799	12,502	36,446	48,950	49
Whitman, Wash.	1,961	41,799	7,099	48,904	50
Sutter, Cal.	1,787	42,885	5,453	48,380	51
Lamb, Tex.	1,787	45,680	2,217	47,897	52
Ogle, Ill.	2,430	11,135	36,648	47,798	53
Livingston, Ill.	3,098	27,820	18,867	46,688	54
Kane, Ill.	1,879	8,487	37,906	46,395	55
Iroquois, Ill.	3,094	30,044	16,255	46,301	56
Plymouth, Iowa	2,722	5,889	40,263	46,152	57
Cuming, Nebr.	1,801	3,139	42,608	45,753	58
Suffolk, N. Y.	1,464	29,491	15,880	45,381	59
Kossuth, Iowa	3,070	14,676	30,209	44,886	60
Champaign, Ill.	2,847	33,617	10,584	44,212	61
Whiteside, Ill.	2,430	9,261	34,050	43,322	62
Woodbury, Iowa	2,784	6,234	36,846	43,081	63
Yuma, Ariz.	589	30,429	11,799	42,241	64
Chester, Pa.	3,383	15,596	26,095	41,750	65
Nueces, Tex.	1,157	38,434	2,427	40,861	66
Hillsborough, Fla.	4,492	23,055	17,462	40,550	67
Canyon, Idaho	4,183	19,055	21,069	40,129	68
Cedar, Iowa	2,101	3,046	36,628	39,678	69
Lee, Ill.	2,247	15,624	24,048	39,672	70
Dodge, Wisc.	3,954	3,932	35,699	39,644	71
Twin Falls, Idaho	2,406	22,297	17,047	39,344	72
Cherokee, Iowa	1,765	4,901	34,411	39,312	73
Crittenden, Ark.	4,517	38,170	1,057	39,287	74
Benton, Iowa	2,434	5,491	33,637	39,134	75
Vermilion, Ill.	2,577	25,202	12,643	37,850	76
Butte, Cal.	2,843	29,035	8,823	37,799	77
Black Hawk, Iowa	2,199	4,108	33,557	37,665	78

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Adams, Colo.	1,280	7,505	29,162	36,667	79
Floyd, Tex.	1,184	34,071	2,483	36,554	80
Martin, Minn.	2,504	10,815	25,518	36,337	81
Poinsett, Ark.	3,390	34,916	1,220	36,136	82
Renville, Minn.	3,040	12,886	23,281	35,967	83
Otter Tail, Minn.	5,894	3,739	31,853	35,647	84
York, Pa.	5,549	9,808	25,749	35,594	85
Grant, Wisc.	3,533	1,198	34,142	35,416	86
Benton, Ark.	4,492	1,331	33,705	35,078	87
Pemiscot, Mo.	2,794	34,498	572	35,072	88
Rockingham, Va.	3,571	2,135	32,840	35,030	89
Pitt, N. C.	5,583	32,546	2,433	35,013	90
Cass, N. D.	2,324	22,649	12,352	35,001	91
Bolivar, Miss.	6,739	31,615	3,192	34,840	92
Monmouth, N. J.	2,486	13,352	21,438	34,825	93
Warren, Ill.	1,820	6,239	28,577	34,821	94
Rock, Wisc.	3,138	5,865	28,787	34,660	95
Tama, Iowa	2,537	4,619	29,950	34,572	96
Scotts Bluff, Nebr.	1,741	16,449	18,059	34,508	97
O'Brien, Iowa	1,948	8,348	26,149	34,498	98
Solano, Cal.	1,229	20,952	13,545	34,497	99
New Madrid, Mo.	2,865	32,336	2,082	34,412	100
Stephenson, Ill.	2,387	3,442	30,782	34,227	101
Jones, Iowa	1,959	1,744	32,458	34,208	102
Berks, Pa.	4,130	8,553	25,323	33,925	103
Morgan, Colo.	1,370	14,926	18,964	33,914	104
Buena Vista, Iowa	2,019	6,489	27,348	33,905	105
Hamilton, Iowa	2,046	7,676	26,038	33,714	106
Robeson, N. C.	8,037	31,434	2,214	33,702	107
Sangamon, Ill.	2,503	14,514	19,114	33,633	108
Crawford, Iowa	2,364	3,161	30,383	33,544	109
Freeborn, Minn.	2,910	9,040	24,305	33,346	110
Cumberland, N. J.	2,237	18,020	15,220	33,247	111
Stearns, Minn.	4,306	1,894	31,272	33,166	112
Redwood, Minn.	2,897	12,632	20,534	33,167	113
Washington, Ark.	4,094	1,096	32,026	33,145	114
Johnston, N. C.	7,822	27,819	5,184	32,921	115
Chaves, N. M.	672	20,662	12,327	32,889	116
Sac, Iowa	1,894	5,758	27,018	32,777	117
Fond du Lac, Wisc.	3,479	3,930	28,787	32,734	118
Colusa, Cal.	746	27,850	4,820	32,675	119
Linn, Iowa	3,133	5,209	27,041	32,263	120
Will, Ill.	2,607	16,138	16,098	32,231	121
Alameda, Cal.	1,423	18,218	13,756	31,975	122
Marathon, Wisc.	5,691	1,519	30,012	31,884	123
Faribault, Minn.	2,388	12,199	19,668	31,869	124
McHenry, Ill.	2,059	7,050	24,749	31,799	125
Parmer, Tex.	909	27,294	4,472	31,766	126
Jasper, Iowa	2,696	4,606	27,087	31,694	127
Knox, Ill.	2,334	7,432	24,242	31,679	128
Malheur, Ore.	2,446	15,344	16,288	31,645	129
San Luis Obispo, Cal.	1,848	13,989	17,523	31,530	130
Franklin, Iowa	2,078	5,935	25,559	31,498	131
Glenn, Cal.	1,538	17,187	14,288	31,477	132
Hockley, Tex.	1,289	30,151	1,079	31,230	133
Marion, Ore.	4,543	19,312	11,907	31,224	134
Fillmore, Minn.	2,779	2,762	28,447	31,221	135
Blue Earth, Minn.	2,784	12,484	18,670	31,155	136
Umatilla, Ore.	1,868	22,481	8,305	31,052	137
Reeves, Tex.	322	28,479	2,457	30,936	138
Johnson, Iowa	2,244	3,074	27,790	30,873	139
Washington, Iowa	2,057	3,341	27,355	30,701	140
Marshall, Iowa	2,151	4,650	25,862	30,513	141
Walworth, Wisc.	2,113	4,312	26,187	30,503	142
Douglas, Nebr.	1,432	4,030	26,446	30,476	143
Castro, Tex.	828	26,419	3,953	30,372	144
Lyon, Iowa	1,878	5,508	24,745	30,254	145
Dona Ana, N. M.	1,119	25,873	4,323	30,196	146

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His Shopping List Is a Whopper!

FARMERS IN OHIO, MICHIGAN AND PENNSYLVANIA BUY EACH YEAR*—

Tractors	43,623 (units)
Tractor fuel	879,000,000 (gallons)
Fertilizer	2,260,000 (tons)
Automotive	$1,441,877,000
Gas and oil	$592,208,000
Food	$1,695,609,000
Drugs	$187,676,000
Furniture and appliances	$337,392,000
Building materials	$723,165,000
Feed (livestock and poultry)	$384,000,000

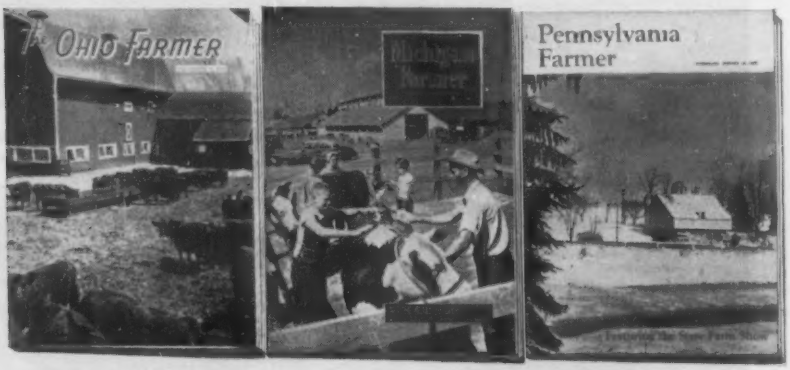
(and other products in proportion)

**Rural sales as compiled from Sales Management and government data.*

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425 local marketing men join your staff when you advertise in State and Local Farm Papers. They can give you market facts, sales promotion, and merchandising help at the local level where your sales are made.

Local market facts, sales promotion, and merchandising are only part of the story. Local editing is another big help.

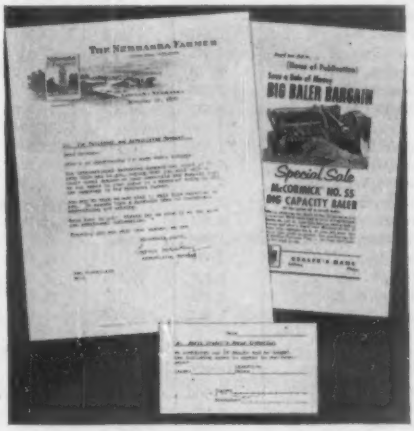
Local editing takes advantage of differences in climate, farming practices, to keep your prospects reading and believing. Over one hundred fifty editors travel over a million miles a year, and make thousands of local calls to edit State and Local Farm Papers close to your customers. They travel the byways gathering local pictures, local names, and local news. This local flavor puts your ads on a neighbor to neighbor basis with 4 million farmers. You know how well familiar names sell.

You can match State and Local Farm Paper circulation to your markets and outlets, too! Get the full story—write State and Local Farm Papers, Room 1600, 28 E. Jackson Blvd., Chicago 4, Ill.

Uncover new sales for your products with market information. Check your advertising timing against the local farming practices in your distribution areas. Secure local photos . . . testimonials . . . through our 425-man local marketing staff. Let our marketing research staff help solve your problems.



Promote your programs on a local level to distributors, field men, and dealers with our help. Farm paper mailings, promotion letters, and many other local sales promotion aids are available to you. Ask us to serve your special needs. Our marketing staff will work out a local promotion program for you.



Make your ad budget act bigger by coaxing dealers to place more local advertising. Let us send tie-in ad mats to local newspapers. They will sell your dealers on "tieing in" with your advertising. Use this proven promotion with or without co-op ad funds. Ask us for details.

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The Farmer-Stockman
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Missouri Ruralist
Montana Farmer-Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Rural New Yorker
Southern Planter
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Value of Farm Products Sold, Leading Counties

SM Estimates, 1959, for 600 Counties leading in Total Value of Products Sold

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Hardin, Iowa	2,021	5,012	25,019	30,032	147
Fulton, Ill.	2,528	8,960	21,044	30,023	148
Jackson, Minn.	2,254	8,645	21,314	29,959	149
Mercer, Ill.	1,784	4,089	25,626	29,720	150
Polk, Minn.	3,660	19,033	10,336	29,377	151
Broward, Fla.	408	12,054	17,083	29,137	152
Pike, Ill.	2,214	7,258	21,825	29,091	153
Berrien, Mich.	4,624	23,652	5,385	29,088	154
Shelby, Iowa	1,978	3,534	25,516	29,050	155
Cook, Ill.	2,272	20,109	8,887	28,996	156
Carroll, Ill.	1,508	2,256	26,703	28,970	157
Swisher, Tex.	967	24,968	3,846	28,814	158
Delaware, Iowa	2,177	1,539	27,238	28,785	159
Logan, Colo.	1,327	12,630	16,101	28,731	160
Story, Iowa	2,123	7,287	21,397	28,685	161
Clay, Iowa	1,783	7,449	21,168	28,618	162
Fayette, Iowa	2,818	3,685	24,888	28,585	163
Nobles, Minn.	2,206	7,299	21,274	28,573	164
San Patricio, Tex.	888	26,755	1,668	28,423	165
Dubuque, Iowa	2,042	955	27,391	28,351	166
Carroll, Iowa	2,045	5,168	23,157	28,325	167
Kankakee, Ill.	2,108	18,900	9,396	28,296	168
Minnehaha, S. D.	2,320	3,305	24,927	28,234	169
Burlington, N. J.	1,835	16,347	11,802	28,156	170
Grundy, Iowa	1,765	5,747	22,324	28,071	171
Sunflower, Miss.	6,681	24,158	3,829	27,996	172
Wharton, Tex.	2,466	24,210	3,755	27,966	173
Webster, Iowa	2,463	12,698	15,126	27,824	174
Lenawee, Mich.	3,463	12,544	15,191	27,760	175
Pocahontas, Iowa	1,907	8,801	18,946	27,747	176
Boone, Iowa	2,174	7,117	20,621	27,739	177
Wayne, N. Y.	2,913	19,646	8,020	27,706	178
Delaware, N. Y.	2,865	772	26,591	27,693	179
Lincoln, Wash.	1,051	23,802	3,744	27,585	180
Hancock, Ill.	2,583	9,721	17,857	27,580	181
McDonough, Ill.	1,907	8,562	18,969	27,537	182
Harris, Tex.	3,869	13,985	13,518	27,532	183
Green, Wisc.	2,189	950	26,488	27,459	184
Iowa, Iowa	1,939	2,375	24,973	27,370	185
Tazewell, Ill.	1,882	13,857	13,372	27,237	186
Chautauqua, N. Y.	4,621	8,280	18,568	27,227	187
Choutsau, Mont.	1,064	23,517	3,707	27,226	188
Wright, Iowa	1,855	8,675	18,544	27,219	189
El Paso, Tex.	690	16,573	10,620	27,193	190
Bucks, Pa.	2,730	9,181	17,882	27,075	191
Orange, N. Y.	2,129	5,404	21,577	26,991	192
Scott, Iowa	2,030	2,970	24,008	26,984	193
Logan, Ill.	1,765	17,328	9,647	26,980	194
Oneida, N. Y.	3,281	3,546	23,322	26,951	195
Hancock, Iowa	1,974	6,876	19,958	26,834	196
St. Lawrence, N. Y.	4,380	298	26,092	26,791	197
Sampson, N. C.	6,822	21,673	4,785	26,616	198
Erie, N. Y.	3,963	10,209	16,258	26,595	199
Huron, Mich.	3,524	14,477	12,088	26,573	200
Total 200 Leading Counties	574,267	4,776,673	4,677,090	9,460,515	
Ida, Iowa	1,403	2,610	23,861	26,471	201
Adams, Ill.	2,733	8,622	17,745	26,377	202
Cerro Gordo, Iowa	1,988	5,993	20,370	26,364	203
Mower, Minn.	2,585	5,957	20,372	26,335	204
Dodge, Nebr.	1,641	7,549	18,734	26,289	205
Columbia, Wisc.	2,615	4,834	21,251	26,099	206
Clayton, Iowa	2,715	764	25,272	26,071	207
Grand Forks, N. D.	1,886	19,954	6,061	26,015	208
Greene, Iowa	1,914	8,543	17,437	25,981	209
Worcester, Mass.	3,267	4,215	21,611	25,930	210
Craighead, Ark.	3,759	23,748	2,138	25,892	211

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Palo Alto, Iowa	1,833	8,238	17,646	25,884	212
Lynn, Tex.	1,152	24,828	1,045	25,873	213
Bingham, Idaho	2,160	16,546	9,286	25,832	214
Middlesex, Mass.	2,245	12,001	13,782	25,825	215
Horry, S. C.	6,918	23,624	2,036	25,734	216
Phillips, Ark.	3,895	24,700	945	25,671	217
Frederick, Md.	2,792	2,808	22,826	25,665	218
Lyon, Minn.	1,911	7,087	18,578	25,665	218
Page, Iowa	1,824	4,282	21,377	25,660	220
Reno, Kans.	2,712	16,613	9,003	25,632	221
Mitchell, Iowa	1,658	4,716	20,900	25,617	222
Goodhue, Minn.	2,698	3,612	21,958	25,560	223
Poweshiek, Iowa	1,991	3,398	22,172	25,570	224
Lafayette, Wisc.	2,025	997	24,561	25,568	225
Chelan, Wash.	1,875	24,423	1,062	25,564	226
Cottonwood, Minn.	1,959	8,509	17,006	25,515	227
Macoupin, Ill.	2,865	7,402	18,011	25,429	228
Brown, Minn.	1,976	7,398	18,021	25,421	229
Murray, Minn.	2,003	5,215	20,174	25,389	230
Franklin, Pa.	2,556	7,966	17,345	25,339	231
Kandiyohi, Minn.	2,540	5,584	19,760	25,334	232
Mahaska, Iowa	2,320	3,082	22,194	25,266	233
Clark, Wisc.	4,274	600	24,601	25,206	234
Butler, Iowa	2,236	4,829	20,349	25,182	235
Dunklin, Mo.	2,605	23,696	1,397	25,100	236
Wood, Ohio	2,766	15,403	9,639	25,045	237
Winneshiek, Iowa	2,580	1,191	23,766	24,963	238
Woodford Ill.	1,734	11,009	13,933	24,947	239
Arkansas, Ark.	1,661	23,695	1,157	24,913	240
Darke, Ohio	3,885	9,943	14,963	24,912	241
Santa Cruz, Cal.	1,578	19,151	5,703	24,876	242
Scott, Miss.	2,872	2,075	22,698	24,854	243
Stoddard, Mo.	3,344	20,068	4,702	24,790	244
Sanilac, Mich.	4,125	8,783	15,952	24,774	245
Nodaway, Mo.	2,845	3,624	21,132	24,771	246
Saginaw, Mich.	4,250	13,892	10,762	24,727	247
Sibley, Minn.	2,142	6,144	18,486	24,636	248
Cedar, Nebr.	1,948	4,190	20,390	24,580	249
Wright, Minn.	3,177	2,197	22,362	24,568	250
Outagamie, Wisc.	3,188	2,152	22,389	24,558	250
Spokane, Wash.	3,594	14,088	10,337	24,544	252
Winnebago, Ill.	1,878	4,537	19,983	24,532	253
Buchanan, Iowa	2,218	3,411	21,088	24,503	254
Christian, Ill.	2,111	14,596	9,896	24,492	255
Dawson, Tex.	1,101	23,120	1,278	24,398	256
Walsh, N. D.	2,084	21,214	3,165	24,379	257
Tuscola, Mich.	3,781	14,977	9,305	24,355	258
Washington, Miss.	4,348	20,548	3,716	24,288	259
Allegan, Mich.	4,225	8,566	15,643	24,267	260
Monroe, N. Y.	2,721	13,904	10,285	24,198	261
Whatcom, Wash.	4,036	3,074	21,012	24,194	262
Dallas, Iowa	2,123	6,197	17,984	24,182	263
Duplin, N. C.	5,650	18,908	5,082	24,149	264
Deaf Smith, Tex.	674	16,400	7,729	24,129	265
Jefferson, Wisc.	2,782	3,065	20,974	24,048	266
Cass, Iowa	1,984	1,610	22,373	23,984	267
Crosby, Tex.	779	23,019	941	23,960	268
Floyd, Iowa	1,766	5,834	18,116	23,953	269
Brazoria, Tex.	1,669	18,230	5,689	23,937	270
King, Wash.	5,181	5,015	18,753	23,935	271
Barron, Wisc.	3,540	956	22,891	23,923	272
Edgar, Ill.	1,787	14,765	9,152	23,919	273
Fulton, Ohio	2,354	6,964	16,880	23,854	274
St. Francis, Ark.	3,689	22,688	1,119	23,824	275
Sumner, Kans.	2,190	16,693	7,002	23,698	276
Calhoun, Iowa	1,930	9,386	14,247	23,633	277
Wayne, Nebr.	1,393	2,776	20,765	23,541	278
Willacy, Tex.	865	22,547	974	23,525	279
Wayne, N. C.	4,588	19,481	3,396	23,431	280

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Value of Farm Products Sold, Leading Counties

SM Estimates, 1959, for 600 Counties leading in Total Value of Products Sold

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Custer, Nebr.	2,626	5,027	18,312	23,339	281
Wayne, Ohio	3,089	4,891	18,618	23,337	282
Eddy, N. M.	630	17,291	6,042	23,333	283
Coahoma, Miss.	5,134	21,483	1,821	23,305	284
Jefferson, N. Y.	2,978	872	22,293	23,279	285
Grant, Wash.	1,090	16,366	6,901	23,267	286
Gloucester, N. J.	1,606	13,778	9,444	23,230	287
Nash, N. C.	5,481	20,955	2,038	23,224	288
Lincoln, S. D.	1,734	2,796	20,282	23,078	289
Lonoke, Ark.	2,992	19,647	3,396	23,064	290
Olmstead, Minn.	2,264	2,448	20,606	23,069	291
Edgecombe, N. C.	3,725	19,974	3,039	23,052	292
Pima, Ariz.	641	12,594	10,429	23,024	293
Sauk, Wisc.	2,913	1,519	21,318	22,933	294
Walla Walla, Wash.	1,101	19,107	3,777	22,885	295
McLennan, Tex.	3,634	9,504	13,331	22,839	296
Cullman, Ala.	6,291	8,302	14,198	22,662	297
Gadsden, Fla.	1,024	18,538	3,789	22,657	298
McLeod, Minn.	2,299	3,231	19,339	22,571	299
Kosciusko, Ind.	2,598	6,173	16,361	22,558	300
Contra Costa, Cal.	1,812	16,089	6,333	22,426	301
Sedgwick, Kans.	2,158	11,210	11,210	22,421	302
Morgan, Ill.	1,560	7,606	14,744	22,357	303
Iowa, Wisc.	2,268	569	21,743	22,333	304
Humboldt, Iowa	1,410	6,540	15,710	22,251	305
Linn, Ore.	3,196	13,174	8,385	22,223	306
Wilson, N. C.	3,919	20,979	1,164	22,192	307
Richland, N. D.	2,325	13,083	9,099	22,184	308
Terry, Tex.	968	21,222	770	21,992	309
Jasper, Ind.	1,617	13,227	8,737	21,969	310
Burt, Nebr.	1,321	5,799	16,132	21,931	311
Peoria, Ill.	1,981	7,956	13,943	21,921	312
Otsego, N. Y.	2,823	985	20,689	21,877	313
Hunterdon, N. J.	2,204	2,917	18,840	21,787	314
McPherson, Kans.	2,123	11,779	9,975	21,757	315
Yellow Medicine, Minn.	2,103	8,967	12,735	21,702	316
Klamath, Ore.	1,297	9,697	10,841	21,702	316
Clackamas, Ore.	5,607	9,338	12,299	21,680	318
Adams, Pa.	2,376	8,583	13,020	21,640	319
Jefferson, Ark.	3,660	20,063	1,486	21,589	320
Columbus, N. C.	6,061	18,521	2,933	21,546	321
Cross, Ark.	2,454	20,697	821	21,528	322
Vernon, Wisc.	3,485	3,206	18,209	21,468	323
Keokuk, Iowa	2,140	3,224	18,234	21,463	324
Manitowoc, Wisc.	3,321	1,980	19,417	21,454	325
Wicomico, Md.	1,566	6,404	14,990	21,415	326
Monona, Iowa	1,825	7,122	14,241	21,376	327
Vermilion, La.	2,648	17,680	3,620	21,300	328
Fort Bend, Tex.	2,407	17,056	4,239	21,295	329
Piatt, Ill.	1,140	15,090	6,203	21,294	330
Pembina, N. D.	1,519	18,382	2,905	21,287	331
Saline, Mo.	2,115	4,616	16,634	21,268	332
Wake, N. C.	5,770	15,797	5,189	21,242	333
Clinton, Ind.	1,991	5,637	15,571	21,217	334
Montgomery, Ind.	2,031	5,140	16,042	21,186	335
Gage, Nebr.	2,274	8,990	12,292	21,184	336
Harrison, Iowa	2,152	6,942	14,224	21,172	337
St. Croix, Wisc.	2,965	1,533	19,616	21,166	338
Kent, Mich.	3,769	9,752	11,263	21,074	339
Elkhart, Ind.	2,953	5,106	15,921	21,063	340
Polk, Iowa	2,329	6,999	14,091	21,090	341
Pittsylvania, Va.	5,715	19,283	1,486	21,039	342
Audubon, Iowa	1,881	1,632	19,371	21,003	343
Lenoir, N. C.	3,529	19,100	2,834	20,986	344
Meeker, Minn.	2,283	3,481	17,486	20,968	345
Florence, S. C.	6,961	19,196	1,301	20,932	346
Hall, Ga.	2,277	524	20,169	20,873	347
Steuben, N. Y.	3,219	7,466	13,194	20,827	348
Waukesha, Wisc.	2,969	2,610	18,204	20,821	349
Kendall, Ill.	1,029	5,406	15,390	20,797	350
Bremer, Iowa	1,917	2,230	18,546	20,780	351
Rice, Minn.	2,197	3,740	17,000	20,751	352
Macon, Ill.	1,911	14,606	6,095	20,702	353
Bradford, Pa.	3,237	706	19,787	20,673	354
Chenango, N. Y.	2,280	731	19,642	20,562	355
Muscatine Iowa	1,713	3,751	16,750	20,509	356
Hall, Nebr.	1,386	7,588	12,900	20,488	357
Monroe, Mich.	3,289	14,133	6,327	20,471	358
Fayette, Ky.	1,418	8,231	12,206	20,438	359
Ford, Ill.	1,323	11,650	8,765	20,415	360
Tangipahoa, La.	3,998	2,789	17,412	20,363	361
Rush, Ind.	1,882	3,232	17,107	20,349	362
Knox, Nebr.	2,074	3,192	17,117	20,309	363
Brown, Kans.	1,703	8,103	12,123	20,229	364
Dunn, Wisc.	2,870	1,184	18,909	20,175	365
Sheboygan, Wisc.	2,900	1,541	18,487	20,073	366
Acadia, La.	3,310	17,418	2,648	20,071	367
Boone, Ind.	2,182	4,349	15,709	20,061	368
Lafayette, Mo.	2,449	3,375	16,642	20,018	369
Larimer, Colo.	1,521	4,408	15,564	19,994	370
Ontario, N. Y.	2,371	8,262	11,642	19,910	371
St. Lucie, Fla.	735	18,272	1,688	19,959	372
Stanton, Nebr.	1,150	1,918	18,018	19,936	373
Marion, Iowa	2,106	2,146	17,778	19,928	374
Allen, Ind.	3,195	9,324	10,589	19,913	375
Jackson, Iowa	1,902	1,292	18,592	19,894	376
San Benito, Cal.	880	11,926	7,844	19,771	377
Dutchess, N. Y.	1,310	3,809	15,912	19,748	378
Montgomery, Pa.	2,505	5,874	13,812	19,710	379
Butler, Kans.	1,935	4,524	15,160	19,687	380
White, Ind.	1,615	9,058	10,612	19,671	381
Jo Daviess, Ill.	1,853	963	18,687	19,658	382
Carver, Minn.	1,875	1,113	18,518	19,641	383
Henry, Iowa	1,703	3,446	16,167	19,617	384
Shawano, Wisc.	3,197	558	19,792	19,597	385
Hill, Mont.	899	17,133	2,436	19,569	386
Washington, Ore.	3,876	10,385	8,736	19,569	386
Steele, Minn.	1,837	3,154	16,380	19,535	388
Madison, N. Y.	2,057	2,340	17,104	19,532	389
Harnett, N. C.	4,684	17,897	1,700	19,530	390
Jerome, Idaho	1,122	9,957	9,568	19,525	391
Chippewa, Wisc.	3,157	953	18,427	19,488	392
Kent, Del.	1,936	10,544	8,890	19,457	393
Van Buren, Mich.	3,444	13,417	5,948	19,443	394
Clay, Minn.	1,968	13,213	6,215	19,429	395
Orangeburg, S. C.	5,237	10,976	8,206	19,425	396
Montgomery, Ill.	2,365	6,965	12,448	19,418	397
Yellowstone, Mont.	1,401	6,513	12,857	19,371	398
Williamson, Tex.	3,338	12,145	7,119	19,315	399
Lee, Ark.	3,230	17,744	1,543	19,302	400
Total 400 Leading Counties	1,063,187	6,685,284	7,286,240	13,988,499	
Bonneville, Idaho	1,483	12,132	7,154	19,288	401
Grant, Okla.	1,792	14,194	5,093	19,287	402
Garfield, Okla.	2,241	14,206	5,074	19,279	403
Carroll, Ind.	1,845	4,289	14,965	19,267	404
Brown, S. D.	1,846	6,633	12,621	19,254	405
Windham, Conn.	1,698	921	18,483	19,182	406
Dakota, Minn.	1,839	3,931	15,211	19,148	407
Watonwan, Minn.	1,421	5,899	13,211	19,110	408
Buffalo, Nebr.	2,090	9,011	10,076	19,087	409
Boone, Ill.	1,048	3,890	15,177	19,069	410
Lancaster, Nebr.	2,351	9,157	9,887	19,046	411
New London, Conn.	1,932	1,385	17,680	19,027	412
St. Landry, La.	6,700	14,743	4,277	19,024	413
Shelby, Tenn.	5,145	13,567	5,422	19,011	414

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Distribution as of June 30, 1959

	Number of Farms	The Farmer	Nebraska Farmer	Prairie Farmer	Wallaces Farmer	Wisconsin Agriculturist	Total 5 Papers
Illinois	175,543	.....	.....	196,542	32,184	8,902	237,628
Indiana	153,593	.....	.....	127,182	.....	.....	127,182
Iowa	192,933	4,522	923	1,616	186,336	.....	193,397
Wisconsin	153,558	7,881	.....	44,547	.....	165,656	218,084
Minnesota	165,225	162,298	.....	.....	26,364	5,060	193,722
Nebraska	100,846	.....	105,524	.....	6,413	.....	111,937
North Dakota	61,939	43,781	.....	.....	.....	.....	43,781
South Dakota	62,520	41,553	1,544	.....	6,548	.....	49,645
TOTAL	1,066,157	260,035	107,991	369,887	257,845	179,618	1,175,376
Misc. and Unclassed		8,604	10,900	35,153	22,589	11,012	88,258
GRAND TOTAL		268,639	118,891	405,040	280,434	190,630	1,263,634

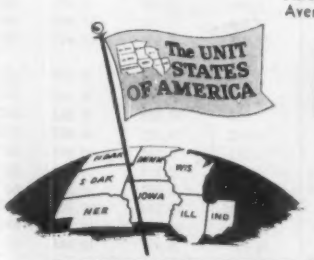
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The Farmer	$ 5,585.00	$ 4,468.00	$ 2,565	$2,234.00	$1,675.50	$1,117.00	$ 558.50	$ 2.85
Nebraska Farmer	3,024.00	2,419.20	1,440	1,209.60	907.20	604.80	302.40	1.60
Prairie Farmer	6,552.00	5,241.60	3,240	2,620.80	1,965.60	1,310.40	655.20	3.60
Wallaces Farmer	5,194.00	4,155.20	2,385	2,077.60	1,558.20	1,038.80	519.40	2.65
Wisconsin Agriculturist	3,822.00	3,057.60	1,755	1,528.80	1,146.60	764.40	382.20	1.95
GROSS RATE	$24,177.00	$19,341.60	$11,385	$9,670.80	$7,253.10	$4,835.40	$2,417.70	$12.65
MIDWEST UNIT RATE	20,612.50	16,490.00	9,710	8,245.00	6,660.00	4,475.00	2,285.00	12.10
SAVINGS	$ 3,564.50	$ 2,851.60	$ 1,675	$1,425.80	$ 593.10	$ 360.40	$ 132.70	$ .55

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Value of Farm Products Sold, Leading Counties

SM Estimates, 1959, for 600 Counties leading in Total Value of Products Sold

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Madison, Ala.	4,723	11,788	7,138	18,990	415
Platte, Nebr.	1,892	4,456	14,523	18,981	416
Plymouth, Mass.	1,946	8,323	10,568	18,945	417
Cherry, Nebr.	812	388	18,548	18,936	418
Putnam, Ohio	2,379	8,299	10,660	18,935	419
Mesa, Colo.	2,443	12,088	6,838	18,933	420
Martin, N. C.	2,888	15,941	2,882	18,921	421
Saunders, Nebr.	2,203	10,184	8,695	18,881	422
Waldo, Me.	1,553	780	17,776	18,849	423
Cayuga, N. Y.	2,491	6,313	12,398	18,793	424
Lac Qui Parle, Minn.	1,970	8,798	9,978	18,776	425
Turner, S. D.	1,866	2,827	15,949	18,776	425
Hennepin, Minn.	2,534	5,576	13,162	18,742	427
Niagara, N. Y.	3,223	11,362	7,302	18,684	428
Greene, Ill.	1,390	4,891	13,786	18,682	429
Hancock, Ohio	2,338	8,688	9,960	18,657	430
Marshall, Ala.	4,859	7,236	11,314	18,655	431
Leflore, Miss.	4,936	16,827	1,769	18,629	432
Polk, Wisc.	3,258	737	17,772	18,613	433
Gratiot, Mich.	2,498	9,761	8,807	18,598	434
Mercer, Ohio	2,389	6,330	12,239	18,581	435
Wyoming, N. Y.	2,063	3,925	14,407	18,556	436
Brown, Wisc.	2,672	1,837	16,795	18,556	436
Henry, Ohio	2,072	10,852	7,662	18,518	438
Adair, Iowa	1,932	1,985	16,498	18,484	439
Jackson, Ark.	1,980	17,167	1,277	18,465	440
Ulster, N. Y.	1,915	7,872	10,529	18,455	441
Rock, Minn.	1,404	2,299	16,125	18,424	442
Winnebago, Iowa	1,629	5,245	13,152	18,397	443
Ocean, N. J.	1,214	1,320	17,030	18,371	444
Fremont, Iowa	1,321	4,752	13,616	18,368	445
Nicollet, Minn.	1,483	5,498	12,853	18,360	446
Tippecanoe, Ind.	1,829	6,977	11,326	18,306	447
Yamhill, Ore.	2,473	9,068	8,637	18,286	448
Guthrie, Iowa	2,045	3,318	14,958	18,277	449
Worth, Iowa	1,463	4,447	13,829	18,276	450
Atchison, Mo.	1,155	5,276	12,978	18,254	451
Osceola, Iowa	1,268	5,425	12,817	18,243	452
Barnes, N. D.	1,798	11,083	7,148	18,231	453
Washita, Okla.	2,447	13,974	4,250	18,224	454
Pickaway, Ohio	1,562	5,941	12,246	18,187	455
Washtenaw, Mich.	2,886	5,575	12,584	18,171	456
Montgomery, Iowa	1,397	1,460	16,667	18,127	457
Dickinson, Kans.	1,866	7,607	10,496	18,103	458
Cattaraugus, N. Y.	3,040	1,175	16,856	18,093	459
Halifax, N. C.	4,244	14,947	2,943	18,053	460
Stutsman, N. D.	2,042	10,024	7,986	18,010	461
Hendry, Fla.	188	15,617	2,144	17,966	462
Forsyth, Ga.	1,735	585	17,277	17,971	463
Carroll, Md.	2,571	3,561	14,312	17,939	464
Ottawa, Mich.	3,308	5,725	12,138	17,924	465
Trempealeau, Wisc.	2,896	1,137	16,722	17,906	466
Chickasaw, Iowa	1,948	2,813	15,089	17,886	467
Hendricks, Ind.	2,142	4,223	13,641	17,969	468
Adams, Wash.	639	16,212	1,639	17,850	469
Ward, N. D.	1,993	12,578	5,266	17,844	470
Salem, N. J.	1,478	8,396	9,445	17,838	471
Atlantic, N. J.	1,279	8,628	9,194	17,830	472
Benton, Ind.	1,094	9,960	7,834	17,794	473
Kay, Okla.	2,045	12,060	5,744	17,794	473
Winona, Minn.	1,787	1,155	16,629	17,783	475
Gibson, Tenn.	4,869	12,330	5,389	17,784	476
Erie, Pa.	3,318	7,850	9,870	17,720	477
Worcester, Md.	1,178	4,835	12,788	17,695	478
Gonzales, Tex.	2,147	2,019	15,663	17,696	479
Highlands, Fla.	883	15,290	2,318	17,649	480
Caddo, Okla.	2,888	10,957	6,680	17,642	481
Genesee, N. Y.	1,944	6,746	10,864	17,641	482

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Rock Island, Ill.	1,607	3,225	14,393	17,621	483
De Kalb, Ala.	6,136	8,032	9,443	17,605	484
Madison, Ill.	2,695	6,306	11,282	17,594	485
Williamsburg, S. C.	5,875	15,761	1,699	17,568	486
Canadian, Okla.	1,848	8,740	8,824	17,565	487
Douglas, Ill.	1,304	13,170	4,394	17,564	488
Madison, Ohio	1,249	5,756	11,798	17,556	489
Box Elder, Utah	1,660	6,141	11,367	17,509	490
Beaufort, N. C.	3,194	14,783	2,643	17,495	491
Waupaca, Wisc.	2,931	1,297	16,079	17,492	492
Monroe, Wisc.	2,784	1,420	15,994	17,490	493
Wabash, Ind.	1,881	4,327	13,128	17,468	494
Todd, Minn.	3,293	849	16,571	17,435	495
Traill, N. D.	1,326	12,951	4,480	17,431	496
Lea, N. M.	747	10,857	6,566	17,423	497
Cassia, Idaho	1,225	8,250	9,135	17,385	498
Mills, Iowa	1,209	2,571	14,802	17,373	499
Cowley, Kans.	1,993	7,350	9,987	17,342	500
York, Nebr.	1,563	8,916	8,332	17,248	501
Marion, Kans.	1,928	7,058	10,186	17,245	502
Hamilton, Nebr.	1,343	9,400	7,839	17,239	503
Collin, Tex.	3,166	12,764	4,459	17,224	504
Marshall, Kans.	2,083	9,316	7,838	17,157	505
Livingston, N. Y.	1,612	6,655	10,453	17,148	506
Marshall, Ill.	1,111	6,838	10,299	17,137	507
De Witt, Ill.	1,160	10,787	6,339	17,128	508
Barton, Kans.	1,510	13,207	3,898	17,105	509
Cass, Ind.	1,974	5,004	12,069	17,078	510
Emmet, Iowa	1,199	6,847	10,425	17,072	511
Cherokee, Ga.	1,646	266	16,706	17,031	512
Onondaga, N. Y.	2,539	3,581	13,386	17,014	513
Colquitt, Ga.	2,678	12,489	4,284	17,013	514
Lebanon, Pa.	1,762	2,797	14,136	16,992	515
Lincoln, Nebr.	1,586	4,904	12,085	16,989	516
Wayne, Ind.	1,783	4,724	12,247	16,981	517
De Soto, Miss.	3,840	8,857	8,095	16,971	518
Clinton, Ohio	1,594	2,922	14,014	16,942	519
Chatham, N. C.	2,844	2,829	14,063	16,925	520
Washington, Kans.	2,026	7,157	9,762	16,922	521
Middlesex, N. J.	1,070	8,431	8,483	16,915	522
Richardson, Nebr.	1,562	5,760	11,143	16,911	523
Greene, N. C.	2,945	15,884	987	16,893	524
Lyon, Kans.	1,835	3,099	13,776	16,880	525
La Porte, Ind.	2,166	9,073	7,749	16,839	526
Union, S. D.	1,366	3,196	13,631	16,827	527
Allamakee, Iowa	1,998	523	16,271	16,814	528
Louisa, Iowa	1,199	3,480	13,316	16,809	529
Waseca, Minn.	1,625	4,420	12,377	16,801	530
Marin, Cal.	501	943	15,804	16,747	531
Orleans, N. Y.	1,536	11,003	5,703	16,726	532
Dodge, Minn.	1,691	3,353	13,366	16,721	533
Fergus, Mont.	1,070	8,668	8,026	16,709	534
Utah, Utah	3,179	4,603	12,101	16,704	535
Hamilton, Ind.	2,001	4,188	12,469	16,662	536
Nemaha, Kans.	1,800	5,172	11,461	16,638	537
Lane, Ore.	4,042	8,956	8,187	16,607	538
Henderson, Ill.	908	4,516	12,082	16,603	539
Colorado, Tex.	1,662	11,695	4,906	16,601	540
Le Sueur, Minn.	1,863	3,894	12,694	16,596	541
Chippewa, Minn.	1,629	5,801	10,794	16,595	542
Pierce, Wisc.	2,393	1,006	15,526	16,563	543
Bristol, Mass.	1,610	3,178	13,383	16,561	544
Mississippi, Mo.	1,435	14,411	2,147	16,567	545
Antelope, Nebr.	1,758	4,250	12,273	16,523	546
Seneca, Ohio	2,288	7,835	8,667	16,513	547
Randolph, Ind.	2,271	5,192	11,298	16,493	548
Winnebago, Wisc.	2,152	1,760	14,713	16,482	549
Grundy, Ill.	1,104	10,007	6,456	16,464	550

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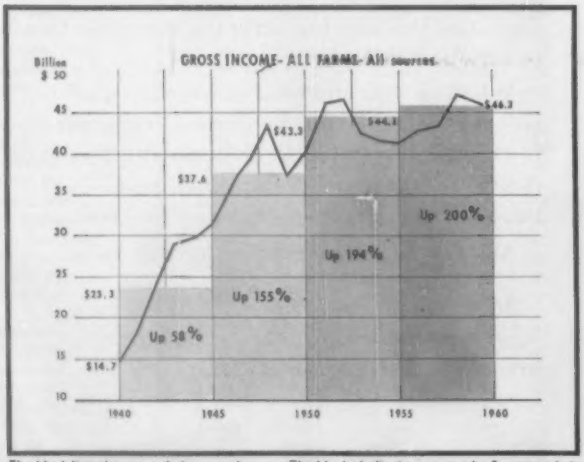
The FARMER

America's biggest customer and getting bigger all the time!

Gross Income of all farm families exceeded $46 billions in 1959!

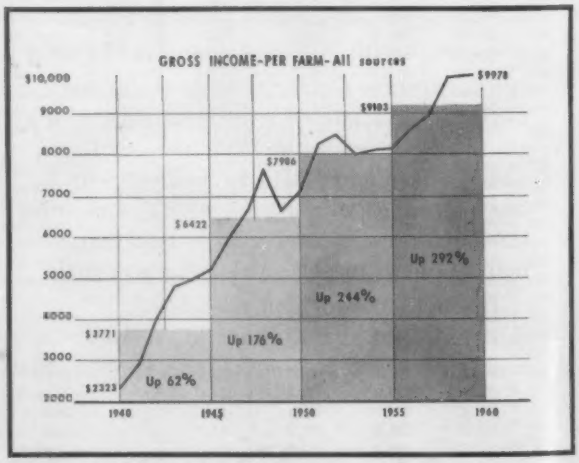
- **That's more than all U. S. business spent on new plants and equipment.**
- **That's about the amount the U. S. Government spent on national defense.**

Each year, the farmer—America's biggest customer—spends more and more for the products of business and industry.

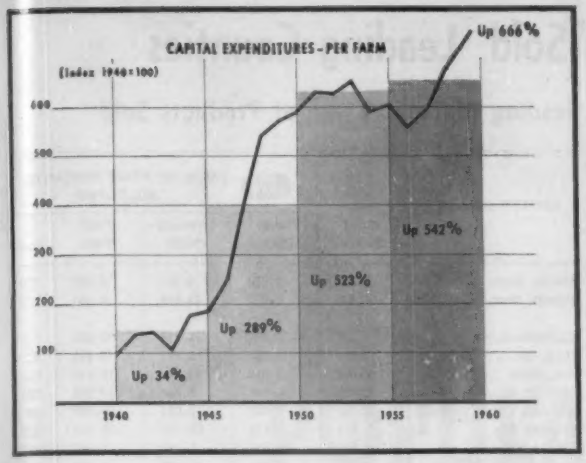


The black line shows yearly income changes. The blocks indicate averages by 5-year periods.

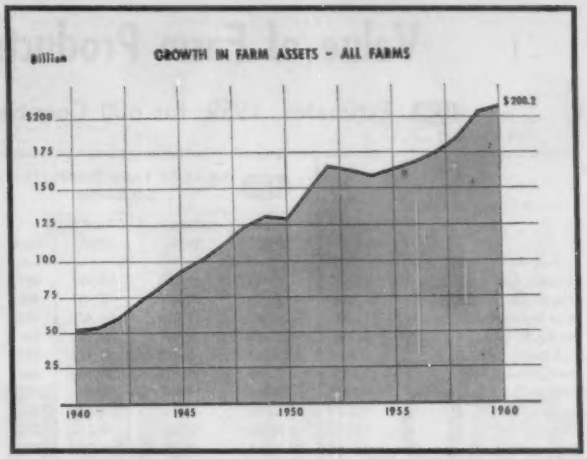
In 1959 Gross Farm Income 2nd Largest In History—$46.3 Billions!



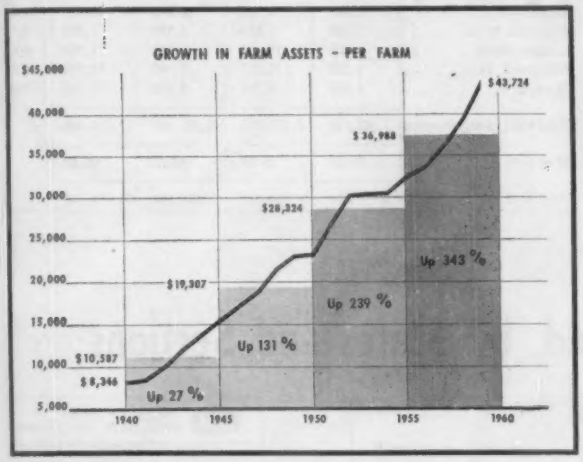
Gross Income Per Farm Family Hits All-Time High—$9,978!



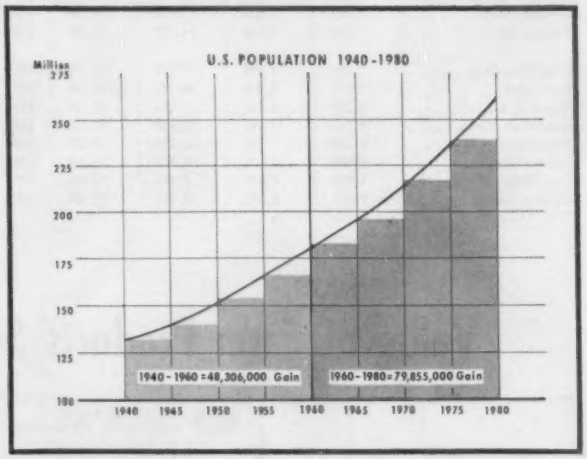
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Value of Farm Products Sold, Leading Counties

SM Estimates, 1959, for 600 Counties leading in Total Value of Products Sold

COUNTY and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)	Rank
Augusta, Va.	2,881	3,187	13,173	16,427	561
Placer, Cal.	1,583	9,895	6,481	16,431	562
New Haven, Conn.	1,626	5,357	11,021	16,401	563
Bertie, N. C.	3,165	13,459	2,925	16,396	564
Jeff Davis, La.	1,207	13,895	2,470	16,377	565
Swift, Minn.	1,723	5,899	10,461	16,360	566
Washington, Nebr.	1,309	5,670	10,681	16,351	567
Baldwin, Ala.	2,534	8,046	8,060	16,336	568
Tehama, Cal.	1,707	6,248	10,065	16,334	569
Clinton, Mich.	2,602	5,340	10,909	16,302	570
Seward, Nebr.	1,674	8,046	8,245	16,291	571
Brookings, S. D.	1,841	2,275	13,974	16,249	572
Audrain, Mo.	2,032	4,371	11,873	16,248	573
Osage, Okla.	1,703	1,734	14,488	16,226	574
Ellis, Tex.	2,885	11,313	4,908	16,221	575
Desha, Ark.	2,420	14,928	1,233	16,162	576
Madison, Nebr.	1,731	3,210	12,963	16,175	577
Litchfield, Conn.	1,618	1,104	14,984	16,162	578
Cascade, Mont.	1,133	8,723	7,435	16,158	579
Clinton, Mo.	1,203	1,440	14,707	16,152	580
Kingfisher, Okla.	1,658	9,569	6,578	16,148	581
Grant, Ind.	1,998	5,369	10,763	16,146	582
Marshall, Ind.	2,357	4,660	11,451	16,139	583
Snohomish, Wash.	4,345	1,964	13,963	16,128	584
Washington, N. Y.	2,043	706	15,296	16,123	585
Tarrant, Tex.	3,043	2,835	13,277	16,114	586
Otoe, Nebr.	1,833	7,415	8,684	16,104	587
Madison, Ind.	2,297	5,675	10,415	16,100	588
Harvey, Kans.	1,368	6,770	9,314	16,085	589
Fayette, Ohio	1,373	4,031	12,049	16,081	590
Cumberland, Pa.	2,325	3,994	12,019	16,029	591
Napa, Cal.	1,576	6,223	9,797	16,020	592
Ada, Idaho	2,007	2,999	13,012	16,016	593
St. Clair, Ill.	2,288	6,101	9,897	16,009	594
Marshall, Minn.	2,382	9,888	6,053	15,946	595
Chariton, Mo.	2,211	5,615	10,276	15,906	596
Marion, Fla.	1,853	10,442	5,118	15,885	597
Hutchinson, S. D.	1,683	4,064	11,820	15,884	598
Pipestone, Minn.	1,307	2,002	13,881	15,883	599
Coles, Ill.	1,665	8,924	6,946	15,873	600
Tipton, Tenn.	3,906	13,721	2,129	15,869	601
Spartanburg, S. C.	5,547	10,875	4,862	15,868	602
Benton, Wash.	1,483	11,282	4,595	15,858	603
Carroll, Mo.	1,959	6,289	9,539	15,821	604
Mason, Ill.	1,133	10,614	5,199	15,818	605
Lapeer, Mich.	2,807	5,111	10,649	15,817	606
Roosevelt, N. M.	1,585	6,679	9,124	15,803	607
Douglas, Wash.	990	14,447	1,352	15,799	608
Matagorda, Tex.	1,220	12,939	2,850	15,789	609
Spink, S. D.	1,557	6,349	9,374	15,723	600
Total 600 Leading Counties	1,502,523	8,084,776	9,352,897	17,462,748	
% of U. S. A.	31.42	56.52	49.50	52.42	
Total U. S.	4,782,410	14,304,887	18,880,263	33,315,175	

Value of Farm Products Sold, by States and Sections

SECTION and STATE	No. of Farms	SM VALUE OF FARM PRODUCTS SOLD—1959 Crops ($000)	Livestock ($000)	Total ($000)
NEW ENGLAND				
Connecticut	12,753	55,284	100,333	155,894
Maine	23,368	53,602	112,370	169,948
Massachusetts	17,861	54,499	106,002	161,434
New Hampshire	10,411	8,204	48,649	58,899
Rhode Island	2,004	6,449	14,813	21,282
Vermont	15,981	6,342	109,760	121,579
	81,878	184,380	491,927	689,034
MIDDLE ATLANTIC				
New Jersey	22,686	126,838	177,830	304,982
New York	105,714	229,704	619,927	855,322
Pennsylvania	128,876	193,095	600,267	798,791
	257,276	549,637	1,398,024	1,956,965
EAST NORTH CENTRAL				
Illinois	175,543	796,498	1,219,957	2,017,089
Indiana	153,593	361,205	688,080	1,050,239
Michigan	138,922	309,277	399,697	712,976
Ohio	177,074	353,247	611,536	966,209
Wisconsin	153,558	112,103	976,042	1,092,869
	798,690	1,932,330	3,895,312	5,839,382
WEST NORTH CENTRAL				
Iowa	192,933	422,312	2,005,504	2,428,189
Kansas	120,167	543,035	567,596	1,110,724
Minnesota	165,225	345,376	1,048,226	1,395,444
Missouri	201,614	361,090	730,433	1,093,469
Nebraska	100,846	402,767	783,515	1,186,351
North Dakota	61,943	332,413	214,476	546,918
South Dakota	62,520	117,437	473,386	590,860
	905,248	2,524,430	5,823,046	8,351,955
SOUTH ATLANTIC				
Delaware	6,297	32,483	69,576	102,349
District of Columbia				
Florida	57,543	601,367	201,198	808,377
Georgia	165,523	317,743	385,283	722,048
Maryland	32,500	72,986	176,081	254,209
North Carolina	267,906	642,708	299,684	942,092
South Carolina	124,203	234,366	104,978	344,465
Virginia	136,416	215,862	249,856	474,366
West Virginia	68,583	25,042	89,264	116,177
	858,971	2,148,497	1,564,898	3,764,582
EAST SOUTH CENTRAL				
Alabama	176,956	211,923	283,091	504,795
Kentucky	193,487	307,871	293,490	603,538
Mississippi	215,915	353,082	275,853	634,682
Tennessee	203,149	277,431	262,026	544,165
	789,507	1,150,307	1,114,460	2,287,190
WEST SOUTH CENTRAL				
Arkansas	145,075	483,799	232,319	719,731
Louisiana	111,127	236,445	160,712	399,050
Oklahoma	118,979	267,876	324,432	592,617
Texas	292,947	1,376,553	916,523	2,296,014
	668,128	2,364,673	1,633,986	4,007,412
MOUNTAIN				
Arizona	9,321	240,161	181,110	422,111
Colorado	40,749	228,525	342,925	571,927
Idaho	36,735	210,516	197,700	409,876
Montana	33,061	193,076	241,734	435,754
Nevada	2,857	6,280	47,089	53,432
New Mexico	21,070	114,721	139,052	253,966
Utah	22,926	34,364	126,183	160,627
Wyoming	11,402	30,248	135,531	166,061
	180,021	1,057,901	1,411,324	2,473,754
PACIFIC				
California	123,075	1,859,917	1,115,050	2,976,984
Oregon	54,441	211,203	190,065	416,507
Washington	65,175	324,612	222,171	551,410
	242,691	2,392,732	1,527,286	3,944,901
UNITED STATES	4,782,410	14,304,887	18,880,263	33,315,175

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Sections 3

CANADIAN POPULATION, INCOME RETAIL SALES Data

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5. *Rankings of Leading Counties and Cities; Metropolitan Area Summaries and Rankings; Summaries of All Data for Regions and States* *711*

Canadian Survey of Buying Power

The remarkable degree of correlation between the United States and Canadian economies was again illustrated in 1959, a recovery year for both countries. Industrial output in Canada, which had been less adversely affected in 1958 than that of the United States, went up 8% in 1959 as against 13% for the United States. Aside from slight differences in turning points and amplitudes of fluctuation, the Canadian business cycle can be viewed as almost a small-scale model of the United States experience. For example, the 1958 recession was for both countries characterized by sharp drops in automobile sales, while having little effect on food store sales; and both countries recorded above-average gains in automobile sales in 1959. Recovery in Canada occurred early in 1958, about six months prior to the United States recovery, and proceeded more moderately. The chances are that Canada's more moderate progress in 1959 foreshadows a similar development in the states in 1960.

Canadian economic growth hinges specifically on its large population gain (of the order of 2.5% per year) and its large scale capital investment program, financed in large part with United States funds. The fact that the latter is responsible for three-quarters of Canada's post war capital investment does bother some Canadians, who point out that this has saddled Canada with annual payments on foreign debt of about one billion dollars. On the whole, however, capital investment is the keystone of any economic advance.

American investors' interests in the Canadian market is paralleled by a growing interest on the part of American manufacturers in Canadian consumers, particularly through the setting up of subsidiary product and distribution facilities.

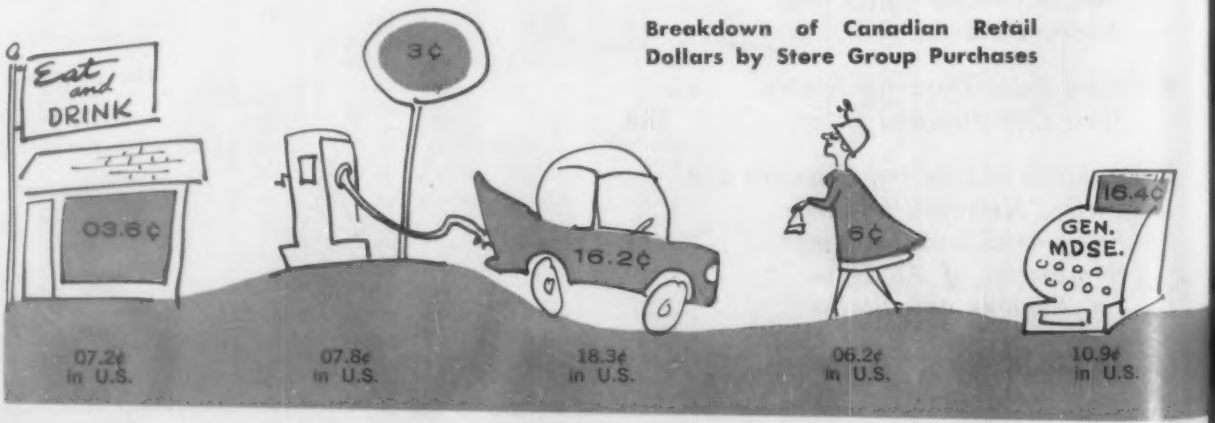
We therefore take great pains to make our Canadian *Survey of Buying Power* as useful as possible to both our Canadian subscribers and our American subscribers now operating in Canada (with or without a Canadian manufacturing or assembling plant). In it they will find the same yardsticks of market measurement which SALES MANAGEMENT has been making available for the United States markets since 1929.

As in the past we have benefited from consultation with various statisticians and officials of the Dominion Bureau of Statistics on the accuracy of our estimates for all of Canada and for the provinces particularly, and in some instances on our estimates for county and metropolitan areas. In this connection, our special thanks go to J. L. Forsyth, Acting Director of the Census Division; F. H. McCoy, Information Services Division; J. C. Brearley, Asst. Chief, Merchandising and Services Section; and S. A. Goldberg, Director of the Research and Development Division, all of the Dominion Bureau of Statistics.

Population Estimates

Our estimates of households for Canada follow the United States

Breakdown of Canadian Retail Dollars by Store Group Purchases



Census Bureau definition of the "private household". It thus includes all the persons who occupy a house, an apartment, or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members, and also the unrelated persons, if any, such as lodgers, servants or hired hands who share the living quarters—also a person living alone, or a group of unrelated persons sharing the same living accommodations as partners.

With one exception, the civil units in Canada are the same as in the United States, the exception being in Manitoba, Saskatchewan, Alberta and British Columbia, where there are no county names. Instead, each province is divided into divisions, which are synonymous with counties, and readers who wish to prepare market maps of these provinces should request detailed outline maps from the Dominion Bureau of Statistics, Ottawa, Ontario.

However, in the new 1956 Census of Population, results of which have been incorporated here, the D.B.S. revised the definition of divisions in Alberta and cut the number down from 17 to 15. We have made use of the new population estimates in Alberta, but present them in terms of the old 17 division breakdown, in order to preserve comparability with our retail sales data, available only on the basis of the old breakdown.

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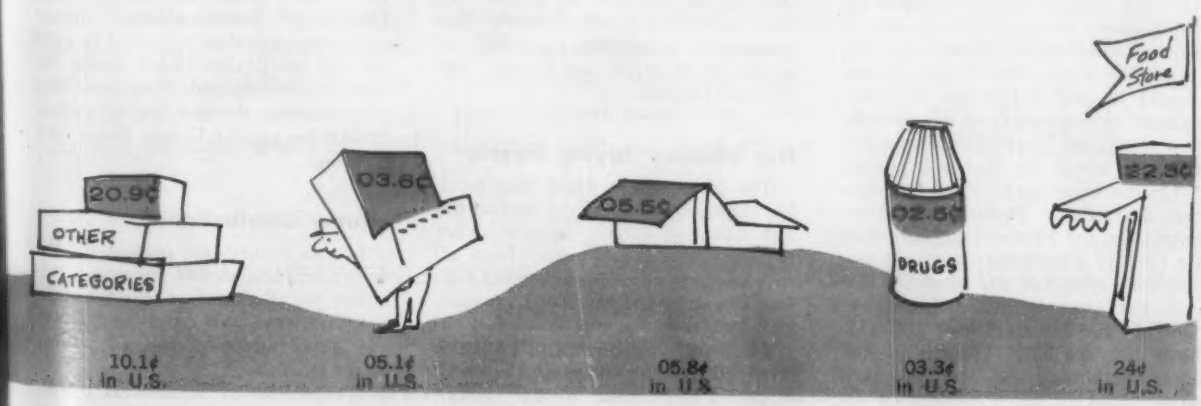
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Results of the 1956 Census of Population

The recent Census of Population, relating to June, 1956, revealed a few surprises, though confirming the most important fact of an annual gain of 3% since 1951, about twice as great as the comparable U. S. gain. The provinces of Ontario, Alberta, British Columbia and Newfounderland had gains in excess of the Canadian average, with the Maritime Provinces, Manitoba and Saskatchewan falling behind. The SALES MANAGEMENT estimates published in our 1956 *Survey* reflected these differential gains, but we badly overestimated the gain in Prince Edward Island (which remained practically stationary) and understated somewhat the growth in Alberta and British Columbia. It should be noted, however, that our estimates relate to January 1, 1956, while those of the D.B.S. relate to June, 1956.

Canada, despite its vast geographic size, has a far more concentrated population than the U. S. A., and this cuts the cost of sales and advertising. Sales organizations that want to do an intensive local advertising and promotion job can concentrate in Canada's 88 largest cities, which account for 70% of the retail sales volume; whereas in the U. S. A. the 502 largest cities account for only 62% of the retail sales.

Counties are listed in alphabetical order in provinces, and cities are indented under the counties of which they are a part, with city figures shown in contrasting light-face type. Because part of Canada is French-speaking, a column is provided under "Population" for the percentage of population (according to the 1951



Canada and U. S. Economic Box Score

	PERCENTAGE OF CHANGE			
	1959 over 1958		1958 over 1957	
	Canada	U.S.	Canada	U.S.
Gross National Product	+ 6.9	+ 8.6	+ 2.3	— 0.2
Index of Industrial Output	+ 8.0	+12.9	— 1.8	— 7.0
Disposable Income	+ 6.5	+ 5.7	+ 7.1	+ 2.8
Labor Income	+ 8.0	+ 8.0	+ 2.7	+ 0.5
Consumer Price Index	+ 1.1	+ 0.9	+ 2.6	+ 2.7
Retail Sales	+ 5.1	+ 7.5	+ 2.9	+ 0.2
Food	+ 3.8	+ 2.8	+ 5.7	+ 5.2
General Merchandise	+ 5.1	+ 8.0	+ 5.0	+ 2.4
Furniture, Appliances, etc.	+ 3.4	+ 7.0	— 0.6	— 2.5
Auto	+10.5	+16.5	— 3.8	—12.3
Drug	+ 5.6	+ 8.3	+ 4.0	+ 4.3

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Census) which is French-speaking, i.e., persons speaking French only, or French and English. Many marketing authorities argue that the two groups should be added together and considered as a segment of the population which can be reached most effectively by use of the French language.

On the other hand, there is a danger that these figures may overemphasize the French language since for many French-speaking persons English represents the primary tongue. For example, while three-quarters of the Montreal population is listed as speaking French in the above definition, the Montreal post office, breaking down households according to information gleaned by mail carriers as to which is the "first language", concludes that 59% of homes in Montreal are French, and 41% are English.

Net Effective Buying Income

The first column under this heading shows in thousands of dollars the Net Effective Buying Income (after payment of income taxes) from all sources such as salaries, wages, dividends and entrepreneurial income, including farm income.

The Dominion Bureau of Statistics provided SALES MANAGEMENT with estimates of personal income (before taxes) for Canada and the provinces (including Newfoundland). These estimates were then projected to 1959 and the results distributed among the various counties and cities according to a formula devised for estimating income for similar United States civil divisions.

Income Distributions

In this *Survey*, we present for the first time estimates of income distribution for all Canadian counties, census divisions and cities to parallel the data published for all United States markets.

Breakdowns of households by in-



MACLEAN-HUNTER KNOWS CANADA'S MARKETS

CANADA

BIGGEST SUPPLIER...

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Canada is the United States' biggest supplier—and its best customer. In 1958, U. S. imports from Canada were valued at $2.8 billion and its exports to Canada at $3.6 billion. This big market is nearby, has a stable economy and unlimited growth potential.

Canadian media offer the fastest, most direct route to this great and growing market. Canada's leading periodical publishing house, Maclean-Hunter, produces the nation's widest range of consumer magazines, business and financial publications, reaching virtually every kind of buyer.

Maclean-Hunter publications in Canada are edited by Canadians, experts in their fields. Consumers and businessmen look to them for authoritative information — for news of interest about products and services, presented from a Canadian point of view. In planning your advertising in Canada, make sure you select Maclean-Hunter publications — the Canadian media Canadians rely on.

THE CANADIAN ECONOMY, 1960

	millions
Gross national product ..	$37,100
Personal disposable income	25,700
Personal expenditure on consumer goods & services	23,922
Food	5,879
Shelter	3,513
Household operation ..	3,083
Transportation	2,772
Clothing and personal furnishings	2,461
Tobacco and alcoholic beverages	1,625
Personal and medical care	1,745
Other	2,844

**All figures based on 1960 estimates compiled by the Maclean-Hunter Research Department.*

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Comparison of S. M. and Census Population, By Provinces

	D.B.S. 1951 (Thous.)	D.B.S. 1956 (Thous.)	S.M. 1/1/1956 (Thous.)	% Error	D.B.S. % Change 1956 Over 1951
Prince Edward Island	98.5	99.3	110.6	+11.4	+ 0.8
Nova Scotia	642.6	694.7	695.1	+ 0.1	+ 8.1
New Brunswick	515.7	554.6	569.1	+ 2.6	+ 7.5
Quebec	4,055.7	4,628.4	4,634.3	+ 0.1	+14.1
Ontario	4,597.5	5,404.9	5,306.8	− 1.8	+17.6
Manitoba	776.5	850.8	868.5	+ 2.2	+ 9.8
Saskatchewan	831.7	880.7	912.6	+ 3.6	+ 5.9
Alberta	939.5	1,123.1	1,090.8	− 2.9	+19.5
British Columbia	1,165.2	1,398.5	1,338.5	− 4.3	+20.0
Newfoundland	361.4	415.1	423.5	+ 2.1	+14.9
Total, All Provinces	13,984.3	16,049.3	15,949.9	− 0.6	+14.8

come groups on a regional basis represent an important research tool because the demand for most common goods and services varies directly with the income class of the potential consumer. In the U. S. this kind of information has been available for the past six years as a result of the large store of data on income distribution collected in the 1950 Census of Income. This census was, and remains, the benchmark on which we base our current estimates of U. S. regional distribution of income, as published in SALES MANAGEMENT's annual *Survey of Buying Power*.

In response to the demand of marketing people in Canada as well as in the U. S., we have finally succeeded in developing comparable income distributions for Canada, based mainly on data on taxable income released by the Canadian Department of National Revenue and on data on the distribution of non-farm income in Canada released by the Dominion Bureau of Statistics.

However, a considerable amount of adjustment, estimation, and graduation of income classes, was necessary in order to shift the definition of income to conform with that of "net Effective Cash Buying Income" used in the *Survey of Buying Power*, and to emerge with city, county (or census division) and province distributions that would check with what we know to be true of Canada as a whole.

The distribution of income in Canadian markets is not too dissimilar from that in U. S. markets, with a somewhat smaller representation in the higher income groups. This is in accordance with Canada's somewhat lower average income, although marketing executives are aware of the slightly higher value of the Canadian dollar.

Nevertheless, it is evident from a close study of the figures presented here that the urban areas of Canada offer the same income potential for consumer goods as one finds in urban areas of the States, thus confirming the desirability of our attempt to treat Canadian markets exactly as we do markets in the U. S.

Data published here relate to the year 1959, and conform in general to the estimates published in previous issues of the Canadian *Survey of Buying Power*. However, county (or census division) and city income totals have been revised slightly. The income total presented here differs slightly in concept from the income total published in our 1959 *Survey of Buying Power*. Here we show cash income accruing to households only, corresponding to the new concept of cash household income introduced in the 1959 *Survey of Buying Power*. We also show for the first time, county (or census division) and city estimates of percentages of households falling into each of five income groups, and their corresponding income percentages.

The county and city income figures —just as in the case of similar figures for population and retail sales—are further refined to show percent of Canada. Still further refinements are the per capita and per household income figures, straight arithmetical computation derived by dividing total net Effective Buying Income by the number of inhabitants and the number of households.

Typical Applications of the Canadian Survey

The specific uses to which the Canadian *Survey* is put run parallel to those reported in a recent survey of nearly 800 companies who were asked to tell us how they use the SALES MANAGEMENT *Survey of Buying Power*, including all sections.

In the order of importance, these various uses are:

1. Choosing city markets for more intensive cultivation.
2. Fixing quotas of salesmen.
3. Allocation of advertising funds between markets.
4. Changing the size of the advertising budget according to the task to be accomplished.
5. Deciding whether or not market potentials justify introducing a new item.
6. Dealer promotion — to show them their potentials.
7. Deciding on the number of salesmen to be employed.
8. Choice of specific advertising media (new).
9. Deciding on location of new sales branches, retail outlets, or factories.
10. Changing amounts to be allocated to media previously used.

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Canadian Metropolitan Areas

Marketing men have long been seeking a workable metropolitan area concept for Canada that would help focus attention on the relatively small number of urban areas that account for the bulk of Canada's marketing activity. In connection with the 1951 and 1956 Canadian Census of Population, the Dominion Bureau of Statistics has taken a step in this direction by issuing population data for 15 officially designated "Census Metropolitan Areas."

The Bureau confined itself to 15 of the larger cities of Canada which have well defined satellite communities in close economic, geographic and social relationship to the city proper. Population data are available for these areas not only for 1956 and 1951 but also for 1941.

The DBS also has established analogous "metropolitan" area definitions for an additional twenty cities for which "there are adjacent areas with urban characteristics and in which the population of the central city is over 25,000." Unfortunately, the DBS omitted from its designation of these additional urban areas the cities of Regina and Saskatoon, both of which have populations over 50,000, on the grounds that these cities "did not have well-defined satellite communities." Nevertheless, any listing of Canadian metropolitan areas would certainly be incomplete without these two cities, so we have included them in our tabulation.

We present here two sets of metropolitan area tables, one for the 15 areas defined by DBS and one for 34 areas defined by SALES MANAGEMENT on county lines, which we frankly prefer for two reasons.

For one thing it gives recognition to 17 areas not recognized by DBS. For another, it eliminates a more fundamental problem in the use of the DBS so-called "metropolitan city" definitions, which American marketing men can comment upon out of their own experience.

The definitions of the boundaries of the satellite areas follow a population density contour, and therefore cut across corporate, municipal and county lines. These definitions are similar in concept to the "metropolitan districts" of the 1940 United States Census, which were composed of minor civil divisions in and around cities of more than 50,000 inhabitants, having a population density of 150 persons per square mile.

In making up these districts, it was sometimes decided to include a few less densely populated civil divisions on the basis of special qualifications. In other cases, only a portion of a minor civil division was included if the division had a large area and the principal concentration of population was in a small section in or near the central city, with the more remote sections being sparsely settled. In such cases, the unit considered was not the minor civil division, but component enumeration districts.

A metropolitan district was thus not a political unit, but rather an area including all of the thickly settled territory in or around a city or group of cities, and it tended to be a more or less integrated area with common economic, social, and often, but not always, administrative interests.

However, it was this lack of administrative interests that proved to be the Achilles heel of the definition. In the years since the 1940 metropolitan districts were established, there has been very little, if any, major marketing use made of these district definitions. The reason is that the boundary definitions were so complicated and detailed that it proved impossible to secure sales data for these areas without investing a huge research effort. Consequently, these essentially unworkable metropolitan district definitions were soon scrapped and replaced by a metropolitan *county* area concept, which, in the United States, has proved to be quite successful.

The general concept adopted is one of an integrated economic unit with a large volume of daily travel and communication between the central city and outlying sections.

The application of these principles has finally yielded 182 metropolitan areas in the U. S. defined along county lines, which have been enthusiastically and universally accepted by marketing experts.

Now, in passing over from the metropolitan district concept to the metropolitan county concept, it was frequently found necessary to include large land areas, often sparsely settled, which would not really be regarded as urban in character. Yet, it was felt that the distortions introduced in the final data were not great enough to outweigh the advantages growing out of the use of the simple county definition.

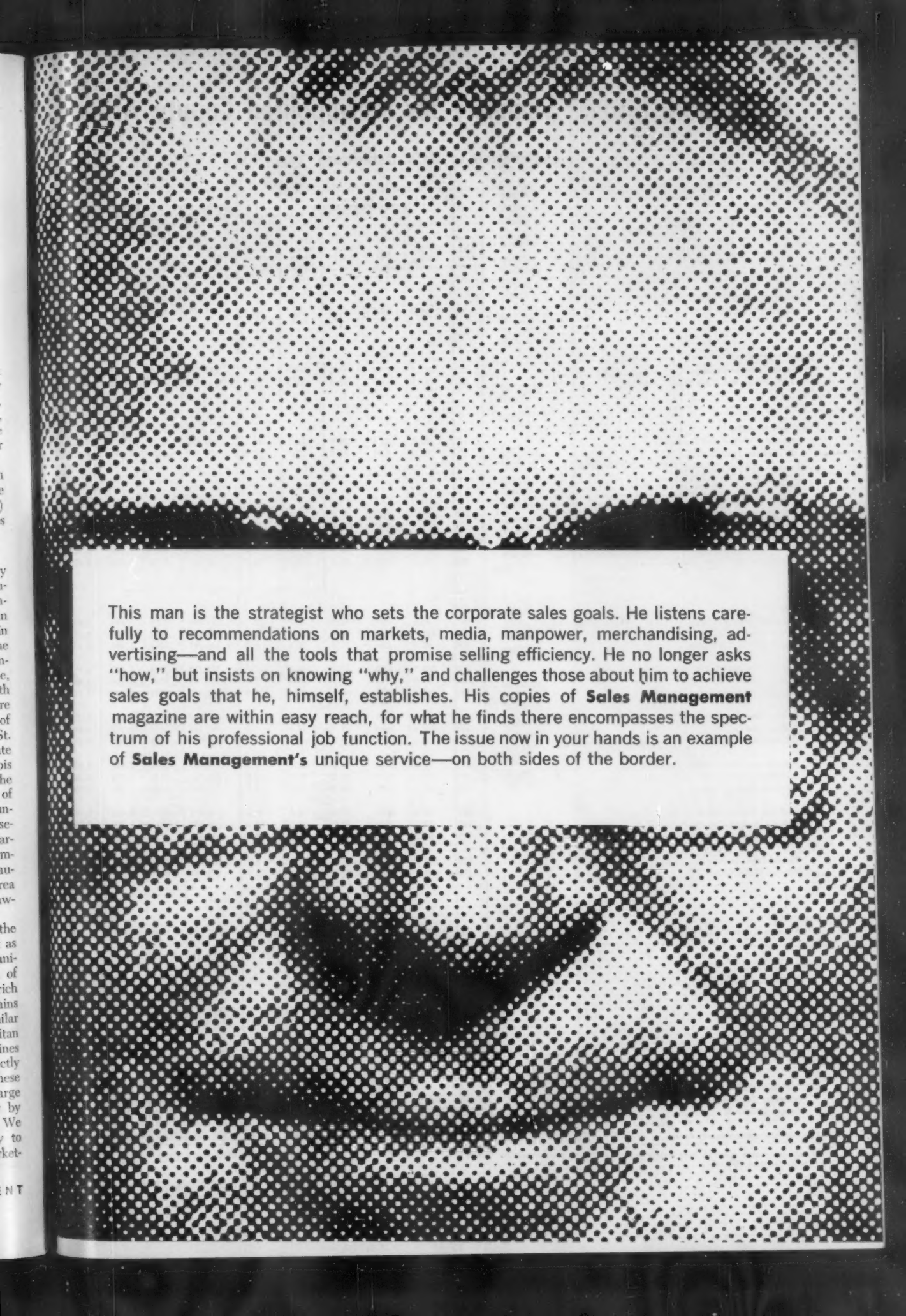
Over the past several years, the SALES MANAGEMENT research staff has been consulting with various Canadian marketing experts on the advisability of establishing metropolitan area definition for Canada that would follow county lines. Enough interest (along with some skepticism) was expressed for us to decide to go ahead. Accordingly, we present our definitions, along county lines, of 34 major Canadian metropolitan areas.

In only four areas (Montreal, Quebec, Ottawa and Winnipeg) was it necessary to include counties other than the parent county. By and large, with the exception of St. John, N. B., the population totals included in the metropolitan *county* areas are greater than those of the DBS areas.

The largest divergence occurs with respect to Victoria, for which the county definition (Division 5 in B.C.) covers about twice as many people as are in the DBS definition.

It must be noted that these county definitions are offered with great caution, for there are some problems involved in their use. County lines in Canada are in some cases drawn in a rather misleading way from the standpoint of their use as self-contained market areas. For example, counties in Quebec on the north shore of the St. Lawrence River are long narrow strips, running north of the river. Thus, thecounty of St. Maurice includes the two separate areas of Shawinigan Falls and Trois Rivieres. Much of the trade in the latter city is associated with part of Champlain County and Nicolet County across the St. Lawrence. Subsequent examination by Canadian marketing experts might result in combining Nicolet County with St. Maurice County as the metropolitan area for the multiple city market of Shawinigan Falls-Trois Rivieres.

Another difficulty is found in the definition of the Winnipeg market as including all of Division 6 (Manitoba), which means the inclusion of nearly 30,000 persons in the rich farming area of the Portage Plains and the Red River Valley. Similar difficulties affect other metropolitan areas where the use of county lines requires departure from a strictly urban concept. Whether or not these departures are considered too large can be ultimately answered only by Canadian marketing experts. We offer these definitions principally to stimulate thinking on a vital marketing problem.


This man is the strategist who sets the corporate sales goals. He listens carefully to recommendations on markets, media, manpower, merchandising, advertising—and all the tools that promise selling efficiency. He no longer asks "how," but insists on knowing "why," and challenges those about him to achieve sales goals that he, himself, establishes. His copies of **Sales Management** magazine are within easy reach, for what he finds there encompasses the spectrum of his professional job function. The issue now in your hands is an example of **Sales Management's** unique service—on both sides of the border.

Population, Income Summary for Metropolitan County Areas

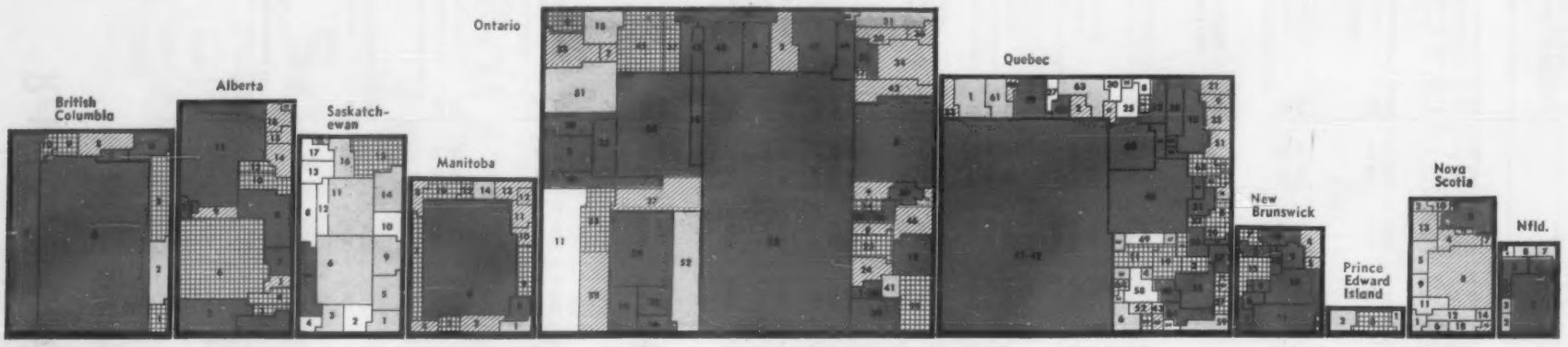
See explanation of SM definitions, page 402

AREAS	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME ESTIMATES—1959			
		Total (thousands)	% of Canada	Households (thous.)	Cons. Spend. Units (thous.)	% French Speaking (thous.)**	Net Dollars (add 000)	% of Canada	Per Capita	Per Household
NEWFOUNDLAND										
St. John's (Division 1)	521	186.9	1.0608	38.1	48.2	0.5	162,397	.6764	869	4,258
NOVA SCOTIA										
Halifax (Halifax County)	507	213.5	1.2118	47.5	64.3	4.9	250,214	1.0422	1,172	5,268
Sydney-Glace Bay (Cape Breton County)	528	127.8	.7253	26.5	31.7	3.3	148,114	.6169	1,159	5,589
NEW BRUNSWICK										
Moncton (Westmorland County)	512	92.6	.5256	20.9	26.2	43.6	100,161	.4173	1,082	4,792
St. John (St. John County)	526	88.1	.5000	21.7	22.3	7.5	101,468	.4227	1,152	4,676
QUEBEC										
Chicoutimi-Jonquieres (Chicoutimi County)	503	151.1	.8576	25.9	30.8	98.9	141,624	.5899	937	5,468
Montreal (Montreal, Jesus Island, Chambly Counties)	513	1,870.2	10.6147	484.4	571.2	76.4	3,010,004	12.5377	1,609	6,214
Quebec (Quebec and Levis Counties)	517	386.7	2.1948	81.9	102.0	98.4	424,029	1.7662	1,097	5,177
Shawinigan Falls-Trois Rivieres (St. Maurice County)	525	108.6	.6164	23.7	26.8	88.0	128,494	.5352	1,183	5,422
Sherbrooke (Sherbrooke County)	526	76.7	.4353	18.2	21.4	98.4	92,661	.3859	1,208	5,091
ONTARIO										
Brantford (Brant County)	501	85.1	.4830	23.0	27.1	2.1	136,997	.5706	1,610	5,956
Fort William-Port Arthur (Thunder Bay County)	505	138.1	.7839	33.8	43.5	6.3	207,267	.8633	1,501	6,132
Guelph (Wellington County)	506	80.4	.4564	21.4	25.4	1.4	116,293	.4844	1,446	5,434
Hamilton (Wentworth County)	508	333.1	1.8905	87.1	109.4	2.7	571,103	2.3789	1,715	6,557
Kingston (Frontenac County)	509	83.0	.4711	20.5	26.9	3.9	114,066	.4751	1,374	5,564
Kitchener (Waterloo County)	510	168.1	.9541	44.1	53.4	1.9	263,457	1.0974	1,567	5,974
London (Middlesex County)	511	202.1	1.1471	54.7	67.2	2.1	339,700	1.4150	1,681	6,210
Oshawa (Ontario County)	514	122.5	.6953	31.7	39.1	2.0	208,434	.8682	1,702	6,575
Ottawa (Carleton County, Ontario and Hull Counties, Quebec)	515	431.8	2.4508	102.6	128.9	47.4	654,435	2.7259	1,516	6,379
Peterborough (Peterborough County)	516	72.2	.4098	19.0	22.4	1.7	112,731	.4696	1,561	5,933
St. Catharines (Lincoln County)	519	125.1	.7101	33.2	40.5	3.6	209,602	.8730	1,675	6,313
Sarnia (Lambton County)	522	103.2	.5857	28.0	31.9	4.9	177,515	.7394	1,720	6,340
Sault Ste. Marie (Algoma County)	524	100.4	.5698	22.8	29.8	12.3	144,478	.6018	1,439	6,337
Sudbury (Sudbury County)	527	162.1	.9200	35.9	45.6	40.0	246,153	1.0254	1,519	6,857
Timmins (Cochrane County)	529	88.7	.5034	20.1	24.5	48.5	124,165	.5172	1,400	6,177
Toronto (York County)	530	1,635.0	9.2799	407.2	561.1	3.5	3,004,302	12.5139	1,837	7,378
Windsor (Essex County)	533	264.1	1.4989	70.1	81.3	16.0	453,463	1.8888	1,717	6,469
MANITOBA										
Winnipeg (Division 6 and Division 9)	534	467.6	2.6539	124.3	151.8	8.6	758,239	3.1584	1,622	6,100
SASKATCHEWAN										
Regina (Division 6)	518	141.0	.8003	36.0	70.3	3.6	199,477	.8309	1,415	5,541
Saskatoon (Division 11)	523	111.1	.6306	29.6	34.9	2.5	159,426	.6641	1,435	5,386
ALBERTA										
Calgary (Division 6)	502	311.1	1.7657	86.0	101.4	2.8	545,140	2.2707	1,752	6,339
Edmonton (Division 11)	504	363.7	2.0643	91.0	112.8	6.0	563,122	2.3456	1,548	6,188
BRITISH COLUMBIA										
Vancouver (Division 4)	531	868.1	4.9271	260.5	292.3	3.5	1,467,645	6.1132	1,691	5,634
Victoria (Division 5)	532	284.2	1.6131	85.8	96.1	3.6	466,117	1.9415	1,640	5,433
Total SM Metropolitan County Areas		10,044.0	57.0071	2,557.2	3,162.5	27.7	15,802,493	65.8227	1,573	6,180

** Includes people speaking both French and English and people speaking French only. See page 397.

Before using these figures, read foreword, page 396.

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Canada . . . by Sales, not Miles

On this chart we have drawn the 229 counties and census division across Canada in size according to retail sales volume. They are shaded in accordance with the intensity of coverage of Weekend and its French language edition Perspectives.

Note . . . where retail buying is highest — coverage is greatest!

Copies of this chart, size 35" x 22½", with or without Weekend/Perspectives coverage, are available upon request to our U.S. representatives, O'Mara & Ormsbee, Inc., New York, Detroit, Chicago, Los Angeles and San Francisco, or Weekend Magazine/Perspectives, 231 St. James St., W., in Montreal, Canada.

LEGEND	1959 Total Households	Combined Circulation	Coverage of Total Hslds.	% of Canada's Retail Sales
75 COUNTIES (Over 35% Coverage)	2,500,500	1,482,574	59%	63.49
41 COUNTIES (25 to 35% Coverage)	551,700	159,291	29%	11.28
50 COUNTIES (15 to 25% Coverage)	528,800	103,304	20%	10.79
45 COUNTIES (5 to 15% Coverage)	493,000	49,399	10%	10.95

Sources: Households & Retail Sales—'Sales Management 1959' WEEKEND Magazine/PERSPECTIVES circulation effective September 10, 1960—1,858,015

1,850,000* net paid circulation

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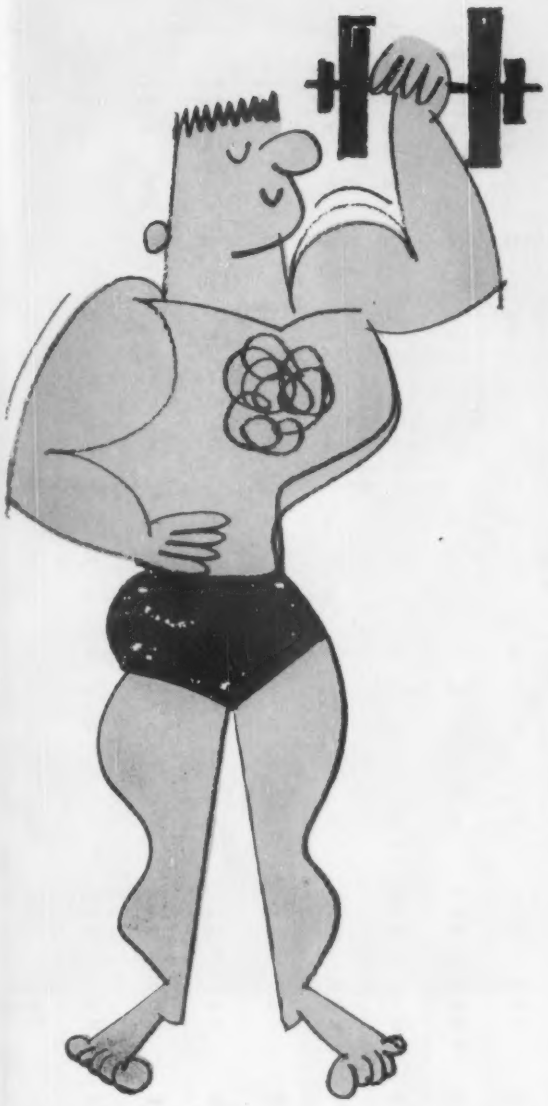
Weekend MAGAZINE / AND ITS FRENCH LANGUAGE EDITION Perspectives

* Effective September 10, 1960.

Retail Sales Summary for Metropolitan County Areas

See explanation of SM definitions, page 402

AREAS	Met. Area Code	RETAIL SALES— SM ESTIMATES, 1959														
		Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
NEWFOUNDLAND																
St. John's	521	117,219	.7256	3,077	.7689	72	68	34,741	4,638	35,916	5,371	2,134	12,475	1,568	3,909	2,005
NOVA SCOTIA																
Halifax	507	190,224	1.1779	4,005	1.1188	92	97	45,896	5,942	38,738	10,442	7,908	27,418	4,776	6,377	5,607
Sydney-Glace Bay	528	108,962	.6747	4,112	.6558	90	93	37,069	3,580	14,613	10,491	5,518	14,983	3,729	8,806	1,873
NEW BRUNSWICK																
Moncton	512	77,188	.4779	3,683	.4572	87	91	15,713	1,759	19,790	4,163	3,540	12,395	3,287	1,855	1,843
St. John	520	98,038	.6070	4,518	.4934	99	121	26,204	2,222	11,817	8,137	5,729	13,506	2,331	2,978	3,586
QUEBEC																
Chicoutimi-Jonquiere	503	74,564	.4617	2,879	.6060	71	84	25,191	1,457	7,598	9,415	4,667	13,215	1,732	1,348	1,138
Montreal	513	1,980,273	12.2623	4,088	12.0706	114	116	539,224	108,950	282,880	165,696	85,454	241,117	80,527	98,168	82,350
Quebec	517	294,070	1.8210	3,591	1.8884	85	87	80,009	11,464	40,185	25,672	11,392	43,301	8,357	8,617	8,409
Shawinigan Falls-Trois Rivieres	525	96,940	.6002	4,090	.5709	93	97	24,312	3,292	8,259	10,415	4,338	12,113	1,530	7,385	1,495
Sherbrooke	526	63,379	.3924	3,432	.3877	91	90	16,695	2,617	2,526	7,470	4,991	8,875	2,613	1,378	1,482
ONTARIO																
Brantford	501	78,697	.4873	3,422	.5281	109	101	16,868	2,414	6,251	5,915	3,753	12,069	2,699	4,699	1,537
Fort William-Port Arthur	505	103,850	.6430	3,072	.7813	109	92	28,267	3,956	22,136	6,747	2,285	17,965	2,273	2,841	2,199
Guelph	506	76,714	.4750	3,589	.4759	104	104	15,702	2,234	5,212	5,296	2,761	12,228	2,565	5,018	1,729
Hamilton	508	351,067	2.1738	4,031	2.2196	117	115	89,745	16,501	43,863	24,319	13,619	52,041	13,064	16,993	11,474
Kingston	509	68,243	.4225	3,329	.4585	97	90	16,760	2,118	6,940	6,049	3,476	9,270	1,929	3,916	2,135
Kitchener	510	168,207	1.0416	3,814	1.0620	110	109	33,276	4,749	12,433	12,631	7,999	25,571	6,217	12,789	2,833
London	511	231,180	1.4315	4,226	1.3864	119	125	47,446	6,021	24,002	15,459	12,372	35,872	8,863	12,034	6,953
Oshawa	514	109,738	.6796	3,462	.7771	112	98	27,606	2,643	8,901	5,904	3,525	19,861	3,819	8,636	2,870
Ottawa	515	396,563	2.4557	3,865	2.5897	106	100	101,658	15,648	60,845	24,515	12,543	47,739	12,189	16,739	9,033
Peterborough	516	72,226	.4473	3,801	.4510	110	109	17,374	1,709	7,685	4,920	3,235	9,846	3,627	5,248	1,847
St. Catharines	519	101,583	.6290	3,060	.7672	109	99	25,111	2,738	8,654	6,791	5,387	16,177	3,836	4,671	2,516
Sarnia	522	74,370	.4605	2,656	.6250	107	79	19,026	2,283	8,107	4,159	4,209	13,386	3,995	4,430	1,709
Sault Ste. Marie	524	80,741	.5000	3,541	.5648	98	88	29,025	3,845	10,358	7,376	2,084	11,131	2,430	5,296	2,197
Sudbury	527	109,714	.6794	3,056	.9006	98	74	35,114	3,879	18,006	7,823	4,503	17,211	2,978	5,689	2,296
Timmins	529	62,646	.3880	3,117	.4757	94	77	21,380	2,651	8,533	5,387	1,474	9,591	1,537	3,236	1,576
Toronto	539	2,177,622	13.4844	5,348	12.1563	131	145	461,319	99,574	364,856	134,359	82,164	309,819	72,214	92,119	73,042
Windsor	533	291,941	1.2586	2,861	1.6194	108	83	51,982	10,451	16,691	13,953	13,987	28,081	6,606	10,062	6,232
MANITOBA																
Winnipeg	534	478,775	2.9647	3,952	2.9994	113	112	93,607	17,267	115,557	22,322	16,638	68,393	10,202	36,039	12,744
SASKATCHEWAN																
Regina	518	190,158	1.1775	5,282	.9288	116	147	25,898	5,441	53,057	10,931	4,611	30,076	4,595	7,848	4,092
Saskatoon	523	124,707	.7722	4,213	.6988	109	122	20,084	3,606	18,442	5,484	4,769	24,382	1,699	8,224	4,383
ALBERTA																
Calgary	502	358,682	2.2210	4,171	2.1548	122	126	67,705	9,962	74,997	22,519	15,883	60,512	10,432	26,942	8,964
Edmonton	504	377,401	2.3369	4,147	2.2867	111	113	67,758	10,097	88,987	20,412	14,506	67,841	11,496	27,629	9,719
BRITISH COLUMBIA																
Vancouver	531	993,345	6.1510	3,813	5.9873	119	125	190,884	38,567	191,067	47,917	32,733	194,409	32,584	49,910	31,281
Victoria	532	259,249	1.6054	3,022	1.7750	110	100	53,011	9,565	55,481	12,978	8,701	47,259	8,156	13,791	6,367
Total SM Metropolitan County Areas		16,148,304	84.0788	4,047	83.5365	111	112	2,382,679	423,082	1,683,361	691,484	412,987	1,539,327	310,387	525,342	239,46



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Ranking of Metropolitan County Areas

SM Estimates, 1959, for POPULATION, INCOME, RETAIL SALES

AREAS	Population	Households	Effective Buying Income	E. B. I. per Capita	E. B. I. per Hsld.	Total Retail Sales	Retail Sales per Hsld.	Food Store Sales	Eating & Drinking Places	General Merchandise	Apparel Store Sales	Furn. & Hsld. Appl.	Automotive	Gas. Sta.	Lumber, Bldg. & Hwdre.	Drug Store Sales
Brantford (Brant County, Ont.)	30	26	26	12	18	25	24	30	26	32	26	25	29	23	24	31
Calgary (Div. 6, Alb.)	9	8	8	2	8	7	6	9	10	6	5	5	6	7	6	7
Chicoutimi-Jonquieres (Chicoutimi County, P. Q.)	17	24	25	23	24	28	33	23	34	30	18	20	24	30	34	34
Edmonton (Div. 11, Alb.)	7	6	7	16	13	6	7	8	9	5	7	6	5	6	5	6
Fort William-Port Arthur (Thunder Bay County, Ont.)	19	18	18	19	15	21	29	19	17	15	24	31	18	28	31	21
Glace Bay—(See Sydney)																
Guelph (Wellington County, Ont.)	32	29	29	20	25	26	20	34	28	33	31	30	27	25	23	28
Halifax (Halifax Co., N. S.)	12	13	14	28	29	13	12	13	13	12	16	14	14	14	19	13
Hamilton (Wentworth Co., Ont.)	8	7	6	5	4	8	11	6	5	10	4	8	7	4	7	5
Jonquieres (See Chicoutimi)																
Kingston (Frontenac Co., Ont.)	31	32	30	25	22	32	25	31	30	31	25	28	33	29	27	23
Kitchener (Waterloo Co., Ont.)	16	14	13	14	17	15	15	17	15	21	13	13	15	13	19	17
London (Middlesex Co., Ont.)	13	12	12	8	12	11	4	12	12	14	9	10	11	9	11	10
Moncton (Westmoreland Co., N. B.)	27	31	33	31	32	27	18	33	32	16	34	27	26	21	32	27
Montreal (Montreal, Jesus Island, Chambly Counties, Que.)	1	1	1	13	11	2	10	1	1	2	8	1	2	2	1	2
Oshawa (Ont. Co., Ont.)	22	20	17	6	3	18	23	20	25	24	27	26	17	18	14	18
Ottawa (Carlton Co. Ont. & Hull Co., Quebec)	5	5	5	18	6	5	13	4	6	7	3	9	8	5	8	9
Peterborough (Peterborough Co., Ont.)	34	33	31	15	19	31	17	29	33	29	32	29	31	20	22	26
Port Arthur—(See Fort William)																
Quebec (Quebec & Levis Counties)	6	10	11	32	30	9	19	7	7	11	2	11	10	10	15	8
Regina (Div. 6, Sask.)	18	16	19	23	23	14	2	22	14	9	14	21	12	15	17	15
St. Catherines (Lincoln Co., Ont.)	21	19	16	9	10	22	30	24	23	25	23	17	20	17	25	19
St. John (St. John Co., N. B.)	29	28	32	30	33	23	3	21	29	22	19	15	22	27	30	16
St. John's (Div. 1, Newfoundland)	14	15	21	34	34	17	27	16	16	13	30	34	25	32	28	24
Sarnia (Lambton Co., Ont.)	25	22	20	3	7	30	34	28	27	28	33	24	23	16	26	29
Saskatoon (Div. 11, Sask.)	23	21	22	22	26	16	5	27	20	17	28	19	16	31	16	14
Sault St. Marie (Algoma Co., Ont.)	26	27	24	21	9	25	21	18	19	23	22	22	30	26	21	22
Shawinigan Falls—Trois Rivieres (St. Maurice Co., Que.)	24	25	27	27	27	24	9	25	22	27	17	23	28	34	18	32
Sherbrooke (Sherbrooke Co., Que.)	33	34	34	26	31	33	22	32	31	34	21	18	34	24	33	33
Sudbury (Sudbury Co., Ont.)	15	17	15	17	2	19	28	15	18	18	20	22	19	22	20	20
Sydney-Glace Bay (Cape Breton Co., N. S.)	20	23	23	29	21	20	8	14	21	20	15	16	21	19	13	25
Timmins (Cochrane Co., Ont.)	28	30	28	24	14	34	26	26	24	26	29	33	32	33	29	30
Toronto (York Co., Ont.)	2	2	2	1	1	1	1	2	2	1	11	2	1	1	2	1
Trois Rivieres (See Shawinigan Falls)																
Vancouver (Div. 4, B. C.)	3	3	3	7	20	3	16	3	3	3	1	3	3	3	3	3
Victoria (Div. 5, B. C.)	10	9	9	10	26	10	31	10	11	8	12	12	9	11	9	11
Windsor (Essex Co., Ont.)	11	11	10	4	5	12	32	11	8	19	10	7	13	12	12	12
Winnipeg (Div. 6 & Div. 9, Manitoba)	4	4	4	11	16	4	14	5	4	4	6	4	4	8	4	4



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Population, Income Summary for DBS Metropolitan Areas

See explanation of DBS definitions, page 402

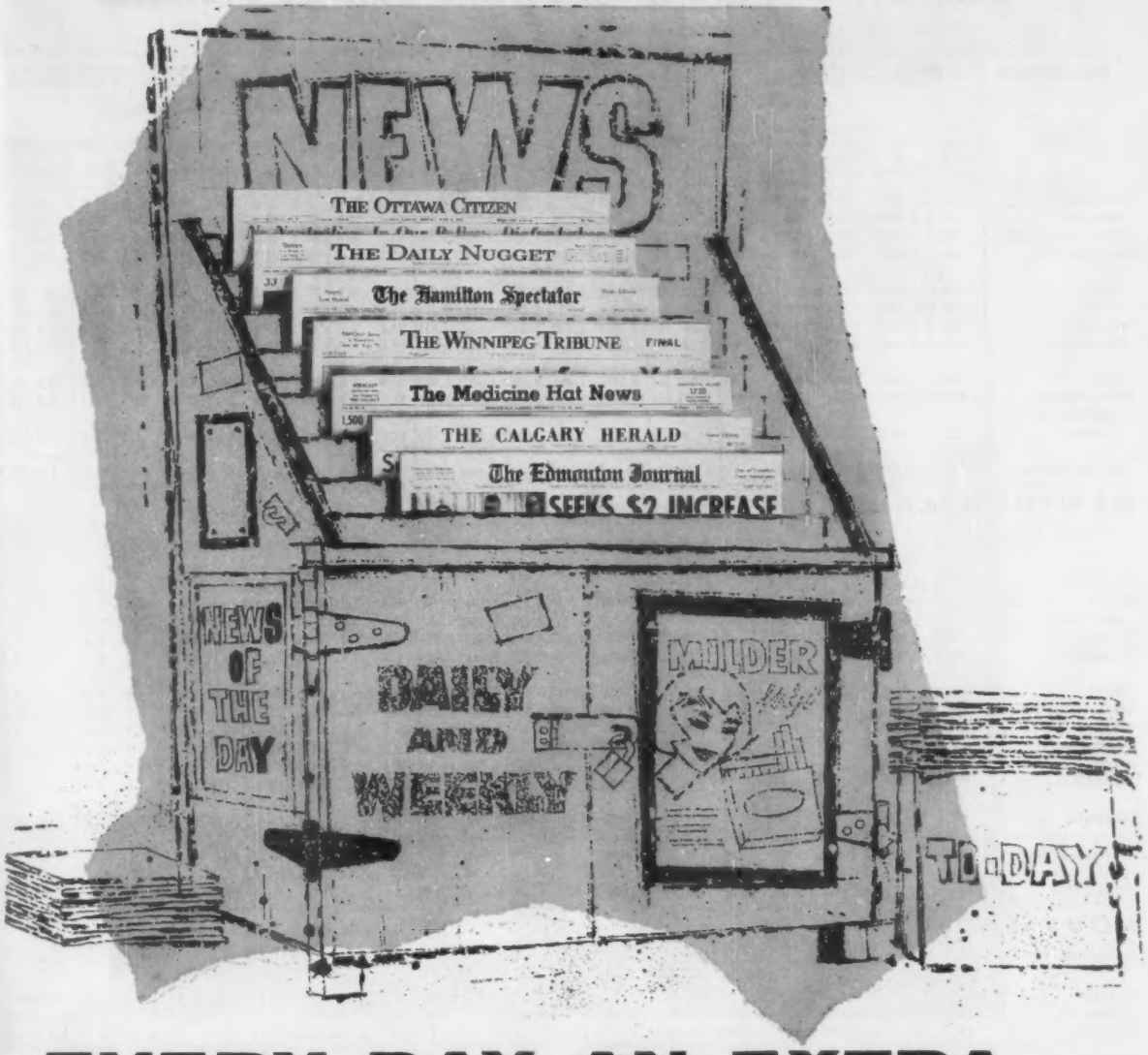
METRO AREAS	SM POPULATION ESTIMATES, 1/1/60				SM EFFECTIVE BUYING INCOME ESTIMATES — 1959			
	Total (thousands)	% of Canada	% French Speaking (thous.)	Households (thous.)	Net Dollars (add 000)	% of Canada	Per Capita	Per Household
NEWFOUNDLAND								
St. John's	82.5	.4682	.8	18.4	80,506	.3353	976	4,912
NOVA SCOTIA								
Halifax	181.1	1.0279	8.2	40.3	217,713	.9068	1,202	5,402
NEW BRUNSWICK								
St. John	93.7	.5318	7.3	23.0	109,521	.4562	1,169	4,582
QUEBEC								
1Montreal	1,782.8	10.1187		463.6	2,868,480	11.9482	1,609	6,187
Quebec	353.8	2.0081	98.6	75.6	392,065	1.6331	1,108	5,186
ONTARIO								
Hamilton	367.6	2.0864	2.9	90.4	889,710	2.4863	1,604	6,523
London	161.6	.9172	2.4	43.8	278,294	1.1592	1,722	6,354
Ottawa	377.0	2.1397	46.6	98.4	587,438	2.4469	1,558	5,910
Toronto	1,532.7	8.6962	3.6	381.0	2,821,091	11.7506	1,841	7,404
Windsor	194.5	1.1039	15.2	51.6	341,935	1.4243	1,758	6,627
MANITOBA								
Winnipeg	432.2	2.4539	7.9	116.8	706,554	2.9430	1,635	6,049
ALBERTA								
Calgary	294.3	1.3298	2.9	66.7	439,815	1.8320	1,877	6,594
Edmonton	294.1	1.6692	5.3	73.8	471,081	1.9622	1,602	6,383
BRITISH COLUMBIA								
Vancouver	748.4	4.2364	3.8	225.1	1,275,864	5.3144	1,709	5,668
Victoria	138.0	.7832	3.6	44.0	231,979	.9663	1,681	5,272
Total DBS Metro Areas	6,972.3	39.5728	29.9	1,812.4	11,412,046	47.5351	1,637	6,297

1 A special study of Montreal DBS area by the Post Office indicates French is the "first language" in 59% of homes, English in 41%. SM's figure for people speaking French and English plus those speaking French only is 75.9% of population.

Retail Sales Summary for DBS Metropolitan Areas

See explanation of DBS definitions, page 402

AREAS	RETAIL SALES — SM ESTIMATES, 1959														
	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
NEWFOUNDLAND															
St. John's	84,635	.5241	5,161	.4185	89	112	22,051	107	27,231	4,959	2,034	11,701	726	3,575	1,823
NOVA SCOTIA															
Halifax	175,435	1.0863	4,353	.9849	96	106	42,447	163	38,593	10,434	7,987	25,475	3,823	6,264	5,225
NEW BRUNSWICK															
St. John	97,102	.6013	4,063	.8149	97	113	27,129	217	11,918	8,142	5,729	13,538	2,368	2,978	3,540
QUEBEC															
Montreal	1,836,415	11.3715	3,961	11.4093	113	112	831,192	3,412	260,969	165,145	85,133	233,816	49,564	77,636	51,861
Quebec	256,316	1.5872	3,390	1.6943	84	79	63,739	250	38,913	25,868	11,378	42,011	7,435	8,582	8,298
ONTARIO															
Hamilton	342,283	2.1196	3,786	2.2813	109	102	84,156	4,542	42,550	24,870	13,768	52,448	13,007	17,222	11,819
London	178,714	1.1066	4,080	1.0950	119	121	42,367	451	20,096	964	11,771	28,948	5,901	9,509	6,444
Ottawa	347,816	2.1538	3,499	2.2975	107	101	81,997	1,521	56,272	24,507	12,540	44,992	11,803	15,861	8,063
Toronto	1,994,961	12.3532	5,236	11.3212	130	142	441,632	13,852	349,023	131,633	61,088	291,267	66,418	83,555	69,275
Windsor	191,950	1.1886	3,720	1.2895	117	108	42,139	950	13,243	12,079	12,199	19,988	4,959	7,253	5,302
MANITOBA															
Winnipeg	414,804	2.5688	3,581	2.7327	111	105	77,391	2,685	109,562	20,733	15,268	57,971	9,362	33,124	12,450
ALBERTA															
Calgary	248,394	1.5381	3,724	1.6434	124	116	60,274	384	57,416	17,150	12,140	42,316	8,659	19,361	5,938
Edmonton	294,389	1.8227	3,988	1.9618	112	109	57,187	902	70,638	18,128	12,772	54,261	9,144	20,845	8,231
BRITISH COLUMBIA															
Vancouver	838,888	5.1945	3,727	5.0628	126	123	160,213	5,198	171,499	45,347	29,188	168,856	26,489	41,725	26,798
Victoria	168,417	1.0308	3,782	.9439	121	132	29,201	1,235	31,973	8,801	6,748	26,224	5,323	8,113	3,529
Total DBS Metropolitan Areas	7,428,499	46.2465	4,096	45.5549	116	117	1,753,145	40,819	1,296,079	518,298	319,625	1,113,812	223,901	383,023	239,662



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*Published for Pacific Press Ltd.

Summary of Population, Income Data by Provinces

PROVINCES / COUNTIES CITIES	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.									
												Income Breakdown of Households									
	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Newfoundland	454.0	2.5767	90.3	112.9	1.3	351,090	1.4624	773	3,888	3,110	3,407	44.3	20.0	31.0	30.5	18.2	29.0	5.1	13.2	1.4	7.3
Nova Scotia	721.8	4.0968	166.9	205.1	7.1	763,287	3.1794	1,057	4,598	3,722	4,112	29.3	11.0	29.8	24.2	31.3	41.6	8.3	17.8	1.3	5.4
Prince Edward Island	103.0	.5845	23.6	28.1	9.8	98,314	.4095	955	4,166	3,499	3,598	39.2	16.6	32.2	29.7	20.6	30.8	5.5	15.8	1.5	7.1
New Brunswick	596.7	3.3867	130.5	151.7	39.0	540,066	2.2495	905	4,138	3,560	3,646	37.0	15.1	29.5	26.3	25.7	37.5	6.5	15.3	1.3	5.8
Quebec	5,046.5	28.6425	1,126.5	1,329.4	87.8	5,905,432	24.5982	1,170	5,242	4,442	4,726	20.5	6.5	29.9	20.6	37.6	42.1	8.0	14.4	4.0	16.4
Ontario	6,008.6	34.1032	1,529.4	1,916.4	9.3	9,560,918	39.8245	1,591	6,251	4,989	5,671	15.3	4.0	21.6	12.4	41.0	38.4	15.7	23.6	6.4	21.6
Manitoba	893.0	5.0685	214.5	274.7	8.4	1,267,961	5.2815	1,420	5,407	4,616	4,815	20.8	6.5	27.1	18.8	38.4	42.8	10.0	17.8	3.7	14.4
Saskatchewan	910.0	5.1649	232.7	302.4	5.3	1,102,143	4.5908	1,211	4,736	3,645	4,240	23.2	7.9	26.1	19.4	41.3	50.1	7.4	14.5	2.0	8.1
Alberta	1,262.6	7.1661	329.7	380.2	4.9	1,846,584	7.6916	1,463	5,601	4,857	4,999	18.9	5.6	28.8	18.2	36.2	38.5	12.3	21.0	4.6	16.7
British Columbia	1,587.6	9.0106	465.4	524.9	3.4	2,541,044	10.5843	1,601	5,460	4,841	4,917	18.1	5.5	32.3	21.4	34.5	37.2	10.1	17.4	5.0	18.5
Yukon-Northwest Territories	35.1	.1993	7.1	10.6	.7	30,803	.1283	878	4,338	2,906	3,909	29.1	11.0	31.4	25.9	33.0	44.2	4.4	9.5	2.1	9.4
Total All Provinces	17,618.9	100.000	4,335.7	5,236.4		24,007,822	100.000	1,363	5,537	4,585	4,988	19.9	6.0	26.7	17.5	37.6	39.8	11.2	19.2	4.6	17.5

NEWFOUNDLAND

City and Population (in thousands)		County
St. John's	59.5	Newfoundland

Division 1	521	186.9	1.0808	38.1	48.2	.5	162,397	.6764	869	4,258	3,369	3,739	48.6	16.0	31.8	35.1	15.8	25.9	2.5	11.7	1.3	11.3
▲St. Johns		59.5	.3377	12.3	16.3	.9	63,724	.2654	1,071	5,181	3,906	4,541	29.1	9.9	32.7	24.1	25.6	30.8	7.7	14.9	4.9	20.3
Division 2		25.2	.1430	5.3	6.1	.4	13,230	.0551	525	2,484	2,169	2,188	74.1	42.0	21.2	40.0	3.9	10.9	.7	5.3	.1	1.8
Division 3		22.6	.1283	4.5	5.5		12,355	.0515	546	2,727	2,246	2,407	71.0	36.7	19.1	32.7	9.0	23.1	.8	5.7	.1	1.8
Division 4		22.3	.1266	4.2	4.9	14.3	14,277	.0595	642	3,417	2,914	2,980	55.5	22.9	27.8	38.0	15.7	32.1	.9	5.5	.1	1.5
Division 5		40.3	.2287	7.7	9.4	.7	46,558	.1933	1,155	6,054	4,953	5,301	28.3	6.6	25.9	20.0	37.7	43.5	7.1	23.9	1.0	6.0
Division 6		37.9	.2151	6.8	9.1	1.1	43,593	.1816	1,150	6,396	4,790	5,620	25.3	5.6	25.5	18.6	40.2	43.9	7.8	24.8	1.2	7.1
Division 7		40.4	.2293	8.8	10.5	.1	19,862	.0827	492	2,263	1,892	1,979	79.6	49.6	15.4	31.9	4.5	13.9	.4	3.3	.1	1.3
Division 8		43.4	.2463	8.9	10.5	.1	18,693	.0779	430	2,097	1,780	1,841	82.3	55.3	14.8	32.9	2.7	9.0	.1	1.4	.1	1.4
Division 9		22.1	.1254	4.0	5.0	.1	8,777	.0366	398	2,210	1,755	1,924	79.1	50.4	17.2	36.4	3.4	10.9	.2	1.4	.1	.9
Division 10		12.9	.0732	2.0	3.6	5.7	11,348	.0473	880	5,796	3,152	4,974	26.0	6.3	24.3	19.8	43.9	52.9	5.4	18.9	.4	2.3
Total Above Cities		59.5	.3377	12.3	16.3	.9	63,724	.2654			3,906		29.1	9.9	32.7	24.1	25.6	30.8	7.7	14.9	4.9	20.3
Province Total		454.0	2.5768	90.3	112.9	1.3	351,090	1.4624	773	3,888	3,110	3,408	55.2	20.0	25.4	30.5	16.1	29.0	2.8	13.2	.8	7.3

NOVA SCOTIA

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Amherst	10.7	Cumberland	Halifax	108.7	Halifax	Sydney	33.1	Cape Breton
Dartmouth	24.6	Halifax	Kentville	5.5	Kings	Truro	13.2	Colchester
Glace Bay	24.2	Cape Breton	New Glasgow	10.2	Pictou	Yarmouth	8.1	Yarmouth

Annapolis		23.0	.1306	5.7	7.2	3.0	22,385	.0933	973	3,927	3,082	3,530	38.7	16.9	34.0	32.2	19.4	30.1	7.3	18.1	.6	2.7
Antigonish		13.6	.0772	2.6	3.5	14.0	11,024	.0459	811	4,240	3,130	3,793	35.8	14.5	33.0	29.2	23.3	33.5	6.0	13.8	1.9	9.0
Cape Breton	828	127.8	.7253	26.5	31.7	3.3	148,114	.6169	1,159	5,589	4,665	4,999	13.1	4.0	22.1	14.8	51.9	56.8	11.8	20.7	1.1	3.7
△Glace Bay		24.2	.1374	5.1	6.0	1.5	28,848	.1202	1,192	5,656	4,760	5,082	11.6	3.5	21.5	14.2	54.0	57.9	11.7	20.3	1.2	4.1
△Sydney		33.1	.1879	6.9	9.1	3.9	42,281	.1761	1,277	6,128	4,615	5,466	8.7	2.4	19.0	11.6	54.8	54.9	15.5	24.9	2.0	6.2

** Includes people speaking both French and English and people speaking French only. See page 397.

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Before using these figures, read foreword, page 396.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

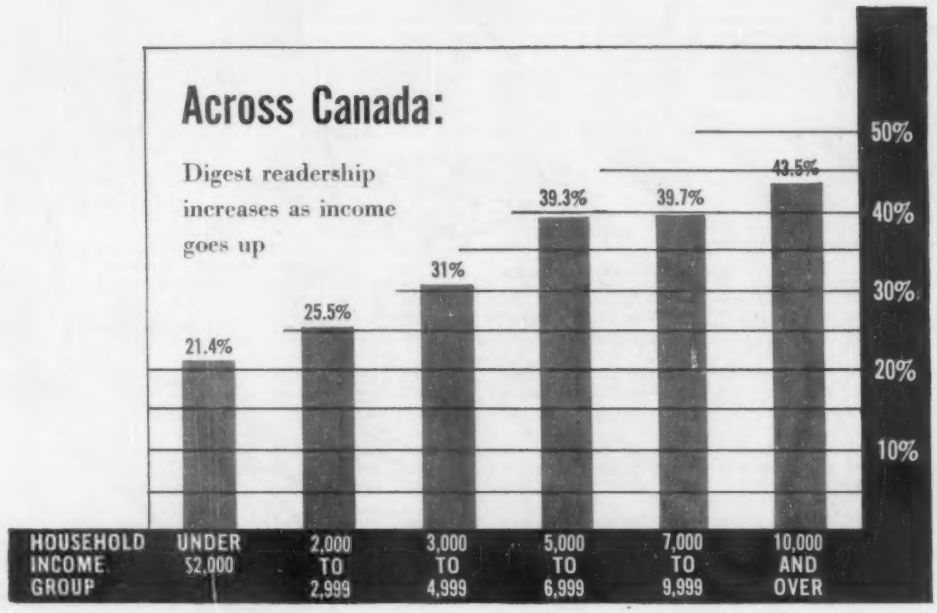
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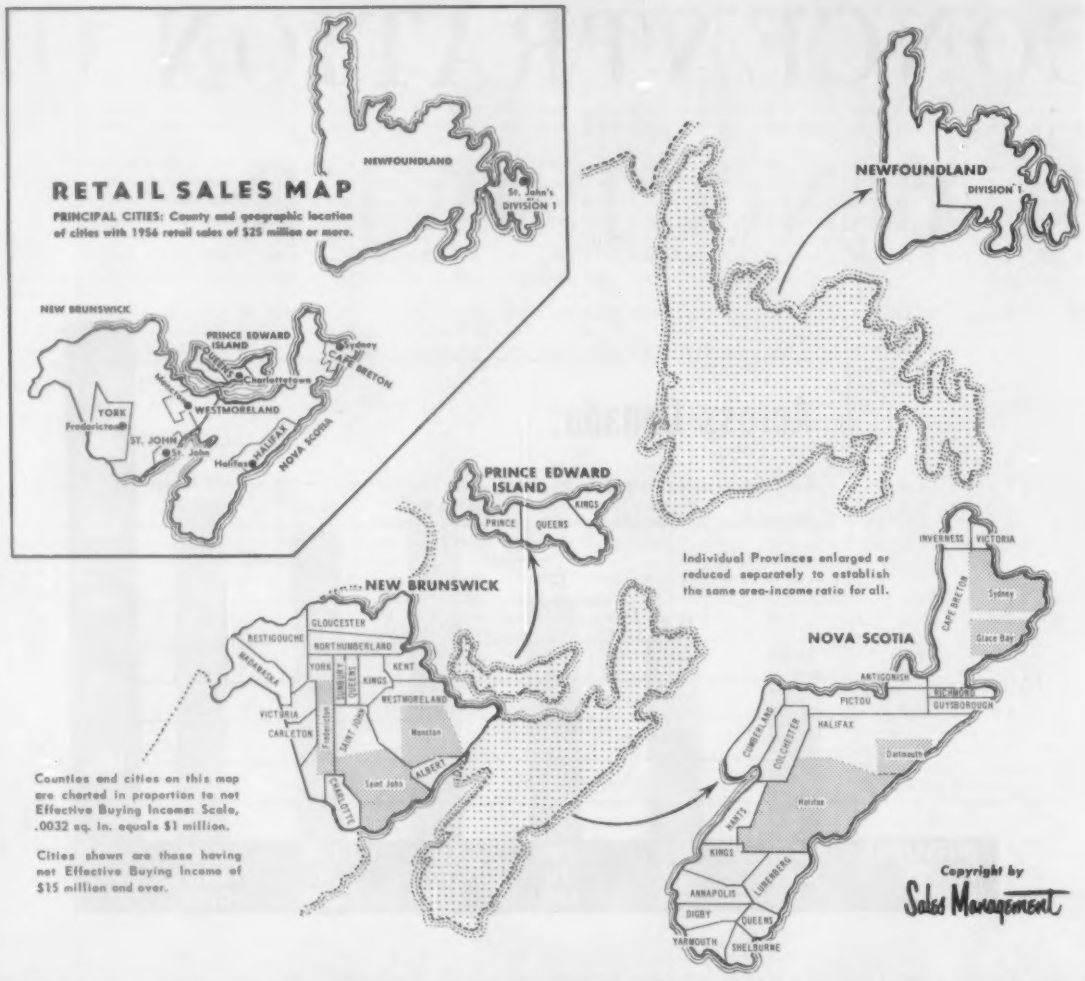
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NEWFOUNDLAND, PRINCE EDWARD ISLAND, NOVA SCOTIA and NEW BRUNSWICK



NOVA SCOTIA		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT. Income Breakdown of Households									
													$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000 & over	
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
Colchester		35.1	.1993	8.5	10.4	1.0	37,447	.1560	1,067	4,406	3,583	3,919	32.0	12.5	30.9	26.4	28.2	30.3	8.1	18.1	.8	3.7
Truro		13.2	.0749	3.4	4.2	1.7	17,662	.0736	1,338	5,195	4,143	4,649	23.7	7.8	25.5	18.4	35.3	41.4	13.9	26.3	1.6	6.1
Cumberland		39.8	.2259	10.1	11.6	4.0	41,118	.1713	1,033	4,071	3,532	3,634	34.1	14.4	33.1	30.5	27.8	41.9	4.4	10.5	.6	2.7
Amherst		10.7	.0607	2.6	3.2	*	11,793	.0491	1,102	4,536	3,652	4,021	30.9	11.8	30.5	25.4	29.4	39.9	7.9	17.2	1.3	5.7
Digby		21.7	.1231	5.2	6.1	42.1	16,721	.0696	771	3,216	2,733	2,874	46.7	25.0	39.1	45.6	12.4	23.5	1.8	5.9	.2	.9
Guysborough		13.5	.0766	3.2	3.5	7.4	10,930	.0456	810	3,418	3,061	3,081	43.8	21.9	37.2	40.5	15.2	26.7	3.8	10.9		
Halifax	607	213.5	1.2118	47.5	64.3	4.9	250,214	1.0422	1,172	5,268	3,888	4,715	22.9	7.5	25.8	18.3	36.9	42.7	12.9	22.4	2.4	9.1
Dartmouth		24.6	.1396	5.7	7.5	4.2	33,410	.1392	1,358	5,861	4,411	5,207	16.2	4.8	22.1	14.2	44.3	46.5	14.4	24.3	3.0	10.2
△Halifax		108.7	.6170	24.2	35.2	6.1	136,277	.5676	1,254	5,631	3,871	5,035	20.7	6.3	24.1	16.1	37.8	41.0	13.5	24.1	3.6	12.5
Hants		26.4	.1498	6.3	7.2	1.0	23,968	.0999	908	3,804	3,249	3,420	39.2	17.6	35.3	34.5	20.6	33.4	3.7	9.5	1.0	5.0
Inverness		18.3	.1039	3.9	4.6	25.2	13,718	.0571	750	3,517	2,929	3,169	41.5	20.1	36.5	38.6	18.8	32.4	3.2	8.9		
Kings		39.2	.2225	9.3	11.6	2.1	37,118	.1546	947	3,991	3,197	3,562	37.7	16.3	33.8	31.8	21.2	32.6	6.6	16.2	.7	3.1
Kentville		5.5	.0312	1.4	1.9	*	7,816	.0326	1,421	5,583	4,073	4,907	21.5	6.7	32.3	15.9	35.4	39.5	17.8	31.6	2.0	6.1
Lunenburg		34.8	.1975	9.3	10.7	.8	35,699	.1485	1,025	3,834	3,329	3,431	40.6	18.2	35.4	34.6	17.9	28.5	4.8	12.3	1.3	6.4

SM Standard (A) and Potential (△) Metropolitan County Areas.
** Includes people speaking both French and English and people speaking French only. See page 397.

*Data not available.
Before using these figures, read foreword, page 396.
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NOVA SCOTIA

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking°°	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000 & over % Hslds.	$10,000 & over % Inc.
Pictou		44.8	.2543	11.0	13.0	3.0	51,262	.2138	1,144	4,660	3,935	4,151	25.8	9.9	29.0	23.4	35.5	46.8	7.9	18.7	.8	3.2
New Glasgow		10.2	.0579	2.6	3.1	*	13,057	.0544	1,280	5,022	4,083	4,449	23.4	8.1	26.5	19.9	37.7	46.4	11.0	21.7	1.4	3.9
Queens		13.2	.0749	3.3	3.8	1.0	15,935	.0663	1,207	4,829	4,145	4,288	30.4	10.9	29.0	22.8	27.0	34.4	11.6	23.8	2.0	8.3
Richmond		11.2	.0636	2.4	2.9	54.2	8,292	.0346	740	3,455	2,785	3,046	45.4	22.9	37.9	41.7	12.9	23.1	3.3	9.6	.5	2.7
Shelburne		15.2	.0862	3.7	4.3	1.1	12,126	.0505	798	3,277	2,791	2,913	46.1	24.3	38.6	44.4	12.9	24.2	2.4	7.1		
Victoria		8.5	.0483	2.0	2.3	1.1	7,166	.0298	843	3,583	3,116	3,283	39.7	18.6	35.5	36.3	20.9	34.7	3.9	10.4		
Yarmouth		22.2	.1260	5.5	6.3	35.7	20,081	.0837	905	3,651	3,164	3,287	41.9	19.7	36.5	37.4	17.4	29.1	3.2	8.7	1.0	5.1
Yarmouth		8.1	.0460	2.2	2.4	*	9,152	.0381	1,130	4,160	3,733	3,766	35.3	14.4	32.9	29.3	24.0	34.7	5.8	13.6	2.0	8.0
Total Above Cities		238.3	1.3520	54.1	72.6		300,296	1.2509	1,260	5,551	4,136	4,957	19.2	6.0	23.9	16.1	41.0	45.2	13.3	23.5	2.6	9.2
Province Total		721.8	4.0968	166.0	205.1	7.1	763,287	3.1794	1,057	4,598	3,722	4,112	29.3	11.0	29.8	24.2	31.3	41.6	8.3	17.8	1.3	5.4

PRINCE EDWARD ISLAND—

City and Population (in thousands)		County		City and Population (in thousands)		County	
Charlottetown	18.4	Queens		Summerside	7.5	Prince	

Kings		15.2	.1032	4.4	4.9	1.5	14,443	.0602	794	3,283	2,984	2,822	50.2	27.1	36.2	42.6	11.3	21.5	1.7	5.4	.6	3.4
Prince		39.0	.2214	8.7	10.1	29.3	36,017	.1506	924	4,140	3,539	3,567	39.6	16.6	32.0	29.5	20.7	31.2	7.0	16.9	1.3	5.9
Summerside		7.5	.0426	1.6	2.1	*	7,447	.0310	993	4,654	3,418	3,973	35.1	13.4	30.4	25.3	23.2	31.7	9.0	19.6	2.3	10.0
Queens		45.6	.2590	10.5	13.2	4.1	47,654	.1993	1,045	4,558	3,600	3,928	34.6	13.5	30.7	25.0	24.2	33.3	8.2	18.2	2.1	9.0
Charlottetown		18.4	.1044	4.1	5.6	3.7	20,833	.0868	1,133	5,081	3,675	4,394	30.9	10.7	28.7	21.7	28.4	32.5	10.2	20.2	3.8	14.9
Total Above Cities		25.9	.1470	5.7	7.7		25,280	.1178	1,093	4,961	3,673	4,275	32.1	11.4	29.2	22.6	25.5	32.4	9.8	20.0	3.4	13.6
Province Total		103.0	.5845	23.6	29.1	9.8	96,314	.4085	955	4,166	3,499	3,599	30.2	16.6	32.2	29.7	29.6	30.8	6.5	15.6	1.5	7.1

NEW BRUNSWICK—

City and Population (in thousands)		County		City and Population (in thousands)		County		City and Population (in thousands)		County	
Fredericton	19.5	York		Moncton	41.8	Westmoreland		St. John	53.4	St. John	

Albert		11.5	.0653	2.8	3.2	1.5	12,234	.0509	1,064	4,369	3,755	3,818	33.2	13.0	29.0	24.7	29.3	40.6	7.3	16.4	1.2	5.3
Carleton		25.0	.1419	6.3	7.1	1.9	21,183	.0883	847	3,362	2,986	2,975	48.6	24.4	31.8	34.7	15.5	27.8	3.5	10.0	.6	3.1
Charlotte		24.9	.1413	6.8	7.5	3.9	24,952	.1039	1,002	3,669	3,287	3,256	42.2	19.3	31.4	31.3	21.7	35.5	4.0	10.6	.7	3.3
Gloucester		70.5	.4001	11.9	15.0	80.6	42,814	.1783	607	3,598	2,837	3,170	44.7	21.0	31.3	32.1	19.0	31.9	4.3	11.5	.7	3.5
Kent		29.1	.1652	5.4	6.5	83.4	15,616	.0651	537	2,892	2,378	2,552	55.7	32.5	33.6	42.8	9.4	19.7	1.1	3.7	.2	1.3
Kings		25.8	.1464	6.7	7.7	1.7	28,328	.1180	1,098	4,228	3,675	3,724	39.8	15.9	29.0	25.3	21.3	30.4	7.5	17.2	2.4	11.2
Madawaska		38.6	.2191	8.8	8.6	97.3	29,762	.1240	771	4,377	3,436	3,837	34.3	13.5	27.8	23.6	27.1	37.3	9.1	20.3	1.2	5.3
Northumberland		51.0	.2895	10.3	12.4	29.1	35,616	.1483	698	3,458	2,854	3,059	46.0	22.4	31.9	33.9	18.3	31.8	3.3	9.2	.5	2.7
Queens		13.9	.0788	3.2	3.8	6.7	11,461	.0477	825	3,582	3,007	3,112	44.1	21.2	31.9	33.3	20.4	34.7	3.3	9.0	.3	1.8
Restigouche		42.9	.2430	8.0	9.7	65.3	37,162	.1548	868	4,648	3,829	4,084	31.6	11.5	26.4	21.0	29.5	38.4	11.0	22.9	1.5	6.2
St. John	520	88.1	.5000	21.7	22.3	7.5	101,468	.4227	1,152	4,676	4,543	4,118	29.4	10.8	28.3	22.3	32.2	41.6	7.9	16.4	2.2	9.1
△St. John		53.4	.3031	10.6	16.5	6.9	51,137	.2130	958	4,824	3,062	4,244	29.9	10.5	28.3	21.7	31.1	38.9	7.0	14.0	3.7	14.9
Sunbury		10.7	.0607	2.5	2.8	18.3	8,196	.0341	766	3,278	2,837	2,943	47.1	23.9	32.3	35.7	17.6	31.8	3.0	8.6		
Victoria		21.0	.1192	4.6	5.2	38.4	15,370	.0640	732	3,341	2,944	2,961	46.9	23.6	32.4	35.6	17.9	32.0	2.8	7.4	.2	1.4
Westmoreland	512	92.6	.5256	20.9	26.2	43.6	100,161	.4173	1,082	4,792	3,819	4,216	26.3	9.3	27.5	21.2	35.4	44.7	9.2	18.5	1.6	6.3
△Moncton		41.8	.2372	10.2	13.3	33.5	58,323	.2429	1,395	5,718	4,353	5,020	15.3	4.5	23.4	15.1	43.8	46.4	15.0	25.5	2.5	8.5
York		51.2	.2906	12.6	13.7	3.1	55,743	.2321	1,089	4,424	4,046	3,884	33.0	12.7	26.5	23.9	29.3	39.8	7.7	17.0	1.5	6.6
Fredericton		19.5	.1107	5.2	6.2	4.8	27,000	.1128	1,389	5,210	4,312	4,634	24.9	8.0	25.0	17.5	34.5	39.5	12.3	22.5	3.4	12.5
Total Above Cities		114.7	.6510	26.0	36.0		136,550	.5687	1,190	5,252	3,793	4,626	23.2	7.5	25.7	18.1	36.7	42.1	11.2	20.6	3.2	11.7
Province Total		596.7	3.3867	130.5	151.7	39.0	540,066	2.2495	905	4,138	3,560	3,848	37.0	15.1	29.5	26.3	25.7	37.5	6.5	15.3	1.3	5.8

SM Standard (▲) and Potential (△) Metropolitan County Areas.
°° Includes people speaking both French and English and people speaking French only. See page 397.

*Data not available.
Before using these figures, read foreword, page 396.
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For Canadian Retail Sales Data
Turn to Pages 437-454

4 REASONS WHY YOU NEED La Patrie DU DIMANCHE

1. Province wide coverage.
2. 707,000 adult readers weekly.
3. Large voluntary-bought circulation: 99.5% newsstand sales.
4. The only French medium that offers a choice of 4 separate and complete sections — News — Rotogravure — Magazine — Comics.

FOR BALANCED COVERAGE OF THE FRENCH MARKET

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Toronto Office: 19 Melinda St., Room 101
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QUEBEC—

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

City and Population (in thousands)		County	City and Population (in thousands)		County	City and Population (in thousands)		County
Chicoutimi	26.5	Chicoutimi	Outremont	30.0	Mont'l & Jesus Isls.	Sherbrooke	63.5	Sherbrooke
Drummondville	30.0	Drummond	Quebec	177.9	Québec	Sorel	17.4	Richelieu
Granby	30.1	Shefford	Rimouski	17.0	Rimouski	Thetford Mines	20.7	Mégantic
Hull	53.5	Hull	Rouyn	18.4	Témiskaming	Trois Rivières	56.7	St. Maurice
Joliette	18.5	Joliette	St. Hyacinthe	21.5	St. Hyacinthe	Valleyfield	26.6	Beauharnois
Jonquières	27.9	Chicoutimi	St. Jean	26.6	St. Jean	Val-D'Or	10.4	Abitibi
Lachine	38.1	Mont'l & Jesus Isls.	St. Jérôme	28.0	Terrebonne	Verdun	80.7	Mont'l & Jesus Isls.
Lévis	14.2	Lévis	St. Laurent	45.7	Mont'l & Jesus Isls.	Victoriaville	17.6	Arthabaska
Montreal	1172.0	Mont'l & Jesus Isls.	Shawinigan Falls	30.4	St. Maurice	Westmount	25.1	Mont'l & Jesus Isls.

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Abitibi		107.5	.6101	19.9	27.2	92.1	95,931	.3996	892	4,821	3,518	4,335	20.2	6.9	30.9	23.2	41.0	50.1	5.9	11.7	2.0	8.1
Val-d'Or		10.4	.0690	2.1	2.8	*	10,659	.0444	1,025	5,076	3,789	4,576	14.4	4.7	27.8	19.7	50.6	58.6	5.4	10.1	1.8	6.9
Argenteuil		30.0	.1703	7.2	8.2	75.5	32,965	.1373	1,099	4,578	3,930	4,107	23.8	8.8	33.6	26.6	35.9	46.4	4.6	9.6	2.1	8.8
Arthabaska		44.8	.2543	9.1	10.2	99.3	38,250	.1594	854	4,203	3,717	3,780	27.8	11.0	36.3	31.2	30.3	42.5	4.4	10.0	1.2	5.3
Victoriaville		17.6	.0999	3.9	4.4	99.8	17,385	.0724	988	4,458	3,903	4,052	24.1	8.9	33.7	27.0	35.2	46.1	5.4	11.4	1.6	6.6
Bagot		21.1	.1197	4.6	4.9	99.8	16,435	.0684	779	3,573	3,300	3,231	33.9	15.8	41.2	41.5	23.3	38.2	1.4	3.8	.2	.9
Beauce		64.3	.3650	12.1	13.3	99.9	42,640	.1776	663	3,524	3,185	3,188	36.7	17.2	42.4	43.2	17.9	29.8	2.3	6.2	.7	3.6
Beauharnois		44.8	.2543	10.3	11.6	95.8	52,348	.2181	1,168	5,082	4,511	4,598	16.2	5.2	28.2	20.0	48.7	53.8	6.7	12.5	2.2	8.5
Valleyfield		26.6	.1510	6.5	7.0	97.2	32,198	.1341	1,210	4,954	4,546	4,483	17.2	5.7	29.9	21.7	46.1	54.5	4.2	8.0	2.6	10.1
Bellechasse		27.9	.1583	5.0	5.9	99.9	15,403	.0641	552	3,081	2,597	2,782	43.2	23.2	46.7	54.6	8.3	15.9	1.4	4.2	.4	2.1
Berthier		27.6	.1567	5.8	6.6	99.7	19,630	.0818	711	3,384	2,930	3,064	38.4	18.7	43.6	46.3	15.4	26.7	2.1	5.8	.5	2.5
Bonaventure		45.2	.2565	7.7	9.6	86.4	25,224	.1051	558	3,276	2,623	2,953	40.8	20.6	44.9	49.4	11.5	20.9	2.3	6.6	.5	2.5
Brome		14.0	.0795	3.8	3.9	86.4	13,174	.0548	941	3,784	3,313	3,440	35.0	15.2	40.7	38.5	19.0	29.2	3.7	9.1	1.6	8.0
Chambly	513	135.1	.7667	31.2	36.9	82.4	171,426	.7141	1,269	5,494	4,775	4,955	16.8	5.1	27.3	17.9	42.7	45.7	9.0	15.4	4.2	15.9
Champlain		112.2	.6369	22.3	23.5	98.8	111,851	.4659	997	5,016	4,369	4,519	19.6	6.5	29.4	21.2	40.0	46.8	8.7	16.5	2.3	9.0
Charlevoix		29.3	.1663	4.9	6.4	99.4	17,543	.0731	599	3,580	2,721	3,295	38.5	17.0	42.2	42.8	18.6	29.8	2.7	7.1	.6	3.3
Chateauguay		24.3	.1379	5.8	6.5	53.7	29,304	.1220	1,206	5,052	4,499	4,568	21.8	7.1	30.6	21.8	35.7	41.4	8.4	15.7	3.5	14.0

** Includes people speaking both French and English and people speaking French only. See page 397.

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*Data not available.
Before using these figures, read foreword, page 396.

RADIO NORD

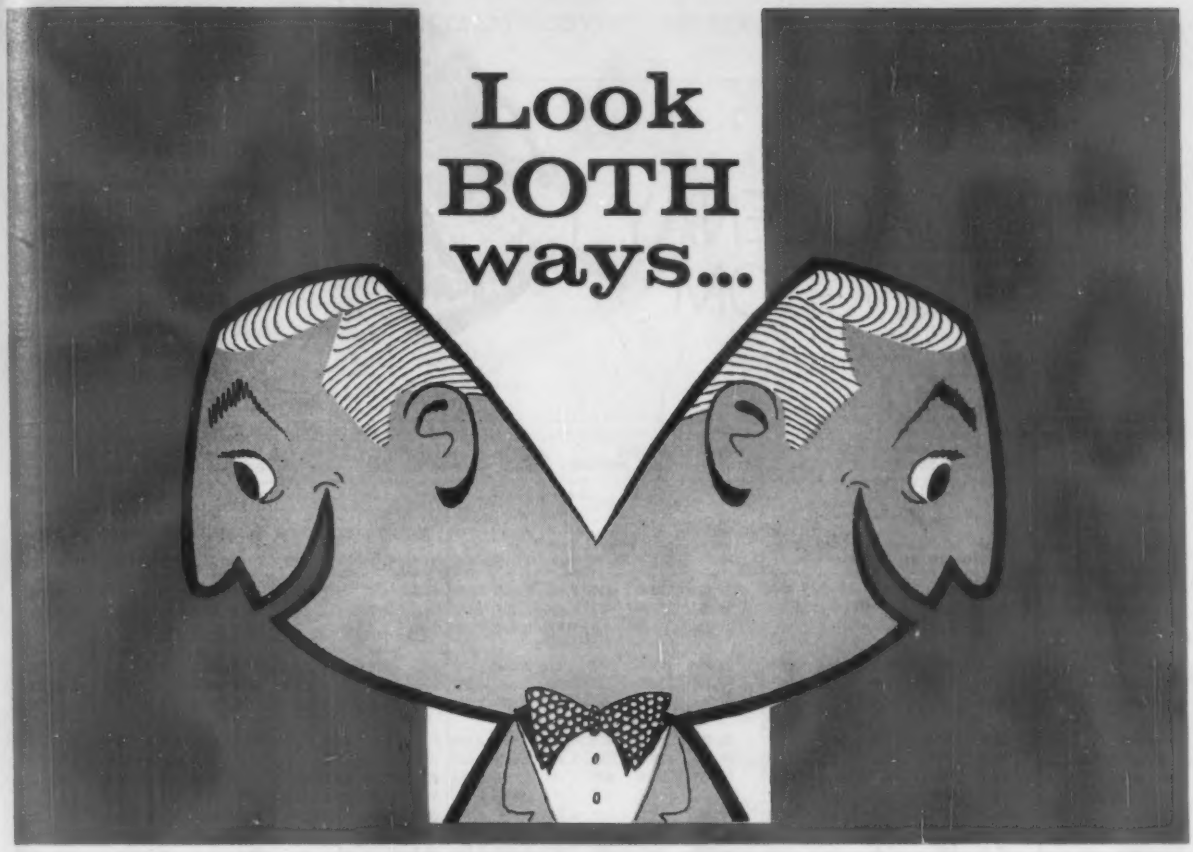
through Radio Network: CKRN: -CKVD -CHAD -CKLS and CKRN - TV

Delivers dominant, permanent, exclusive coverage of

ABITIBI–TEMISCAMINGUE regions in Province of Quebec

Population: ..... 169,100 Net effective buying income $236,834,000.00
Households: ..... 32,100 Total retail sales: $115,742,000.00

N.B.—No local daily newspaper.



when you advertise in French Canada!

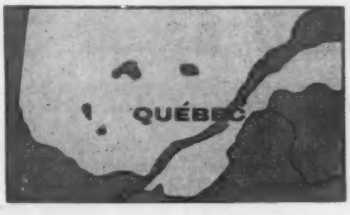
You're missing *better than half* of the important French-speaking market in Quebec if you look only at Montreal when you plan your advertising campaign! You have to cover Montreal, certainly — but you also have to look *outside of Montreal* if you want sales to pay off as they should!

Here you'll find more French-speaking homes than in the entire Montreal Trading Zone... with annual effective buying income per household running as high as $7,668 (compared with $5,201 in Montreal). Only the *locally published* "Leading French Dailies Outside of Montreal" can reach and sell these homes in this vital market. The facts speak for themselves!

There are over 458,600 French-speaking households in the Montreal City and Trading Zone.

But in the cities and counties outside this zone there are over 542,800 such households.

LOOK BOTH WAYS!



HERE IS PROOF OF MARKET AND COVERAGE!

Montreal's largest French daily (La Presse) tries to do a good job in its own area — with circulation of 195,059, reaching 42.5% of the 458,600 French-speaking households in Montreal City and Trading Zone (or around 39% of the total occupied dwellings). But, *outside of Montreal*, it's a far different story!

	French-speaking Households in City Zone*	Total Annual Buying Income per Household*	City Zone Circulation (A.B.C.—March 31, 1959) Local Daily	La Presse
Québec	63,700	$5,395	**60,297**	2,826
Trois-Rivières	12,189	5,292	**20,227**	2,612
Shawinigan	6,832	5,722		
Sherbrooke	14,012	5,246	**10,954**	920
Granby	6,683	4,150	**3,790**	1,034
Ottawa	18,144	7,668	**19,252**	1,203
Hull	11,232	4,671		
Saguenay Region	42,233			
(Chicoutimi)		7,107	**22,424**	2,470
(Jonquière)		7,399		

*(*Sales Management Annual Survey of Buying Power)*

LEADING FRENCH DAILIES

OUTSIDE OF MONTRÉAL



LE SOLEIL — L'ÉVÉNEMENT-JOURNAL	LE NOUVELLISTE	LA TRIBUNE	LE DROIT	LA VOIX DE L'EST
QUÉBEC CITY	TROIS-RIVIÈRES	SHERBROOKE	OTTAWA	GRANBY
A.B.C. 127,375	A.B.C. 32,618	A.B.C. 33,860	A.B.C. 30,235	A.B.C. 7,340

TOPS
IN THE SAGUENAY KINGDOM



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CHICOUTIMI

QUEBEC

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Chicoutimi	883	161.1	.8576	25.9	30.8	98.9	141,624	.7899	937	5,486	4,580	4,932	14.6	4.4	25.7	16.9	46.4	50.0	10.3	17.7	3.0	11.0
△Chicoutimi		26.5	.1504	4.7	6.1	99.7	25,831	.1076	975	5,496	4,204	4,997	14.1	4.2	26.0	16.9	47.5	50.5	8.6	14.6	3.8	13.8
△Jonquieres		27.9	.1584	5.0	5.7	99.7	37,514	.1146	986	5,503	4,798	4,950	10.8	3.3	23.7	15.6	53.6	57.4	10.2	17.5	1.7	6.2
Compton		25.4	.1441	5.5	6.1	81.9	21,620	.0901	851	3,931	3,504	3,647	30.7	12.9	38.4	35.2	26.6	39.7	3.5	8.4	.8	3.8
Deux-Montagnes		30.1	.1708	7.0	7.8	81.6	33,466	.1394	1,112	4,781	4,244	4,326	24.1	8.3	32.0	24.0	32.6	39.9	8.8	17.4	2.5	10.4
Dorchester		36.1	.2049	8.8	7.0	99.5	21,783	.0908	604	3,205	3,097	2,903	41.2	21.2	45.5	51.0	11.5	21.0	1.2	3.6	.6	3.2
Drummond		69.5	.3434	12.8	14.3	97.4	56,566	.2443	970	4,563	4,083	4,138	21.3	7.7	32.4	25.4	40.3	51.7	4.6	9.4	1.4	5.8
Drummondville		30.0	.1703	6.8	8.2	96.7	34,515	.1438	1,151	5,076	4,200	4,594	17.6	5.7	28.5	20.1	43.7	50.6	7.6	14.0	2.6	9.6
Frontenac		33.1	.1878	8.3	6.8	99.3	21,021	.0876	635	3,337	3,089	3,019	39.2	19.3	44.0	47.4	14.4	25.3	2.0	5.6	.4	2.4
Gaspe		78.1	.4433	13.0	15.9	90.7	41,825	.1742	536	3,217	2,629	2,903	41.8	21.5	45.6	51.1	10.1	18.4	1.9	5.7	.6	3.3
Hull	618	118.7	.6737	26.0	30.1	56.2	127,323	.5303	1,073	4,897	4,229	4,408	20.2	6.8	30.3	22.4	39.9	48.0	7.5	14.4	2.1	8.4
Hull		53.5	.3037	12.4	10.8	93.6	61,684	.2569	1,153	4,975	5,672	4,485	18.1	6.0	29.1	21.1	43.4	51.3	7.5	14.2	1.9	7.4
Huntingdon		15.1	.0857	3.8	4.1	90.4	15,474	.0645	1,025	4,072	3,695	3,869	31.2	12.7	38.1	33.7	24.4	35.5	4.7	10.8	1.6	7.3
Iberville		16.2	.1033	3.9	4.4	98.3	15,763	.0656	866	4,039	3,501	3,868	29.2	11.9	37.6	33.3	28.8	41.6	3.1	7.3	1.3	5.9
Joliette		42.7	.2424	8.9	10.1	98.5	38,112	.1588	893	4,282	3,757	3,877	26.2	10.1	35.2	29.5	32.7	44.7	4.7	10.4	1.2	5.3
Joliette		18.5	.1050	4.0	2.8	99.5	13,830	.0784	1,018	4,708	6,600	4,288	20.6	7.3	31.1	23.6	40.2	49.6	6.3	12.6	1.8	7.0
Kamouraska		28.4	.1612	5.0	6.0	99.9	16,330	.0680	575	3,256	2,703	2,929	41.3	21.0	45.4	50.4	11.0	20.9	1.8	4.8	.7	4.0
Labelle		32.1	.1821	6.3	6.8	99.5	20,270	.0844	631	3,217	2,980	2,911	41.0	21.0	45.5	50.8	11.8	21.5	1.1	3.3	.8	3.4
Lac-St.-Jean		107.2	.6085	18.9	20.4	99.5	74,814	.3116	698	4,427	3,650	3,988	27.3	10.2	34.8	28.4	29.4	39.0	6.7	14.4	1.8	8.0
La Prairie		30.1	.1708	6.5	7.2	91.5	31,482	.1310	1,045	4,839	4,340	4,334	19.0	6.5	29.8	22.4	42.7	52.2	7.4	14.5	1.1	4.4
L'Assomption		33.0	.1873	7.2	8.0	96.4	29,867	.1245	905	4,148	3,721	3,722	27.2	10.9	36.3	31.7	32.2	46.0	3.5	8.0	.8	3.4
Levis	617	49.5	.2810	9.9	12.0	99.5	45,551	.1897	920	4,601	3,794	4,163	23.0	8.3	32.4	25.3	36.3	46.2	6.7	13.7	1.6	6.5
Levis		14.2	.0806	2.8	3.8	99.8	13,178	.0549	928	4,706	3,435	4,274	21.7	7.6	31.6	24.0	38.1	47.2	6.7	13.4	1.9	7.8
L'Islet		25.8	.1464	4.8	5.2	99.9	15,474	.0644	600	3,224	2,951	2,915	40.1	20.5	44.9	50.1	13.4	24.3	1.4	4.1	.2	1.0
Lotbiniere		32.5	.1845	6.2	6.8	99.5	20,249	.0844	623	3,266	3,051	2,952	41.6	21.0	45.5	50.1	10.2	18.3	1.7	5.0	1.0	5.6
Maskinonge		21.2	.1203	4.2	4.8	99.5	14,391	.0599	679	3,426	2,939	3,101	39.5	18.5	43.4	45.5	14.9	25.5	2.6	7.1	.6	3.4
Matane		71.0	.4030	11.7	13.8	99.7	38,127	.1588	537	3,259	2,753	2,936	39.8	20.2	44.9	49.7	13.9	25.2	1.0	2.8	.4	2.1
Megantic		56.5	.3206	11.2	13.3	97.9	56,495	.2354	1,000	5,044	4,227	4,561	15.2	5.0	28.3	29.2	49.1	56.9	5.4	10.2	2.0	7.7
Thetford Mines		20.7	.1175	4.6	5.1	98.5	26,394	.1099	1,275	5,738	5,163	5,122	7.9	2.3	23.1	14.7	58.9	60.9	7.1	11.8	3.0	10.3

SM Standard (A) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

© SM, 1960.

** Includes people speaking both French and English and people speaking French only. See page 397.

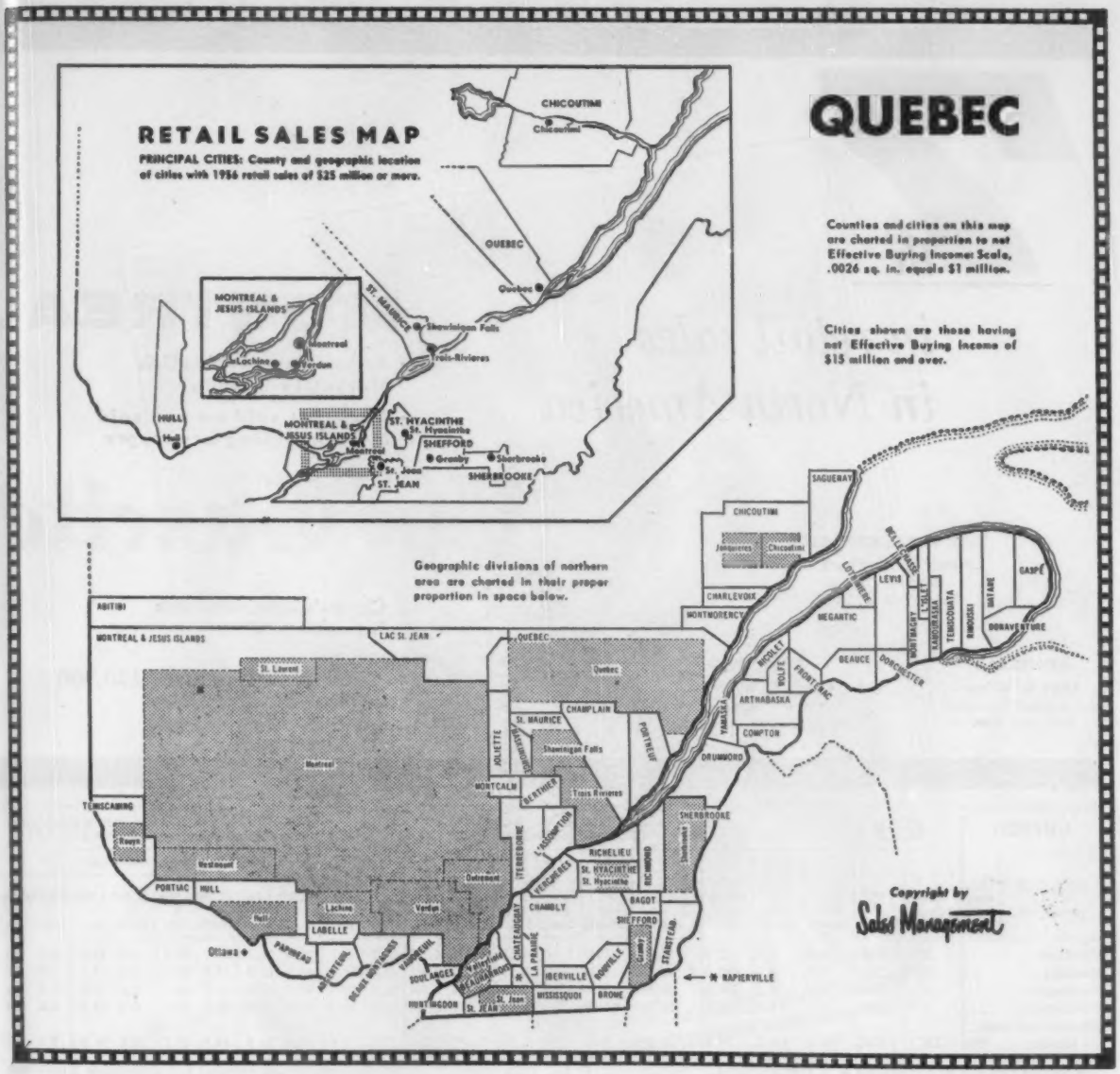
Where do you find LPJ readers in LA PROVINCE DE QUEBEC?

Everywhere!
in the cities especially
(highest circulation of any weekend paper, French or English, in cities over 25,000)

A QUALITY Market—

- Nearly half of all LPJ readers own their own homes
- Highest circulation in 15-to-25 age group where buying patterns formed
- 57.2% read French *only*—can't be reached from "outside"

LE PETIT JOURNAL
5460 Royalmount Ave. - Montreal 9, Que.
Our U. S. friends may contact us direct by phoning collect Montreal, Riverside 7-3501.



To cover **QUEBEC** you must cover the rural market

Urban media *do not* penetrate rural Quebec

- **Rural income over $1,000,000,000**
- **Rural French speaking families: 333,500**

Reach this rich market with

Le BULLETIN
des Agriculteurs

for further details write:
5670 Chauveau St. Montreal 5.
or
4 Collier St., Toronto.

7th

in retail sales
in North America

MONTREAL

- **Second largest English Market in Canada**
- **A market *sold on* and *sold by* its morning newspaper**

The Gazette

CANADA'S BEST NEWSPAPER
ESTABLISHED 1778

Circulation Now over 120,900

U.S. REPRESENTATIVE
Cresmer & Woodward Inc.
99 Park Avenue
New York 16, N. Y.

MONTREAL
Allan B. Wilgar
Advertising Director
P.O. Box 6086

TORONTO
George S. Willcocks
Ontario Manager
85 Richmond St., West

QUEBEC — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME — SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Missisquoi		28.0	.1890	8.5	7.5	82.7	29,320	.1221	1,047	4,511	3,881	4,060	24.7	9.1	33.8	27.1	34.1	44.4	5.6	11.8	1.8	7.6
Montcalm		19.4	.1101	4.0	4.6	96.6	12,829	.0534	661	3,207	2,761	2,862	41.1	21.5	45.7	51.9	11.9	21.9	1.0	3.1	.3	1.6
Montmagny		28.1	.1595	5.4	6.2	100.0	18,468	.0770	657	3,420	2,970	3,092	38.6	18.6	43.7	46.0	14.9	28.5	1.9	5.3	.9	4.6
Montmorency		25.1	.1424	4.6	5.4	90.5	20,317	.0846	809	4,417	3,734	3,972	29.3	11.0	36.1	29.6	25.6	34.3	6.2	13.3	2.6	11.8
‡Montreal and Jesus Islands	513	1,735.1	9.8480	483.2	835.3	75.9	2,838,578	11.8236	1,636	6,263	5,303	5,644	13.3	3.5	23.9	13.8	44.9	42.1	11.2	16.9	6.7	23.7

‡See footnote page 410 for special study of % French speaking.

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

CFCF RADIO

TODAY'S
BEST SELLER
IN MONTREAL!



LA PRESSE
ROTOGRAVURE

The greatest selling force in French Canada

The most complete coverage
at the lowest cost.

Again in 1959,
and for the eighth consecutive year
LA PRESSE

has published

The largest volume of

Retail,

Department Store

and

Total Display Advertising

lineage

of all newspapers in Canada

LA PRESSE

U.S. REPRESENTATIVES:
De Clerque — Shannon

HEAD OFFICE:
MONTREAL

TORONTO:
S. L. Rees

By far the 2nd* largest circulation of all newspapers in Canada.

Average circulation for March 1960

273,194

Monday to Friday

287,658

Saturday with Rotogravure

LA PRESSE

*1st Toronto Daily Star

IN THE THRIVING FRENCH MARKET OF "LA PROVINCE DE QUEBEC"

GRANBY

is one of the most active industrial growth areas.

LA VOIX DE L'EST is the only French Daily Newspaper published in Granby and its circulation has increased by 73.8% in twenty four months—6,153 in January 1958 to 10,693 in January 1960, ABC Audit figures. It is obvious from this growing 95.9% French-speaking, reading and buying region . . . which includes the prosperous counties of Shefford, Bagot, Brome, Iberville, Missisquoi, Rouville and St. Jean.

Granby, was selected 1959's Model City of Canada and has over 100 solid industries. Its industrial index is a high 209.5; retail sales market rate index is 108; income rating index per distribution is 89.

This region is being reached by LA VOIX DE L'EST . . . the *only* French daily that effectively blankets neighbouring towns and counties. Advertisers are realizing that LA VOIX is *the* newspaper to schedule for this well-to-do Quebec area . . . Don't miss sales in the growing Granby region—
Include LA VOIX DE L'EST in your next advertising budget.

Rates: 10¢ per line—R.O.P. colour available.

La Voix de l'Est

GROWS BIGGER AND BETTER BY THE MONTH

National Representative: William J. Flynn
501 Yonge St., Toronto 5, Ont.
1449 St. Alexander, Room 1103, Montreal.

QUEBEC

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Lachine		38.1	.2162	9.7	11.3	68.1	67,689	.2819	1,777	6,978	5,949	6,285	8.6	2.0	19.1	9.9	48.6	41.0	15.4	20.9	8.3	26.2
▲Montreal		1,172.0	6.6519	308.6	363.6	78.9	1,848,774	7.7008	1,577	5,991	5,085	5,398	14.3	4.0	25.1	15.1	44.8	43.9	10.1	16.0	5.7	21.0
Outremont		30.0	.1703	7.7	9.6	62.9	59,569	.2481	1,986	7,736	6,181	6,973	12.1	2.6	19.3	9.0	37.5	28.5	17.6	21.5	13.5	38.4
St. Laurent		45.7	.2594	11.3	13.7	61.0	48,337	.2013	1,058	4,278	3,511	5,924	12.1	3.1	25.3	13.9	47.7	42.6	5.0	7.1	9.9	33.3
Verdun		80.7	.4580	22.2	24.8	56.2	140,393	.5848	1,740	6,324	5,641	5,711	9.3	2.4	21.1	12.0	51.5	47.8	12.7	19.0	5.4	18.8
Westmount		25.1	.1425	6.9	8.8	41.2	70,617	.2941	2,813	10,234	7,939	9,208	11.5	1.9	16.4	5.8	26.4	15.2	17.3	16.0	28.4	61.1
Napierville		10.7	.0607	2.6	2.5	99.7	6,863	.0370	628	3,409	3,525	3,100	37.6	18.2	43.1	45.2	16.3	27.9	2.4	6.6	.4	2.1
Nicolet		32.0	.1818	6.3	7.5	99.9	20,949	.0872	655	3,325	2,779	3,005	38.7	19.2	44.1	47.7	15.4	27.3	1.4	3.9	.4	1.9
Papineau		31.4	.1782	6.9	7.8	90.7	30,756	.1281	979	4,457	3,911	4,022	27.0	10.0	35.0	28.3	30.0	39.5	5.8	12.4	2.2	9.8
Pontiac		22.4	.1272	4.8	5.6	46.1	18,248	.0760	815	3,802	3,207	3,452	31.8	13.7	39.2	37.0	25.3	38.8	3.1	7.6	.6	2.9
Portneuf		49.1	.2787	10.1	11.2	99.1	44,290	.1845	902	4,385	3,948	3,959	25.8	9.7	34.7	28.5	32.9	44.1	5.0	10.8	1.6	6.9
Quebec	517	337.2	1.9138	72.0	90.0	98.2	378,478	1.5765	1,122	5,257	4,202	4,735	20.8	6.5	30.1	20.7	36.9	41.4	7.8	14.0	4.4	17.4
▲Quebec		177.9	1.0097	41.1	43.7	98.5	221,937	.9244	1,248	5,400	5,070	4,913	19.8	6.0	29.2	19.3	37.5	40.5	8.2	14.3	5.3	19.9
Richelieu		37.4	.2123	8.1	9.7	99.1	37,459	.1560	1,002	4,625	3,857	4,154	23.0	8.2	33.2	26.0	37.2	47.6	4.4	9.0	2.2	9.2
Sorel		17.4	.0988	3.7	4.6	99.2	17,586	.0733	1,011	4,753	3,753	4,259	21.8	7.6	32.4	24.7	38.8	48.3	4.6	9.3	2.4	10.1
Richmond		41.1	.2333	8.8	9.9	89.9	47,825	.1992	1,164	5,435	4,787	4,889	14.0	4.3	25.5	16.9	47.9	51.9	10.1	17.7	2.5	9.2
[redacted]																						
Rimouski		67.1	.3808	11.3	14.0	99.7	43,802	.1825	653	3,876	3,114	3,493	33.5	14.3	39.8	37.1	21.5	32.6	3.8	9.2	1.4	6.8
Rimouski		17.0	.0965	3.1	2.9	99.9	13,898	.0579	818	4,483	4,716	4,090	26.3	9.6	34.5	27.4	30.7	39.8	6.0	12.5	2.5	10.7
Rouville		24.5	.1391	5.8	6.4	94.1	24,796	.1033	1,012	4,428	3,849	4,012	27.5	10.2	34.9	28.3	28.7	37.9	6.8	14.5	2.1	9.1
Saguenay		67.5	.3831	11.0	15.9	82.3	54,467	.2268	807	4,952	3,409	4,441	25.9	8.7	32.9	24.1	28.7	34.2	8.5	16.3	4.0	16.7
Shefford		54.1	.3070	12.4	13.8	94.1	55,531	.2314	1,026	4,478	4,005	4,034	24.3	9.0	34.1	27.5	35.5	46.5	4.3	9.1	1.8	7.9
Granby		30.1	.1708	7.2	9.3	95.9	33,707	.1404	1,120	4,682	3,608	4,238	21.3	7.5	32.1	24.6	39.8	49.9	4.7	9.5	2.1	8.5

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

© SM, 1960.

** Includes people speaking both French and English and people speaking French only. See page 397.

RADIO CHRC QUÉBEC

SELLS THE ENTIRE ECONOMIC REGION

10,000 WATTS 800 Kc. EFFICIENTLY REPRESENTED BY JOS. A. HARDY—CANADA, YOUNG CANADIAN—U.S.A.



(Photo by Langford Studios Ltd., Montreal)

LE SOLEIL
MAKES SOUP SALES SOAR IN QUÉBEC CITY!

Brand preference surveys in Metropolitan Quebec between 1956 and 1959 proved conclusively that nothing else sells so effectively in this rich market as the *local* papers, LE SOLEIL — L'ÉVÉNEMENT-JOURNAL. Only they offer near saturation coverage—*92 per cent of all homes*—with top-quality R.O.P. spot color and full color available to advertisers six days a week! Quebec City is without doubt a *daily newspaper* market. No other media can provide the same penetration, the same potent selling persuasion as LE SOLEIL—L'ÉVÉNEMENT-JOURNAL — the papers that shape the buying habits of the people of Metropolitan Quebec!



Aylmer proved it!

AYLMER soups, advertising extensively in Le Soleil—L'Événement-Journal, boosted their brand preference rating in the Quebec City market from 26% to 40% between 1956 and 1959 (C.D.N.P.A. Consumer Survey). LEADING COMPETITOR, concentrating mainly in other media, saw its rating *drop* from 49% to 40% in same period!

For further information on this powerful advertising buy, contact:

QUEBEC CITY: Home Office, 590 rue de la Couronne, Québec 2, P.Q. Phone: LAfontaine 5-7131
TORONTO: 12 Richmond St. E., Toronto 1 — EMpire 4-6922
MONTREAL: 1500 St. Catherine St. W., Montréal — WE. 2-4928

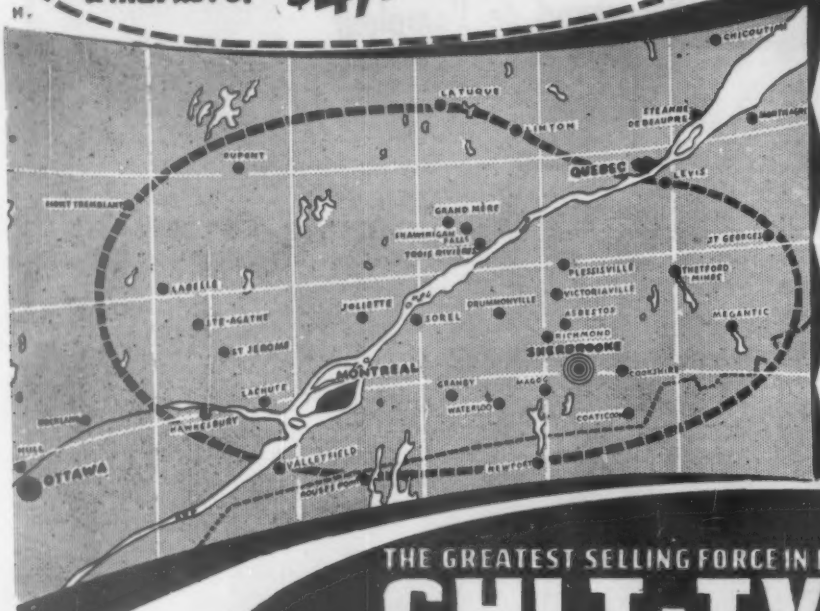
So can you with your product when you advertise in LE SOLEIL



L'ÉVÉNEMENT - JOURNAL
QUÉBEC CITY
ABC Circulation over 127,000

YOUR ADVERTISING DOLLAR IN *FRENCH* CANADA

a profitable investment when you advertise in a market of **$4,142,627,000**



MORE THAN **3,414,600** POTENTIAL VIEWERS

MORE THAN **788,700** HOUSEHOLDS

MORE THAN **712,300** CANADIAN TV-HOMES

THE GREATEST SELLING FORCE IN FRENCH CANADA

CHLT-TV CHANNEL **7**

SHERBROOKE

QUEBEC — COUNTIES CITIES (continued)	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000&over % Hslds.	% Inc.
Sherbrooke	826	76.7	.4353	18.2	21.4	98.0	92,661	.3859	1,208	5,091	4,312	4,597	20.0	6.5	30.0	21.2	39.3	45.3	7.3	13.6	3.4	13.4
△Sherbrooke		63.5	.3604	15.1	18.0	91.3	77,743	.3238	1,224	5,149	4,306	4,668	19.4	6.2	29.6	20.6	39.9	45.3	7.5	13.7	3.6	14.2
Seulanges		9.8	.0557	2.2	2.5	97.8	10,103	.0421	1,031	4,592	4,011	4,090	22.0	8.1	32.4	25.8	39.0	50.6	5.8	12.2	.8	3.3
Stanstead		35.8	.2032	8.4	9.2	80.5	34,463	.1436	963	4,103	3,718	3,714	28.5	11.4	37.0	32.4	29.7	42.5	3.6	8.2	1.2	5.5
St. Hyacinthe		43.4	.2463	9.6	12.1	99.5	43,211	.1799	996	4,501	3,554	4,061	24.3	8.9	33.9	27.2	35.3	46.1	4.6	9.6	1.9	8.2
St. Hyacinthe		21.5	.1220	4.6	6.6	99.5	23,867	.0994	1,110	5,188	3,613	4,648	19.7	6.3	30.2	21.1	39.7	45.3	6.1	11.3	4.3	16.0
St. Jean		38.5	.2186	8.8	10.9	94.1	46,128	.1922	1,198	5,242	4,225	4,733	15.5	4.9	27.3	18.7	46.8	52.5	7.9	14.3	2.5	9.6
St. Jean		26.6	.1510	6.1	7.9	94.5	33,359	.1390	1,254	5,469	4,188	4,921	13.4	4.1	25.7	17.0	49.4	53.2	8.6	14.9	2.9	10.8
St. Maurice	825	108.6	.6164	23.7	26.8	98.4	128,484	.5352	1,183	5,422	4,787	4,885	16.7	5.1	27.1	18.0	42.9	48.7	9.7	16.9	3.6	13.3
△Shawinigan Falls		30.4	.1725	6.9	7.3	97.6	39,328	.1638	1,294	5,700	5,326	5,161	12.3	3.6	24.4	15.4	49.5	50.8	9.8	16.2	4.0	14.0
△Trois-Rivieres		56.7	.3218	12.6	14.7	98.3	69,772	.2906	1,231	5,537	4,732	4,990	16.9	5.1	26.7	17.4	41.6	44.1	10.7	18.3	4.1	15.1
Temiscamingue		63.5	.3604	12.6	15.0	85.6	69,501	.2895	1,095	5,516	4,608	4,990	13.5	4.0	25.1	16.3	48.1	51.3	10.2	17.4	3.1	11.0
Rouyn		18.4	.1044	3.8	4.7	89.8	20,560	.0856	1,117	5,411	4,314	4,824	10.0	3.1	24.7	16.7	57.1	62.7	6.7	11.9	1.5	5.6
Temiscouata		60.0	.3405	10.4	17.3	99.9	38,135	.1587	639	3,686	2,211	3,307	35.5	16.0	41.4	40.7	19.1	30.6	3.1	7.9	.9	4.8
Terrebonne		91.8	.5194	20.8	23.3	95.8	90,976	.3793	994	4,374	3,898	3,947	25.8	9.8	35.1	28.9	33.1	44.4	4.2	9.0	1.8	7.9
St. Jerome		28.0	.1589	6.6	7.2	99.5	29,872	.1244	1,067	4,526	4,102	4,072	22.4	8.2	33.3	26.6	39.0	50.7	3.8	8.0	1.5	6.5
Vaudreuil		26.5	.1504	6.3	7.2	87.4	35,064	.1460	1,323	5,564	4,830	5,016	21.4	6.4	29.7	19.2	33.9	35.9	9.0	15.2	6.0	23.3
Vercheres		22.3	.1265	5.0	5.5	96.0	23,749	.0990	1,065	4,750	4,310	4,273	23.4	8.2	32.2	24.5	34.7	43.0	7.3	14.6	2.4	9.7
Wolfe		18.8	.1056	4.3	3.9	97.7	14,808	.0616	796	3,444	3,729	3,114	36.6	17.5	42.8	44.7	18.8	32.0	1.5	4.2	.3	1.6
Yamaska		16.6	.0942	3.4	3.8	99.8	11,155	.0465	672	3,281	2,912	2,941	38.7	20.1	44.9	49.8	14.3	25.8	.7	2.0	.4	2.5
Total Above Cities		2,125.0	12.0609	530.0	615.4		3,085,196	12.8506	1,452	5,821	5,013	5,291	15.1	4.2	25.8	15.8	44.0	44.2	9.6	15.5	5.5	20.3
Province Total		5,048.5	28.6425	1,126.8	1,329.4	87.8	5,905,432	24.5982	1,170	5,242	4,442	4,726	20.5	6.5	29.9	20.6	37.6	42.1	8.0	14.4	4.0	16.4

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

SM Standard (△) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

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** Includes people speaking both French and English and people speaking French only. See page 397.

WHAT

MORE

CAN WE

SAY?

MORE TOTAL CIRCULATION
MORE CITY CIRCULATION
MORE HOME-DELIVERED CIRCULATION
MORE WANT ADS
MORE CLASSIFIED DISPLAY
MORE RETAIL ADVERTISING
MORE NATIONAL ADVERTISING

When you can have

MORE

Why take less!

IN CANADA'S CAPITAL—IT'S **The Ottawa Citizen**

ONTARIO

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City and Population (in thousands)		County
Barrie	20.2	Simcoe
Belleville	28.1	Hastings
Brampton	14.1	Peel
Brantford	54.5	Brant
Brockville	15.2	Leeds
Chatham	28.4	Kent
Cornwall	43.5	Stormont
Fort William	42.5	Thunder Bay
Galt	26.0	Waterloo
Guelph	37.3	Wellington
Hamilton	257.0	Wentworth
Kenora	10.7	Kenora
Kingston	51.0	Frontenac
Kitchener	67.2	Waterloo
Leamington	8.5	Essex
Leaside	16.7	York
Lindsay	10.5	Victoria
London	103.0	Middlesex
New Toronto	13.1	York
Niagara Falls	24.1	Welland
North Bay	22.7	Nipissing
Oakville	10.5	Halton
Oshawa	59.1	Ontario
Orillia	14.7	Simcoe
Ottawa	237.0	Carleton
Owen Sound	17.6	Grey
Parry Sound	5.4	Parry Sound
Pembroke	16.5	Renfrew
Peterborough	45.6	Petersborough
Port Arthur	44.0	Thunder Bay
Port Colborne	15.1	Welland
St. Catharines	41.3	Lincoln
St. Thomas	19.7	Elgin
Sarnia	47.6	Lambton
Sault Ste. Marie	40.7	Algoma
Simcoe	8.6	Norfolk
Smiths Falls	9.2	Lanark
Stratford	20.9	Perth
Sudbury	47.9	Sudbury
Tillsonburg	6.6	Oxford
Timmins	28.2	Cochrane
Toronto	685.0	York
Trenton	12.2	Hastings
Waterloo	18.6	Waterloo
Welland	17.7	Welland
Weston	9.9	York
Windsor	121.7	Essex
Woodstock	20.1	Oxford

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	EFFECTIVE BUYING INCOME—SM ESTIMATES, 1959 Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Algoma	524	100.4	.5698	22.8	29.8	12.3	144,478	.6015	1,439	6,337	4,837	5,749	10.5	2.7	18.9	10.7	46.1	42.5	19.7	29.3	4.8	14.8
△Sault Ste. Marie		40.7	.2310	9.3	12.3	8.0	68,317	.2846	1,679	6,971	5,520	6,292	6.1	1.4	16.2	8.4	48.8	41.2	22.2	30.1	6.7	18.9
Brant	501	86.1	.4830	23.0	27.1	2.1	135,997	.5706	1,610	5,956	5,047	5,399	12.5	3.5	22.2	13.3	47.1	46.3	13.5	21.3	4.7	15.6
△Brantford		54.5	.3093	15.2	18.3	2.9	92,958	.3872	1,706	6,116	5,077	5,552	11.4	3.1	21.5	12.6	47.8	45.6	14.0	21.5	5.3	17.2
Bruce		45.1	.2560	12.4	13.7	.5	49,111	.2046	1,089	3,961	3,565	3,586	38.1	15.0	33.0	29.9	24.5	38.3	4.9	11.5	1.5	7.3
Carleton	515	313.1	1.7771	78.6	98.7	32.2	527,112	2.1956	1,684	6,881	5,336	6,245	14.6	3.5	19.5	10.2	38.4	32.5	18.4	25.2	9.1	28.6
▲Ottawa		237.0	1.3451	59.2	76.2	31.5	419,989	1.7494	1,772	7,094	5,505	6,434	13.9	3.2	18.9	9.5	38.3	31.6	18.9	25.0	10.0	30.7

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

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** Includes people speaking both French and English and people speaking French only. See page 397.

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METROPOLITAN OTTAWA
is now 43.9% French*
* Dominion Bureau of Statistics

LONDON ONTARIO CANADA

IS REALLY BOOMING!

MUSHROOMING DEVELOPMENT ON EVERY SIDE INDICATES THE TEMPO OF SALES TO COME!

Two of the world's largest organizations in their respective fields have chosen London as the site for extensive development.

The T. Eaton Company Limited, one of the world's largest department store organizations, will be the major tenant in a new 40-store shopping centre now nearing completion. A new Northern Electric Company plant will create over 1,000 new jobs for our city's already prosperous work force.

These are just two of the many, many projects going on right now in London and Western Ontario, every booming inch of which is sold by . . .

The London Free Press

Western Ontario's Foremost Newspaper

ONTARIO

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME ESTIMATES, 1959

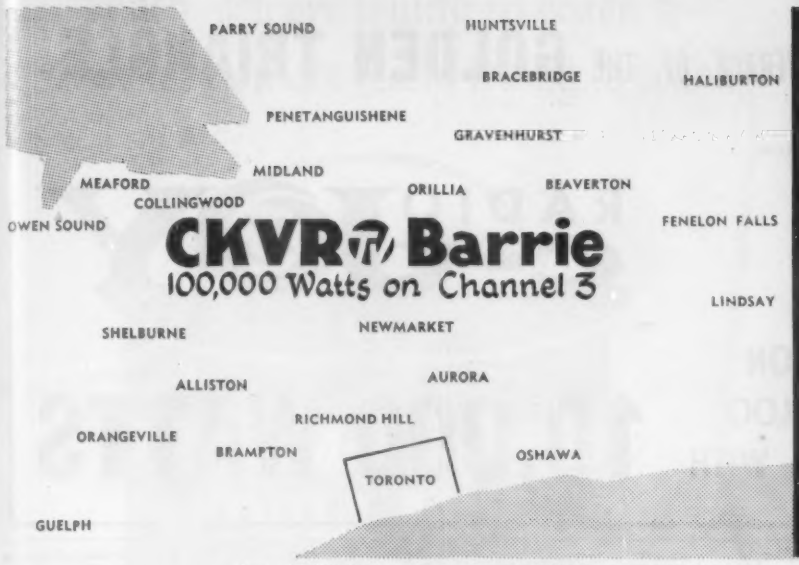
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Cochrane	529	88.7	.5034	20.1	24.5	48.5	124,165	.5172	1,400	6,177	5,054	5,606	12.4	3.3	20.5	11.9	44.9	42.5	17.2	26.2	5.0	16.1
△Timmins		28.2	.1601	6.8	7.9	42.5	40,910	.1704	1,451	6,016	5,135	5,460	10.9	3.0	20.9	12.4	48.4	47.0	16.0	25.0	3.8	12.6
Dufferin		16.8	.0954	4.7	5.2	.7	18,498	.0770	1,100	3,934	3,519	3,601	35.8	14.8	32.2	29.1	24.3	35.9	6.8	16.0	.9	4.2
Dundas		18.4	.1044	4.9	5.7	5.9	19,288	.0803	1,048	3,936	3,376	3,605	36.0	14.9	32.6	29.4	24.3	35.8	5.7	13.5	1.4	6.4
Durham		40.1	.2276	11.0	12.6	1.7	59,826	.2492	1,492	5,439	4,727	4,941	17.6	5.3	23.8	15.7	41.8	44.9	13.9	23.9	2.9	10.2
Elgin		63.1	.3582	17.1	20.7	2.0	90,973	.3790	1,442	5,320	4,392	4,838	20.9	6.4	24.3	16.3	37.0	40.6	14.8	26.1	3.0	10.6
St. Thomas		19.7	.1118	5.9	6.7	1.1	36,912	.1538	1,874	6,256	5,494	5,645	13.0	3.4	19.2	11.0	42.2	39.7	20.9	31.6	4.7	14.3
Essex	533	264.1	1.4989	70.1	81.3	16.0	453,463	1.8888	1,717	6,469	5,574	5,868	9.5	2.4	19.0	10.5	47.3	42.8	18.6	27.0	5.6	17.3
Leamington		8.5	.0482	2.6	2.7	*	16,127	.0672	1,897	6,203	5,764	5,561	20.8	5.6	25.0	14.6	35.4	33.7	8.9	13.6	9.9	32.5
▲Windsor		121.7	.6907	32.8	39.0	13.0	225,202	.9380	1,850	6,866	5,765	6,229	7.7	1.8	17.4	9.1	47.7	40.6	20.0	27.4	7.2	21.1
Frontenac	509	83.0	.4711	20.5	26.9	3.9	114,066	.4751	1,374	5,564	4,240	5,034	19.7	5.9	24.7	15.9	38.8	40.8	12.1	20.5	4.7	16.9
△Kingston		51.0	.2895	13.0	17.4	3.9	77,411	.3224	1,518	5,955	4,425	5,414	17.2	4.7	22.8	13.7	39.8	39.0	14.0	22.1	6.2	20.5
Glengarry		19.6	.1112	4.6	5.4	53.5	15,479	.0645	790	3,440	2,854	3,120	42.4	20.3	35.4	36.9	18.1	30.6	3.8	10.4	.3	1.8
Grenville		22.5	.1277	6.1	7.2	3.8	26,886	.1120	1,195	4,408	3,727	4,016	28.7	10.6	29.9	24.2	32.5	43.0	7.4	15.7	1.5	6.5
Grey		63.0	.3576	17.8	19.6	.8	80,759	.3364	1,282	4,537	4,102	4,120	27.9	10.1	29.4	23.2	32.9	42.3	7.8	16.1	2.0	8.3
Owen Sound		17.6	.0999	4.9	6.9	1.3	25,897	.1079	1,471	5,285	3,711	4,767	21.5	6.7	26.0	17.7	37.9	42.3	10.5	18.8	4.1	14.5
Haldimand		30.1	.1709	8.2	9.3	1.5	37,678	.1569	1,252	4,595	4,038	4,172	25.6	9.2	28.9	22.5	36.1	45.8	7.8	15.9	1.6	6.6
Haliburton		9.4	.0533	2.5	2.7	1.4	9,081	.0378	966	3,632	3,341	3,287	38.9	17.7	34.5	34.1	22.3	36.1	3.8	9.7	.5	2.4
Halton		95.0	.5392	25.2	29.8	2.8	177,701	.7402	1,871	7,052	5,956	6,391	12.8	3.0	19.4	9.9	41.0	33.9	17.0	22.7	9.8	30.5
Oakville		10.5	.0596	2.8	3.3	*	23,731	.0988	2,260	8,475	7,126	7,632	9.6	1.9	15.6	6.7	38.4	26.7	20.1	22.4	16.3	42.3
Hastings		91.1	.5171	23.4	27.9	2.7	122,706	.5111	1,347	5,244	4,392	4,761	21.3	6.7	25.4	17.4	37.8	42.1	12.2	21.8	3.3	12.0
Belleville		28.1	.1595	7.9	9.3	2.6	47,283	.1969	1,683	5,985	5,056	5,423	15.0	4.1	21.5	12.9	41.9	41.0	16.6	26.1	5.0	15.9
Trenton		12.2	.0692	3.3	3.8	3.7	17,633	.0734	1,445	5,343	4,620	4,810	19.1	5.9	25.0	16.9	40.8	45.0	12.2	21.7	2.9	10.5
Huron		56.2	.3189	15.3	17.6	2.8	68,535	.2855	1,219	4,479	3,890	4,072	28.2	10.3	29.4	23.5	32.5	42.3	8.3	17.4	1.6	6.5
Kenora		54.1	.3071	12.7	16.3	5.5	75,838	.3159	1,402	5,971	4,639	5,434	13.9	3.8	20.7	12.4	43.1	42.0	18.3	28.7	4.0	13.1
Kenora		10.7	.0607	2.8	3.3	*	18,541	.0772	1,733	6,622	5,517	5,959	10.0	2.5	17.6	9.6	44.7	39.8	22.1	31.7	5.6	16.4
Kent		93.1	.5284	25.9	28.3	7.9	148,283	.6177	1,593	5,725	5,223	5,191	18.3	5.3	24.3	15.2	40.2	41.0	11.8	19.4	5.4	19.1
Chatham		28.4	.1612	8.4	9.3	4.7	52,218	.2175	1,839	6,216	5,600	5,614	13.3	3.5	21.3	12.4	44.3	41.8	15.3	23.2	5.8	19.1
Lambton	522	103.2	.5857	28.0	31.9	4.9	177,515	.7394	1,720	6,340	5,564	5,744	11.9	3.1	19.1	10.8	43.8	40.4	20.1	29.9	5.1	15.8
△Sarnia		47.6	.2702	12.9	15.1	8.1	90,853	.3784	1,909	7,043	6,000	6,370	7.5	1.8	15.8	8.1	45.7	37.9	23.7	31.8	7.3	20.4
Lanark		42.1	.2390	10.9	13.1	2.3	54,648	.2276	1,298	5,014	4,152	4,553	25.8	8.5	27.2	19.4	32.6	38.0	10.8	20.2	3.6	13.9
Smith Falls		9.2	.0522	2.5	3.0	*	16,506	.0688	1,794	6,602	5,495	5,924	12.8	3.2	19.3	10.6	41.8	37.4	18.8	27.1	7.3	21.7

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

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** Includes people speaking both French and English and people speaking French only. See page 397.



85,000 TV-Homes in Dominant area

•

Daily Circulation 290,000 People*

•

Av. Cost per M. Homes within $2.

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Retail Sales . . . $2,647,000,000
Food Sales 654,000,000
Drug Sales 83,574,000

*Elliot-Haynes Spring '59

Reps.: MULVIHILL, Toronto & Montreal—YOUNG, U.S.A.—MESSNER, Winnipeg—SCHARF, Vancouver

ONTARIO

SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Leeds		**45.7**	**.2594**	**11.8**	**14.8**	**3.9**	**59,034**	**.2459**	**1,292**	**5,003**	**4,027**	**4,528**	**24.2**	**8.0**	**27.2**	**19.5**	**35.5**	**41.6**	**9.9**	**18.6**	**3.2**	**12.3**
Brockville		15.2	.0863	4.2	5.1	4.9	24,632	.1026	1,621	5,865	4,829	5,353	15.2	4.2	22.7	13.8	43.1	42.6	13.6	21.7	5.4	17.7
Lenox and Addington		**24.1**	**.1367**	**6.4**	**7.3**	**.9**	**25,805**	**.1075**	**1,071**	**4,032**	**3,488**	**3,681**	**34.2**	**13.9**	**32.1**	**28.4**	**26.6**	**38.2**	**5.7**	**13.2**	**1.4**	**6.3**
Lincoln	519	**125.1**	**.7101**	**33.2**	**40.5**	**3.6**	**209,602**	**.8730**	**1,675**	**6,313**	**5,169**	**5,724**	**12.2**	**3.2**	**20.0**	**11.3**	**44.3**	**41.1**	**17.9**	**26.7**	**5.6**	**17.7**
△St. Catherines		41.3	.2344	12.2	13.5	4.2	86,473	.3602	2,094	7,088	6,372	6,435	8.7	2.0	17.4	8.8	45.1	37.2	19.6	25.9	9.2	26.1
Manitoulin		**12.3**	**.0698**	**3.0**	**3.4**	**1.8**	**11,013**	**.0459**	**895**	**3,671**	**3,227**	**3,363**	**39.6**	**17.6**	**34.2**	**33.0**	**20.6**	**32.5**	**4.5**	**11.5**	**1.1**	**5.4**
Middlesex	511	**202.1**	**1.1471**	**54.7**	**67.2**	**2.1**	**339,700**	**1.4150**	**1,681**	**6,210**	**5,054**	**5,634**	**13.9**	**3.7**	**21.3**	**12.3**	**43.2**	**40.7**	**15.5**	**23.4**	**6.1**	**19.9**
▲London		103.0	.5846	29.0	35.6	2.4	189,379	.7888	1,839	6,530	5,317	5,920	11.9	3.0	20.2	11.1	44.3	39.7	16.3	23.4	7.3	22.8
Muskoka		**27.0**	**.1532**	**7.3**	**8.4**	**3.6**	**29,824**	**.1242**	**1,105**	**4,085**	**3,532**	**3,701**	**35.3**	**14.2**	**31.8**	**28.0**	**24.3**	**34.9**	**7.1**	**16.3**	**1.5**	**6.6**
Nipissing		**69.1**	**.3922**	**15.4**	**18.7**	**46.2**	**85,979**	**.3581**	**1,244**	**5,583**	**4,589**	**5,063**	**19.1**	**5.6**	**23.8**	**15.3**	**38.7**	**40.6**	**14.2**	**23.9**	**4.2**	**14.6**
North Bay		22.7	.1288	5.6	6.8	25.1	37,098	.1545	1,634	6,625	5,430	5,985	12.2	3.0	19.0	10.3	42.3	37.5	19.2	27.4	7.3	21.8
Norfolk		**51.1**	**.2900**	**14.1**	**15.7**	**2.0**	**61,008**	**.2542**	**1,194**	**4,327**	**3,886**	**3,919**	**32.2**	**12.3**	**31.0**	**25.7**	**27.9**	**37.7**	**8.7**	**14.5**	**2.2**	**9.8**
Simcoe		8.6	.0488	2.6	2.8	*	14,627	.0609	1,701	5,626	5,149	5,046	19.7	5.8	24.5	15.8	38.4	40.4	12.3	20.8	5.1	17.2
Northumberland		**41.9**	**.2378**	**11.4**	**13.3**	**1.3**	**50,077**	**.2085**	**1,195**	**4,393**	**3,763**	**3,981**	**28.9**	**10.8**	**30.2**	**24.6**	**32.5**	**43.4**	**6.9**	**14.8**	**1.5**	**6.4**
Ontario	514	**122.5**	**.6953**	**31.7**	**39.1**	**2.0**	**208,434**	**.8682**	**1,702**	**6,575**	**5,327**	**5,962**	**11.5**	**2.9**	**18.6**	**10.1**	**43.3**	**38.6**	**20.3**	**29.0**	**6.3**	**19.4**
△Oshawa		59.1	.3354	15.6	19.3	2.4	108,026	.4500	1,828	6,925	5,581	6,272	7.5	1.8	15.9	8.2	46.1	39.0	24.4	33.2	6.1	17.8
Oxford		**70.3**	**.3990**	**19.2**	**22.4**	**1.2**	**96,044**	**.4001**	**1,366**	**5,002**	**4,273**	**4,537**	**21.4**	**7.0**	**27.1**	**19.4**	**40.2**	**47.1**	**8.6**	**16.1**	**2.7**	**10.4**
Tillsonburg		6.6	.0375	2.0	2.2	*	10,265	.0428	1,555	5,133	4,620	4,655	20.7	6.6	26.0	18.2	39.8	45.3	10.8	19.8	2.7	10.1
Woodstock		20.1	.1141	5.8	6.7	1.4	32,022	.1334	1,593	5,521	4,719	5,029	17.5	5.2	24.8	16.0	42.7	45.1	10.3	17.4	4.7	16.3
Parry Sound		**27.7**	**.1572**	**7.0**	**8.0**	**6.1**	**29,006**	**.1208**	**1,047**	**4,144**	**3,623**	**3,774**	**32.2**	**12.7**	**31.3**	**27.0**	**28.9**	**40.5**	**6.4**	**14.5**	**1.2**	**5.3**
Parry Sound		5.4	.0306	1.5	1.6	*	7,269	.0303	1,346	4,846	4,454	4,476	21.7	7.2	26.6	19.3	39.5	46.8	10.4	19.8	1.8	6.9
Peel		**102.9**	**.5841**	**26.5**	**31.4**	**2.9**	**178,201**	**.7423**	**1,732**	**6,725**	**5,669**	**6,102**	**13.5**	**3.3**	**20.1**	**10.7**	**41.4**	**35.8**	**16.6**	**23.3**	**8.4**	**26.9**
Brampton		14.1	.0800	3.8	4.7	*	24,406	.1017	1,731	6,423	5,186	5,842	12.2	3.1	20.5	11.4	44.7	40.5	16.2	23.7	6.4	21.3
Perth		**59.1**	**.3354**	**16.4**	**18.6**	**.9**	**84,703**	**.3528**	**1,433**	**5,165**	**4,539**	**4,673**	**19.2**	**6.1**	**25.9**	**18.0**	**42.2**	**48.0**	**10.1**	**18.4**	**2.6**	**9.5**
Stratford		20.9	.1186	6.1	6.9	1.1	35,646	.1485	1,706	5,844	5,150	5,286	11.7	3.3	22.5	13.9	49.3	49.3	12.4	20.1	4.1	13.4
Peterborough	516	**72.2**	**.4098**	**19.0**	**22.4**	**1.7**	**112,731**	**.4696**	**1,561**	**5,933**	**5,023**	**5,377**	**13.2**	**3.6**	**21.8**	**13.2**	**45.7**	**45.1**	**15.0**	**23.8**	**4.3**	**14.3**
△Peterborough		45.6	.2588	12.3	14.6	2.0	77,877	.3244	1,708	6,331	5,334	5,748	9.7	2.5	19.8	11.2	48.2	44.5	16.9	25.1	5.4	16.7
Prescott		**28.9**	**.1640**	**6.3**	**7.3**	**87.0**	**28,157**	**.1173**	**974**	**4,469**	**3,850**	**4,033**	**29.3**	**10.8**	**29.5**	**23.8**	**31.0**	**40.8**	**8.7**	**18.4**	**1.5**	**6.2**
Prince Edward		**23.3**	**.1323**	**6.4**	**7.4**	**1.5**	**26,417**	**.1100**	**1,134**	**4,128**	**3,554**	**3,771**	**33.6**	**13.3**	**31.5**	**27.2**	**26.7**	**37.5**	**6.7**	**15.2**	**1.5**	**6.8**
Rainy River		**29.1**	**.1651**	**7.3**	**8.3**	**7.1**	**42,357**	**.1764**	**1,456**	**5,802**	**5,079**	**5,281**	**15.7**	**4.4**	**21.3**	**13.1**	**41.2**	**41.4**	**18.3**	**29.5**	**3.5**	**11.6**
Renfrew		**88.5**	**.5023**	**20.3**	**25.9**	**9.7**	**93,292**	**.3886**	**1,054**	**4,596**	**3,595**	**4,167**	**28.5**	**10.2**	**29.2**	**22.8**	**31.5**	**40.1**	**8.4**	**17.2**	**2.4**	**9.7**
Pembroke		16.5	.0936	3.8	4.9	17.9	16,897	.0704	1,024	4,447	3,415	4,055	28.8	10.6	30.1	24.2	32.5	42.4	6.4	13.5	2.2	9.3
Russell		**19.7**	**.1118**	**4.2**	**4.8**	**83.8**	**15,206**	**.0634**	**772**	**3,620**	**3,124**	**3,256**	**40.0**	**18.3**	**35.0**	**34.9**	**21.1**	**34.5**	**3.0**	**7.8**	**.9**	**4.5**
Simcoe		**144.1**	**.8179**	**36.0**	**45.7**	**8.5**	**169,609**	**.7064**	**1,177**	**4,711**	**3,705**	**4,270**	**26.3**	**9.2**	**28.5**	**21.7**	**34.2**	**42.5**	**8.7**	**17.4**	**2.3**	**9.2**
Barrie		20.2	.1146	5.6	6.7	2.9	32,155	.1339	1,592	5,742	4,798	5,207	16.4	4.7	22.8	14.2	41.7	42.5	14.7	24.1	4.4	14.5
Orillia		14.7	.0834	4.0	4.7	1.9	20,462	.0852	1,392	5,116	4,266	4,638	23.3	7.5	27.0	18.9	36.4	41.6	9.3	17.2	4.0	14.8
Stormont		**63.5**	**.3604**	**14.9**	**17.7**	**43.7**	**81,483**	**.3394**	**1,283**	**5,469**	**4,578**	**4,971**	**16.0**	**4.8**	**23.9**	**15.6**	**44.4**	**47.4**	**12.7**	**21.8**	**3.0**	**10.4**
Cornwall		43.5	.2469	10.3	14.3	36.2	59,465	.2477	1,367	5,773	4,148	5,257	14.1	4.0	22.3	13.8	45.1	45.4	14.6	23.8	3.9	13.0

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

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SM POPULATION ESTIMATES, 1/1/60 — SM EFFECTIVE BUYING INCOME ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Sudbury	527	162.1	.9200	35.9	45.6	40.0	248,153	1.0284	1,519	6,857	5,392	6,218	8.3	2.0	15.6	8.2	44.6	38.1	25.6	35.3	5.7	16.4
1△Sudbury		47.9	.2719	11.7	14.3	38.7	79,268	.3302	1,655	6,775	5,519	6,157	7.5	1.8	16.3	8.6	46.9	40.4	23.7	32.8	5.6	16.4
Thunder Bay	905	138.1	.7839	33.8	43.5	6.3	207,287	.8633	1,501	6,132	4,763	5,569	13.0	3.5	20.6	12.0	44.1	42.0	17.4	25.6	4.9	15.9
△Fort William		42.5	.3412	10.7	13.3	2.7	66,988	.2790	1,576	6,261	5,032	5,679	11.6	3.1	20.2	11.6	45.6	42.5	17.2	25.8	5.4	17.0
△Port Arthur		44.0	.3497	11.4	13.8	4.0	68,314	.2846	1,553	5,992	4,925	5,437	13.8	3.8	21.7	13.0	44.2	43.1	15.5	24.2	4.8	15.9
Timiskaming		50.3	.2855	12.4	14.2	28.9	71,800	.2991	1,427	5,790	5,026	5,240	13.9	4.0	22.6	14.0	45.7	46.3	13.9	22.6	3.9	13.1
Victoria		31.0	.1750	8.9	9.8	1.1	40,166	.1673	1,296	4,513	4,063	4,112	28.8	10.4	29.2	23.1	31.2	40.3	8.9	18.5	1.9	7.7
Lindsay		10.5	.0596	3.1	3.3	*	16,575	.0690	1,579	5,347	4,584	4,801	20.5	6.4	25.0	16.9	38.5	42.6	12.7	22.5	3.3	11.6
Waterloo	510	168.1	.9541	44.1	53.4	1.9	263,457	1.0974	1,567	5,974	4,931	5,422	13.5	3.7	22.8	13.7	46.1	45.1	12.2	19.2	5.4	18.3
Galt		26.0	.1476	7.3	8.6	2.1	44,064	.1835	1,695	6,036	5,101	5,487	12.7	3.5	23.5	13.3	46.9	45.3	12.3	19.1	5.6	18.8
△Kitchener		97.3	.5514	18.0	23.3	2.5	112,291	.4677	1,671	6,238	5,054	5,664	11.8	3.1	21.6	12.4	46.9	43.9	13.5	20.3	6.2	20.3
Waterloo		18.6	.1056	4.7	5.9	*	33,299	.1385	1,788	7,076	5,635	6,384	9.0	2.1	19.4	9.9	47.0	39.0	14.3	19.0	10.4	30.0
Welland	503	163.9	.9251	42.4	50.6	7.8	269,820	1.1230	1,654	6,359	5,320	5,768	9.4	2.4	18.8	10.6	47.7	43.8	19.5	28.9	4.8	14.3
Niagara Falls		24.1	.1369	6.5	8.0	5.4	43,678	.1778	1,771	6,566	5,289	5,955	9.9	2.5	18.5	10.1	45.7	40.7	19.7	28.2	6.2	18.5
Port Colborne		15.1	.0857	4.0	4.7	16.9	27,161	.1131	1,799	6,790	5,773	6,110	6.9	1.7	16.6	8.8	48.4	42.0	22.7	31.7	5.4	15.8
Welland		17.7	.1005	4.7	5.6	*	35,473	.1478	2,004	7,547	6,327	6,825	4.8	1.1	15.6	7.4	48.4	37.5	20.2	25.3	11.0	28.7
Wellington	508	80.4	.4564	21.4	25.4	1.4	118,293	.4844	1,446	5,434	4,571	4,918	18.4	5.8	24.7	18.3	41.5	44.8	11.8	20.4	3.6	12.9
△Guelph		37.3	.2117	10.1	12.1	1.7	58,455	.2768	1,782	6,580	5,464	5,967	13.1	3.3	23.1	12.0	45.5	40.4	13.0	18.6	6.3	25.7
Wentworth	505	333.1	1.8905	87.1	109.4	2.7	571,163	2.3789	1,715	6,557	5,220	5,944	10.3	2.6	19.0	10.4	48.9	40.9	18.5	26.6	6.3	19.5
▲Hamilton		257.0	1.4587	67.6	85.7	3.0	448,110	1.8666	1,744	6,629	5,227	6,013	9.0	2.5	18.8	10.2	46.2	40.6	18.4	26.2	6.7	20.5
York	530	1,635.9	9.2799	407.2	561.1	3.5	3,004,302	12.5139	1,837	7,378	5,354	6,091	10.9	2.4	18.3	8.9	42.1	33.4	18.0	22.9	10.7	32.4
Leaside		16.7	.0948	5.0	5.3	4.0	56,244	.2343	3,368	11,249	10,419	10,195	4.1	.6	7.4	2.3	31.2	16.3	28.7	24.0	28.6	56.8
New Toronto		13.1	.0744	3.0	4.5	5.1	22,484	.0937	1,715	7,495	4,916	6,800	7.1	1.5	16.2	7.8	46.0	35.9	21.2	26.6	9.5	28.2
Toronto		685.0	3.8879	159.4	245.2	3.2	1,272,345	5.3998	1,857	7,982	5,188	7,240	12.3	2.5	19.1	8.6	39.0	28.6	13.9	16.4	15.7	43.9
Weston		9.9	.0582	2.6	3.2	*	21,782	.0907	2,200	8,378	6,662	7,595	6.5	1.3	13.5	5.8	41.7	29.1	24.8	27.8	13.5	36.0
Total Above Cities		3,515.7	14.3763	845.0	940.6		4,460,087	18.5803	1,773	6,916	5,307	6,270	11.8	2.5	19.5	10.1	42.9	36.2	16.7	22.7	9.1	28.2
Province Total		6,006.9	34.1932	1,529.4	1,910.4	9.3	9,860,018	39.6348	1,581	6,251	4,998	5,671	15.3	4.0	21.6	12.4	41.0	38.4	15.7	23.6	6.4	21.6

1 Information received too late for inclusion above indicates that Sudbury population, due to annexation, is 79.2, as of Jan. 1.

** Includes people speaking both French and English and people speaking French only. See page 397.

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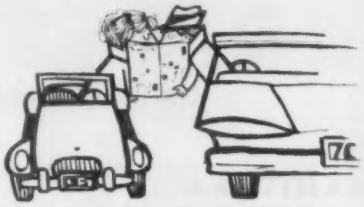
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City and Population (*in thousands*)		County	City and Population (*in thousands*)		County	City and Population (*in thousands*)		County
Brandon	26.8	Division 7	Portage la Prairie	11.5	Division 6	Winnipeg	264.9	Division 6
Dauphin	6.3	Division 13	St. Boniface	30.2	Division 6			

COUNTIES CITIES	Met. Area Code	SM POPULATION ESTIMATES, 1/1/60 Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	EFFECTIVE BUYING INCOME— SM ESTIMATES, 1960 Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households $0-2,499 % Hslds.	% Inc.	$2,500-3,999 % Hslds.	% Inc.	$4,000-6,999 % Hslds.	% Inc.	$7,000-9,999 % Hslds.	% Inc.	$10,000& over % Hslds.	% Inc.
Division 1		27.3	.1550	6.3	6.4	23.1	22,799	.0950	835	3,619	3,528	3,202	35.9	17.4	38.8	39.7	22.3	37.4	1.9	5.2	.1	.3
Division 2		40.2	.2281	9.4	9.9	15.5	33,731	.1405	839	3,588	3,381	3,205	38.7	18.2	39.1	40.1	18.9	31.5	2.8	7.5	.5	2.7
Division 3		22.5	.1278	6.1	9.8	15.1	23,011	.0958	1,023	3,772	2,345	3,344	36.1	16.3	38.0	37.3	21.8	35.0	3.7	9.4	.4	2.0
Division 4		14.7	.0834	4.2	4.4	3.6	16,416	.0684	1,117	3,909	3,671	3,457	33.1	14.4	36.3	34.5	27.0	41.7	3.5	8.7	.1	.7
Division 5		63.3	.3593	17.0	18.3	6.2	91,360	.3805	1,443	5,374	4,992	4,785	15.5	4.9	24.9	17.1	47.6	53.3	10.2	18.3	1.8	6.4
Division 6	534	387.5	2.1993	103.3	127.6	9.7	642,139	2.6748	1,657	6,216	5,031	5,534	15.5	4.2	23.5	14.0	43.4	41.9	11.1	17.3	6.5	22.6
Portage la Prairie		11.5	.0653	3.0	3.7	*	13,564	.0565	1,179	4,521	3,595	4,090	26.6	9.8	31.9	25.6	34.0	44.5	5.9	12.5	1.6	7.6
St. Boniface		30.2	.1714	7.7	9.3	42.2	49,623	.2067	1,643	6,445	5,312	5,718	13.5	3.6	21.8	12.5	44.9	42.1	13.3	20.0	6.5	21.8
▲Winnipeg		264.9	1.5035	72.1	91.0	4.5	456,738	1.9025	1,724	6,335	5,014	5,641	15.3	4.1	23.4	13.6	43.1	41.0	10.9	16.6	7.3	24.7
Division 7		49.6	.2815	13.1	16.0	4.7	67,676	.2819	1,364	5,166	4,229	4,607	20.0	6.5	27.3	19.4	41.0	47.8	9.4	17.5	2.3	8.8
Brandon		26.8	.1521	6.9	9.2	2.6	38,386	.1599	1,432	5,563	4,170	4,953	16.7	5.1	25.0	16.6	44.3	47.9	10.5	18.2	3.5	12.2
Division 8		23.2	.1317	6.5	7.1	4.7	31,197	.1299	1,345	4,800	4,394	4,256	23.3	8.2	29.6	22.8	37.8	47.7	8.0	16.2	1.3	5.1
Division 9	534	80.1	.4546	21.0	24.2	3.5	116,100	.4836	1,449	5,529	4,794	4,932	15.1	4.6	24.0	16.0	46.8	50.7	11.9	20.8	2.2	7.9
Division 10		19.3	.1096	5.3	5.4	2.3	20,422	.0851	1,058	3,853	3,773	3,460	34.1	14.8	36.3	34.5	24.9	38.6	4.5	11.1	.2	1.0
Division 11		25.1	.1424	7.4	7.4	4.7	30,309	.1262	1,207	4,095	4,057	3,666	32.6	13.4	34.8	31.2	25.6	37.4	6.3	14.8	.7	3.2
Division 12		24.3	.1379	6.0	6.6	10.3	23,049	.0960	949	3,842	3,484	3,393	35.9	15.9	37.2	38.0	22.2	35.0	4.3	11.0	.4	2.1
Division 13		25.1	.1425	6.7	6.9	12.2	30,753	.1281	1,225	4,590	4,399	4,092	27.1	10.0	31.4	25.2	32.0	42.0	8.1	17.0	1.4	5.8
Dauphin		6.3	.0358	1.8	1.9	*	9,647	.0402	1,531	5,359	4,867	4,772	20.3	6.4	26.4	18.2	38.6	43.3	11.6	20.9	3.1	11.2
Division 14		23.8	.1351	6.5	6.6	1.7	24,449	.1018	1,027	3,761	3,685	3,339	35.6	16.1	37.6	36.9	23.3	37.4	3.3	8.4	.2	1.2
Division 15		13.2	.0749	3.4	3.5	7.0	12,718	.0530	963	3,741	3,592	3,326	36.3	16.4	37.7	37.2	21.9	35.5	3.9	10.0	.2	.9
Division 16		53.8	.3054	12.3	14.6	5.0	81,841	.3409	1,521	6,654	5,601	5,946	11.4	2.9	16.1	8.9	41.8	37.6	26.8	38.8	3.9	11.8
Total Above Cities		339.7	1.9281	91.5	115.1		567,958	2.3658	1,672	6,207	4,934	5,528	15.7	4.3	23.7	14.1	43.1	41.6	10.9	17.0	6.6	23.0
Province Total		893.0	5.0685	234.5	274.7	8.4	1,267,961	5.2815	1,420	5,407	4,616	4,815	20.8	6.5	27.1	18.5	38.4	42.8	10.0	17.8	3.7	14.4

SASKATCHEWAN

City and Population (*in thousands*)		County	City and Population (*in thousands*)		County	City and Population (*in thousands*)		County
Moose Jaw	33.0	Division 7	Regina	102.1	Division 6	Weyburn	8.5	Division 2
North Battleford	9.5	Division 16	Saskatoon	80.7	Division 11	Yorkton	8.9	Division 9
Prince Albert	23.8	Division 15	Swift Current	11.9	Division 8			

Division 1		38.2	.2168	9.8	10.9	8.4	43,448	.1810	1,137	4,433	3,952	3,987	25.9	9.4	28.4	22.5	37.4	43.2	7.0	14.5	1.3	5.4
Division 2		35.3	.2004	8.8	10.7	5.1	38,906	.1620	1,102	4,421	3,618	3,958	24.5	9.0	27.6	22.0	41.8	54.2	5.2	10.9	.9	3.9
Weyburn		8.5	.0482	1.7	3.0	*	8,519	.0355	1,002	5,011	2,776	4,425	18.3	6.0	22.2	15.8	50.9	59.2	7.0	13.0	1.6	6.0
Division 3		29.9	.1697	7.8	8.6	19.5	33,056	.1377	1,106	4,238	3,824	3,778	29.1	11.1	31.2	26.1	33.5	45.5	4.6	10.1	1.6	7.2
Division 4		16.9	.0959	4.8	5.1	9.3	19,464	.0811	1,152	4,055	3,783	3,642	31.9	12.7	33.5	29.0	28.5	40.3	4.3	9.7	1.8	8.3
Division 5		47.7	.2707	12.5	13.6	3.1	54,137	.2255	1,135	4,331	3,970	3,874	26.8	10.0	29.2	23.7	36.3	48.4	6.9	14.7	.8	3.2
Division 6	518	141.0	.8003	36.0	70.3	3.6	199,477	.8309	1,415	5,541	2,835	4,955	16.7	4.9	20.3	12.9	48.5	60.3	10.6	17.7	3.9	14.2
△Regina		102.1	.5795	26.6	33.4	2.9	154,870	.6451	1,517	5,822	4,635	5,203	14.5	4.0	18.4	11.1	50.7	50.3	11.7	18.6	4.7	16.0

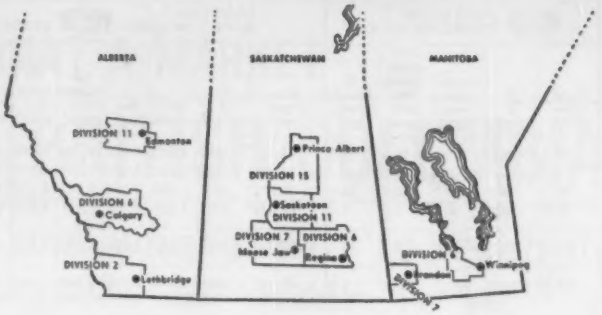
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

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** Includes people speaking both French and English and people speaking French only. See page 397.

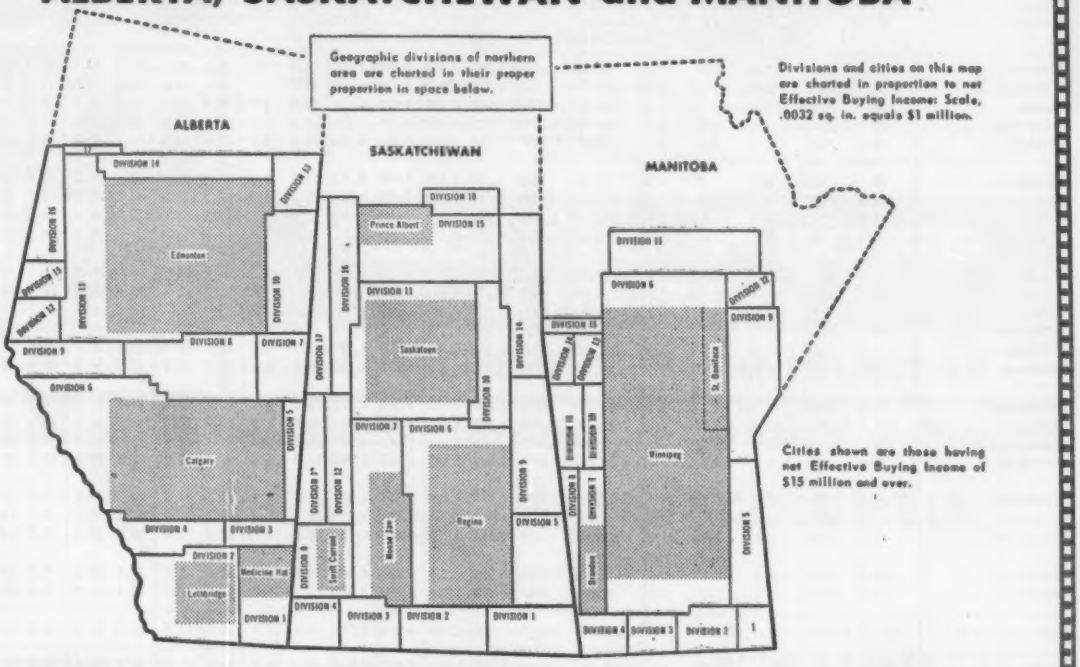
RETAIL SALES MAP

PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of $25 million or more.



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ALBERTA, SASKATCHEWAN and MANITOBA



SASKATCH'N		SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.									
													Income Breakdown of Households									
COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	$0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Division 7		60.1	.3411	15.5	18.6	2.4	80,806	.3368	1,345	5,213	4,335	4,657	17.2	5.3	21.0	14.2	49.8	55.1	9.8	17.4	2.2	8.0
Moose Jaw		33.0	.1873	9.0	10.7	2.4	49,393	.2057	1,497	5,488	4,601	4,934	14.2	4.2	18.3	11.7	53.3	55.6	11.5	19.2	2.7	9.3
Division 8		40.0	.2271	11.0	11.9	1.5	52,935	.2205	1,323	4,812	4,430	4,326	23.7	7.9	26.6	19.4	40.4	48.0	6.1	11.7	3.2	13.0
Swift Current		11.9	.0675	3.5	3.7	*	19,930	.0830	1,675	5,694	5,285	5,160	18.1	5.1	21.4	13.1	44.9	44.7	9.0	14.4	6.6	22.7
Division 9		53.1	.3013	13.8	25.8	1.0	59,473	.2477	1,120	4,310	2,304	3,862	26.6	10.0	29.2	23.8	37.7	50.2	5.6	12.0	.9	4.0
Yorkton		8.9	.0505	2.4	2.8	*	11,385	.0474	1,279	4,744	3,979	4,331	20.9	7.0	24.2	17.6	45.6	54.2	7.4	14.1	1.9	7.1
Division 10		36.8	.2089	9.3	9.9	1.5	37,624	.1567	1,022	4,046	3,779	3,630	30.7	12.2	32.6	28.3	31.1	44.2	4.5	10.1	1.1	5.2
Division 11	523	111.1	.6306	29.6	34.9	2.5	159,426	.6641	1,435	5,388	4,558	4,827	16.6	5.0	20.3	13.3	49.7	53.0	10.3	17.6	3.1	11.1
△Saskatoon		80.7	.4580	22.1	26.5	2.9	124,052	.5167	1,537	5,613	4,666	5,014	15.0	4.3	18.9	11.9	51.3	52.6	11.1	18.3	3.7	12.9
Division 12		28.3	.1606	7.4	8.3	5.1	34,187	.1424	1,208	4,620	4,084	4,118	23.8	8.4	28.6	20.4	40.7	50.8	7.6	15.3	1.3	5.1
Division 13		33.7	.1913	8.6	9.4	1.3	37,825	.1575	1,122	4,398	3,990	3,959	25.5	9.3	28.2	22.5	39.0	50.7	6.2	12.9	1.1	4.6
Division 14		54.3	.3082	14.0	14.9	5.7	54,685	.2278	1,007	3,906	3,665	3,491	31.7	13.2	33.6	30.3	30.3	44.6	3.8	8.9	.6	3.0
Division 15		86.2	.4892	20.5	23.1	10.3	93,567	.3897	1,085	4,564	4,042	4,082	23.8	8.4	26.8	20.7	41.6	52.4	6.5	13.2	1.3	5.3
Prince Albert		23.8	.1351	6.0	7.2	9.3	31,456	.1310	1,322	5,243	4,310	4,671	17.0	5.3	20.9	14.1	50.5	55.6	9.1	16.2	2.5	8.8

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures, read foreword, page 396.

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** Includes people speaking both French and English and people speaking French only. See page 397.

SASKATCH'N

SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000& over % Hslds.	$10,000& over % Inc.
Division 10		46.2	.2622	11.3	13.1	11.3	48,721	.2030	1,055	4,312	3,709	3,869	27.0	10.1	29.5	24.1	37.0	49.1	5.2	11.2	1.3	5.5
North Battleford		9.5	.0539	2.7	2.9	*	13,283	.0553	1,398	4,919	4,444	4,476	20.6	6.7	23.9	16.8	44.5	51.1	8.3	15.3	2.7	10.1
Division 17		29.7	.1686	7.7	8.1	10.3	32,071	.1336	1,080	4,165	3,917	3,714	29.0	11.3	31.3	26.8	34.1	47.3	4.4	9.7	1.2	5.1
Division 18		21.5	.1220	4.3	5.2	7.3	22,335	.0930	1,039	5,194	4,261	4,626	20.9	6.5	23.1	15.8	39.2	43.6	14.8	28.5	2.1	7.6
Total Above Cities		278.4	1.5800	74.0	90.2		412,887	1.7197	1,483	5,580	4,577	4,996	15.5	4.5	19.3	12.2	50.6	53.0	10.8	17.9	3.8	13.4
Province Total		910.0	5.1649	232.7	302.4	5.3	1,102,143	4.5908	1,211	4,736	3,645	4,240	23.2	7.9	26.1	19.4	41.3	50.1	7.4	14.5	2.0	8.1

ALBERTA

City and Population (in thousands)		County
Calgary	209.4	Division 6
Camrose	6.2	Division 8
Edmonton	262.1	Division 11
Lethbridge	32.8	Division 2
Medicine Hat	23.3	Division 1
Red Deer	17.6	Division 8
Wetaskiwin	4.9	Division 8

Division 1		45.9	.2605	12.2	13.5	1.3	61,832	.2576	1,347	5,068	4,562	4,533	23.3	7.7	30.2	21.7	32.8	38.3	10.3	19.3	3.4	13.0
Medicine Hat		23.3	.1322	6.7	7.5	1.8	36,770	.1532	1,578	5,488	4,899	4,884	18.7	5.7	28.1	18.7	36.9	40.0	12.4	21.7	3.9	13.9
Division 2		83.7	.4750	21.5	24.2	2.3	113,757	.4738	1,359	5,291	4,683	4,712	20.4	6.4	29.5	20.3	35.6	40.3	10.9	19.7	3.6	13.3
Lethbridge		32.8	.1863	9.1	10.5	1.7	84,207	.3258	1,653	5,957	5,127	5,334	15.0	4.2	26.1	15.9	39.5	39.2	13.8	22.1	5.6	18.6
Division 3		19.2	.1090	5.1	5.4	2.0	23,801	.0991	1,240	4,667	4,346	4,184	25.3	9.1	31.9	24.9	32.1	40.7	9.1	18.7	1.6	6.6
Division 4		29.7	.1686	8.1	8.6	1.6	40,331	.1560	1,358	4,979	4,647	4,418	24.0	8.1	30.4	22.3	32.5	39.0	10.5	20.3	2.6	10.3
Division 5		16.5	.0936	5.0	4.9	1.0	27,456	.1144	1,664	5,491	5,482	4,929	15.6	4.7	28.3	17.3	40.5	43.7	15.2	26.3	2.4	8.0
Division 6	502	311.1	1.7657	86.9	101.4	2.8	545,140	2.2707	1,752	6,339	5,372	5,654	13.3	3.5	25.3	14.5	40.2	37.7	14.3	21.6	6.9	22.7
▲Calgary		209.4	1.1885	60.5	71.4	2.8	405,692	1.6898	1,937	6,706	5,679	5,984	11.5	2.9	23.9	13.0	41.0	36.2	15.2	21.7	8.4	26.2
Division 7		34.5	.1959	8.7	10.4	4.9	38,886	.1620	1,127	4,470	3,739	4,000	27.1	10.1	33.0	26.8	30.6	40.6	8.0	17.1	1.3	5.4
Division 8		93.7	.5318	24.3	27.5	1.5	119,348	.4971	1,274	4,911	4,326	4,387	23.7	8.1	31.0	23.0	33.0	39.8	9.7	18.8	2.6	10.3
Camrose		6.2	.0352	1.5	1.9	*	8,013	.0334	1,292	5,342	4,073	4,679	20.4	6.5	29.8	20.7	35.7	40.4	10.5	19.2	3.6	13.2
Red Deer		17.6	.0999	4.7	5.7	*	25,605	.1067	1,455	5,448	4,467	4,832	17.7	5.5	28.7	19.3	38.4	42.0	11.7	20.7	3.5	12.5
Wetaskiwin		4.9	.0278	1.4	1.5	*	7,699	.0321	1,571	5,499	4,879	4,797	22.1	6.9	29.0	19.6	33.0	36.5	11.1	19.7	4.8	17.3
Division 9		32.2	.1827	8.9	9.2	1.8	42,167	.1756	1,310	4,738	4,572	4,240	28.5	9.3	30.4	23.3	30.3	37.9	10.9	22.0	1.9	7.5
Division 10		52.5	.2980	13.9	14.5	1.9	63,344	.2639	1,207	4,558	4,364	4,170	25.5	9.1	32.1	25.9	31.8	40.5	8.7	17.9	1.9	7.5
Division 11	504	363.7	2.0643	91.0	112.8	6.0	863,122	3.5486	2,373	9,484	7,653	7,644	14.6	3.9	25.4	16.9	39.2	37.7	14.5	22.4	6.3	21.0
▲Edmonton		262.1	1.4876	66.7	84.8	5.3	628,853	2.5863	2,399	9,430	7,410	7,737	13.2	3.4	24.4	13.8	40.0	37.0	15.2	22.5	7.2	23.3
Division 12		16.9	.1072	5.2	5.4	3.1	29,158	.1214	1,543	5,607	5,383	5,003	17.9	5.3	28.5	16.8	37.3	39.6	16.0	27.2	3.3	11.3
Division 13		33.4	.1896	7.5	8.7	23.4	31,291	.1304	937	4,012	3,591	3,582	32.6	13.6	34.7	31.5	25.5	37.9	7.2	17.0		
Division 14		50.3	.2855	12.9	13.4	10.1	57,736	.2404	1,148	4,511	4,307	4,015	28.1	10.4	32.5	26.3	29.2	38.7	8.7	18.4	1.5	6.2
Division 15		25.7	.1459	6.4	6.6	26.7	29,902	.1246	1,164	4,672	4,484	4,187	28.5	10.1	31.6	24.5	27.9	35.6	9.3	18.9	2.7	10.9
Division 16		39.6	.2247	10.6	10.8	4.6	48,458	.2018	1,224	4,572	4,484	4,097	26.2	9.5	32.4	25.7	31.3	40.5	8.5	17.7	1.6	6.6
Division 17		12.9	.0881	2.5	2.9	5.9	10,835	.0452	903	4,334	3,659	3,901	27.2	10.4	32.6	27.2	30.8	41.8	9.4	20.6		
Total Above Cities		586.3	3.1574	150.6	183.3		906,539	4.0273	1,738	6,420	5,275	5,726	13.2	3.4	24.7	14.0	40.0	37.2	14.8	22.0	7.3	23.4
Province Total		1,262.8	7.1661	329.7	380.2	4.9	1,846,584	7.6916	1,463	5,601	4,857	4,999	18.9	5.6	28.0	18.2	36.2	38.5	12.3	21.0	4.6	16.7

BRITISH COLUMBIA

City and Population (in thousands)		County
Chilliwack	7.5	Division 4
Kamloops	10.0	Division 6
Kelowna	10.0	Division 3
Nanaimo	15.1	Division 5
Nelson	7.3	Division 2
New Westminster	34.9	Division 4
Penticton	12.3	Division 3
Port Alberni	12.0	Division 5
Prince George	13.7	Division 8
Prince Rupert	11.5	Division 9
Trail	11.4	Division 2
Vancouver	395.1	Division 4
Vernon	10.1	Division 3
Victoria	58.9	Division 5

Division 1		32.1	.1822	8.9	9.9	3.4	49,592	.2065	1,545	5,572	5,008	5,026	13.1	3.9	31.5	20.4	39.3	41.4	12.2	20.8	3.9	13.5
Division 2		71.2	.4041	21.0	21.5	2.7	117,479	.4894	1,650	5,594	5,444	5,036	15.4	4.6	30.2	19.5	37.8	39.7	12.2	20.7	4.4	15.5
Nelson		7.3	.0414	2.3	2.4	*	13,470	.0561	1,845	5,857	5,559	5,330	12.3	3.4	30.1	19.3	39.3	39.2	12.7	20.3	5.6	18.8
Trail		11.4	.0647	3.4	3.5	3.5	21,364	.0890	1,874	6,284	5,934	5,579	7.2	1.9	28.5	16.6	44.0	41.8	15.1	23.1	5.2	16.6
Division 3		95.3	.5409	28.4	28.8	2.9	124,066	.5168	1,302	4,369	4,295	3,931	29.7	11.3	34.3	28.4	27.0	36.5	6.9	14.9	2.1	8.9
Kelowna		10.0	.0568	3.3	3.3	*	17,583	.0732	1,758	5,328	5,328	4,750	22.1	6.9	32.8	22.4	30.8	34.5	8.4	15.0	5.9	21.2
Penticton		13.3	.0693	3.8	3.8	2.4	19,144	.0797	1,556	5,038	4,919	4,556	20.0	6.6	32.7	23.4	34.3	39.7	10.0	18.6	3.1	11.7
Vernon		10.1	.0573	3.0	3.2	*	13,149	.0548	1,302	4,383	3,989	4,000	27.6	10.3	34.9	28.3	28.4	37.6	7.1	15.2	2.0	8.6
Division 4	531	868.1	4.9271	260.5	292.3	3.5	1,487,645	6.1132	1,691	5,634	5,021	5,074	17.2	5.1	32.4	20.7	34.6	38.2	9.9	16.7	5.9	21.3
Chilliwack		7.5	.0426	2.4	2.5	*	10,901	.0454	1,453	4,542	4,300	4,168	29.6	10.6	33.2	25.9	26.7	34.0	7.1	14.5	3.4	15.0
New Westminster		34.9	.1981	10.0	11.9	4.0	37,122	.1546	1,064	3,712	3,103	3,333	51.5	23.1	30.1	29.4	11.5	18.1	3.0	7.6	3.9	21.8
▲Vancouver		395.1	2.2425	121.8	139.8	3.5	740,168	3.0831	1,873	6,077	5,293	5,470	16.1	4.4	31.0	18.4	34.4	33.3	10.2	15.9	8.3	28.0
Division 5	532	284.2	1.6131	88.5	96.1	3.6	466,117	1.9415	1,640	5,433	4,848	4,889	16.4	5.0	32.7	21.7	36.1	39.2	10.5	18.3	4.3	15.8
Nanaimo		15.1	.0857	4.9	5.2	*	26,022	.1084	1,723	5,311	4,989	4,808	19.1	5.9	32.4	21.9	34.0	37.5	9.9	17.5	4.6	17.2
Port Alberni		12.0	.0681	3.1	3.8	*	18,811	.0784	1,568	6,068	4,914	5,464	10.0	2.7	30.9	18.4	40.4	39.1	12.5	19.6	6.2	20.2
▲Victoria		58.9	.3343	19.3	21.4	3.5	105,238	.4384	1,787	5,453	4,908	4,902	18.0	5.5	34.2	22.7	33.4	38.1	8.7	15.1	5.7	20.6
Division 6		66.2	.3700	17.8	20.2	2.6	84,672	.3827	1,299	4,757	4,179	4,283	24.4	8.8	33.1	28.1	31.1	38.5	8.8	17.6	2.6	10.4
Kamloops		10.0	.0568	2.8	3.4	*	16,789	.0699	1,679	5,996	4,913	5,350	13.0	3.6	25.8	17.5	39.1	36.8	13.1	20.9	6.0	19.2

Before using these figures, read foreword, page 396.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
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*Data not available.
** Includes people speaking both French and English and people speaking French only. See page 397.



WHAT A MARKET

BRITISH COLUMBIA IS

and what a way to reach it!

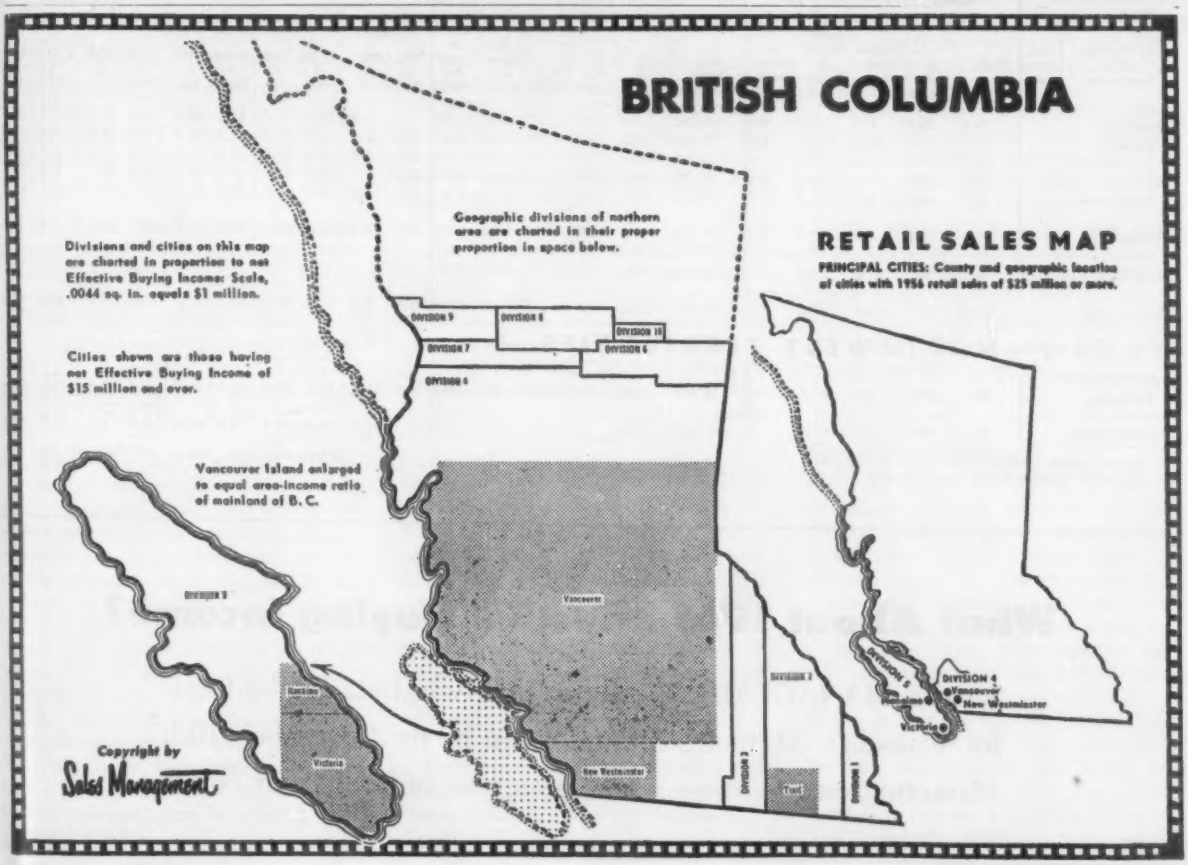
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CANADA'S KEY MARKETS

Are Included on SALES MANAGEMENT's Retail Sales Map

Shows

comparative

Retail Sales Strengths

on 27" x 41" sheet

in 8 colors

Metropolitan County Areas clearly defined.

County names most legible we've seen.

Differences in retail sales volume indicated by different county color shadings . . .

–for counties with $500 million or more.
–for counties with $250 million to $500 million.
–for counties with $100 million to $250 million.
–for counties with $50 million to $100 million.
–for counties with $25 million to $50 million.
–for counties with $10 million to $25 million.
–for counties with under $10 million.

Special markings indicate counties in which family sales exceed Canadian family average.

$5.00 a single copy; $3.50 each for two to four copies. $3.00 each for five or more.

SALES MANAGEMENT, 630 THIRD AVENUE, NEW YORK 17, N. Y.

BR. COL. — SM POPULATION ESTIMATES, 1/1/60 — EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total (thousands)	% of Canada	Households (thousands)	Consumer Spending Units (thous.)	% French Speaking**	Net Dollars (000)	% of Canada	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	Income Breakdown of Households: $0-2,499 % Hslds.	$0-2,499 % Inc.	$2,500-3,999 % Hslds.	$2,500-3,999 % Inc.	$4,000-6,999 % Hslds.	$4,000-6,999 % Inc.	$7,000-9,999 % Hslds.	$7,000-9,999 % Inc.	$10,000&over % Hslds.	$10,000&over % Inc.
Division 7		23.9	.1357	8.1	7.7	3.3	42,341	.1764	1,772	6,941	5,492	6,250	7.9	1.9	23.9	12.4	43.1	36.6	16.4	22.4	8.7	26.7
Division 8		77.1	.4376	29.2	23.2	4.0	97,234	.4050	1,261	4,814	4,187	4,339	24.3	8.4	33.5	25.1	30.6	37.5	8.4	16.4	3.2	12.6
Prince George		13.7	.0778	3.2	3.9	*	20,304	.0846	1,482	6,345	5,166	5,633	13.1	3.5	29.4	16.9	37.0	34.9	11.8	17.8	8.7	26.9
Division 9		45.7	.2593	10.1	18.1	3.4	59,775	.2490	1,308	5,918	3,300	5,336	13.3	3.7	29.2	17.8	39.0	38.8	12.9	20.7	5.6	19.0
Prince Rupert		11.5	.0653	3.2	3.7	*	19,142	.0797	1,665	5,982	5,110	5,407	10.9	3.0	28.8	17.3	41.2	40.4	14.0	22.1	5.1	17.2
Division 10		24.8	.1408	6.8	7.1	4.1	32,123	.1338	1,295	4,867	4,804	4,413	24.0	8.1	30.1	22.2	32.7	39.3	10.7	20.7	2.5	9.7
Total Above Cities		609.8	3.4612	186.5	211.8		1,079,207	4.4953	1,770	5,787	5,095	5,208	18.3	5.3	31.3	19.5	33.4	33.9	9.8	16.1	7.2	25.2
Province Total		1,587.6	9.0108	465.4	524.9	3.4	2,541,044	10.5843	1,601	5,460	4,841	4,917	18.1	5.5	32.3	21.4	34.5	37.2	10.1	17.4	5.0	18.5
YUKON—NORTHWEST TERRITORIES																						
Yukon-Northwest Territories		35.1	.1993	7.1	10.6	.7	30,803	.1283	878	4,338	2,881	3,909	29.1	11.0	31.4	25.9	33.0	44.2	4.4	9.5	2.1	9.4
Territories Total		35.1	.1993	7.1	10.6	.7	30,803	.1283	878	4,338	2,881	3,909	29.1	11.0	31.4	25.9	33.0	44.2	4.4	9.5	2.1	9.4

** Includes people speaking both French and English and people speaking French only. See page 397.

Before using these figures, read foreword, page 396.
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What About 1961 Effective Buying Income?

SALES MANAGEMENT will project 1961 Retail Sales totals for Canada's 34 metro-county areas in its November 10th Marketing on the Move issue. Have you ordered your copy?

Canadian Retail Sales Data

The estimates of retail sales for Canada are projections of the latest (1951) DBS Census of Retail Trade results, based on trends in bank debits, population and income, adjusted to annual totals for provinces supplied by the Merchandising and Service Section of DBS. For the sake of comparison with corresponding data for the United States we have made some slight modifications of DBS definitions of retailing. We have omitted garages (classified as a service in the U. S. definitions) and deducted eating and drinking places from the DBS "food" group and filling stations from the DBS "automotive" group.

To complete the statistical picture we also show for the first time, for Canadian counties (or census divisions) and cities, estimates of sales in four more retail categories corresponding to U. S. Census Bureau practice and carried over into our *Survey of Buying Power*: namely, Eating and Drinking Places Sales; Apparel Store Sales; Lumber, Building Material and Hardware Store Sales, and Gasoline Service Station Sales.

Here we found it necessary again to perform a considerable number of adjustments to the basic DBS census data, since the DBS sales categories often differ in definition from the U.S. census definitions. The same definitions now apply on both sides of the border, as follows:

The **Food Store** group includes grocery stores (without meats), combination grocery and meat stores, dairy products, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The **Eating and Drinking** Places group includes retail establishments selling prepared foods and drinks for consumption on the premises, luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants and luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The **General Merchandise** stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (other), variety stores.

The **Apparel** group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment. Custom tailors carrying stocks of material and furriers are also included in this group.

The **Furniture - Household - Appliance** group includes furniture stores, floor covering stores, drapery-curtain-upholstery stores, china-glassware-metalware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio-household appliance stores, radio-stores, radio-musical instrument stores.

The **Automotive** group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

The **Gasoline Service** group is comprised of establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

The **Lumber, Building Materials and Hardware** group includes lumber yard and retail establishments primarily engaged in selling lumber, shingles, woodwork and other millwork, building materials dealers primarily engaged in selling material other than lumber and millwork, such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials, and hardware stores primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements, but they all sell locally and primarily at retail to home owners, farmers and special trade contractors — not at wholesale.

Drug stores include those with and without fountains and proprietary stores without prescription departments.

General merchandise sales, it should be noted, include catalogue sales of mail order houses such as those in Montreal and Quebec, whose sales are made to residents of outlying areas but must of necessity be credited to the cities in which the mail-order houses are located.

The first column under retail sales is "Dollars in Thousands," followed by "% of Canada." Similar percentage figures are given for population and Effective Buying Income, so that users of the *Survey* can see at a glance both the quantity (dollars) and the quality (percentage) factors of a given county or city.

Retail Sales— Comparisons of Survey and Canadian Census Data

The release of the results of the 1951 Canadian Census of Population and Retail Sales gave us the first chance in ten years to check the accuracy of *Survey* data. The Census results underlined two points:

First, the magnitude and rapidity of Canadian expansion since 1941, which SALES MANAGEMENT had emphasized, exceeded that of the United States in the same years.

Second, despite the lack in Canada of the complete and detailed statistical reporting available for the states, counties and cities of the United States, the *Survey of Buying Power* estimates of population and retail sales for Canadian areas have proved to be sufficiently accurate to allow marketing men both here and in Canada to appraise intelligently the potentials of many new and rapidly growing markets.

The Sharp Contrasts

In the period 1941-1951, a decade of unprecedented advance for the United States economy, when population rose 15% and retail sales increased by 177%, the corresponding Canadian population gain was 22% and the gain in retail sales 210%.

In 1947 SALES MANAGEMENT began its Canadian Section of the *Survey of Buying Power* in response to a growing need for current market data on Canada that had been intensified by the economic strides made by Canada during the war. The latest Canadian Census had been taken in 1941, and the next one was not to

be taken until 1952, covering the year 1951, but with no results available until 1953. The paucity of postwar benchmarks presented a challenge to SALES MANAGEMENT, but the know-how and techniques developed on the United States section were applied to Canada.

How close to the truth were the SALES MANAGEMENT estimates for Canada? Eight years ago in the May 10, 1951 *Survey of Buying Power*, Canadian population (including the newly added province of Newfoundland), was estimated at 14.0 million as of January 1 of that year. The Census yielded the same figure when released two years later.

In the 1952 *Survey*, total Canadian retail sales for the year 1951 were estimated at $10,425 million. This proved to be within 2% of the Census figure released 18 months later. The correspondence is actually closer, for the Dominion Bureau of Statistics' definition of retail sales differs slightly from that of the United States Bureau of the Census, to which all *Survey* estimates are geared, in that garages are included, although the United States practice is to regard garages as belonging to the service trades. Deducting $136 million for such outlets brings the Canadian Census figure down to $10,518 million—so that the *Survey* estimate actually erred by only nine-tenths of one percent! Readers may recall a similar instance in 1951 when the 1948 United States Retail Trade Census reported a national total of $130,527.3 million, as against the SALES MANAGEMENT estimate, published over two years previously, of $130,557.3 million, an "error" of two hundredths of one percent! SALES MANAGEMENT's research men would have been more than satisfied to come within three percent of the truth. The same result was achieved with the 1954 Census of Retail Trade, which came up with a United States total of $170.0 billion, as against the SALES MANAGEMENT estimate of $170.0 billion published 18 months in advance of the Census.

How to Verify Accuracy

Actually, the best way to evaluate the accuracy of the *Survey* estimates, which are annual projections from a previous Census benchmark, is to divide the total error by the number of years between Censuses, for each succeeding year introduces an opportunity for error, which cumulates over the entire period. By and large, the *Survey* estimators hope to keep within a one percent average annual error on all estimates, both for the United States and for Canada. If we maintain an average annual error of one percent, the estimates in this *Survey*, offering 1959 data, would be eight years removed from the Census, and therefore subject to a 7% error.

The change in the structure of retail trade in the period 1941-1951 showed some, but not all, of the type of developments reflected in the United States in the same years. As in the United States, the rate of gain for general merchandise stores lagged far behind total retail store sales gains, but, unlike the United States, so did food store sales. General merchandise sales in 1951 accounted for 16.8% of the Canadian total, as against only 11.9% in the United States. The explanation in part reflects the somewhat greater importance in Canada of the general country store, which is included in general merchandise. This is borne out by the fact that the Canadian food store group accounts for only 21.6% of total sales as against 24.1% in the United States.

Sales—Advertising Controls

The column labeled "Buying Power Index" is based upon a comparable column in the United States section which is widely used in setting sales quotas and allocating advertising appropriations.

It is a weighted index which translates population, income and retail sales into a single measurement of market strength—by assigning 5 points to "% of Canada's Income," 3 points to "% of Canada's Retail Sales" and 2 points to "% of Canada's Population."

The column, "Quality Index," is a measure of the purchasing ability of each county and city, as compared with the Dominion. It is constructed by dividing the Buying Power Index by the percent of Canada population.

The Index of Sales Activity is derived by dividing "% of Canada's Population" into "% of Canada's Retail Sales," and serves to highlight those areas (mainly cities) which account for disproportionately high (or low) sales volume in relation to average volume for their population.

Summary of Retail Sales Data by Provinces

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

PROVINCES	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Newfoundland	230,110	1.4249	2,543	1.6740	65	55	80,922	6,382	99,207	6,956	5,131	19,645	2,639	8,301	2,780
Nova Scotia	583,966	3.6161	3,518	3.4936	96	88	148,693	15,087	116,622	34,313	23,036	104,922	20,446	24,218	13,208
Prince Edward Island	103,538	.6411	4,387	.5140	88	110	20,057	1,984	33,715	5,932	1,428	17,831	3,481	1,998	2,074
New Brunswick	439,778	2.7232	3,370	2.6190	77	90	105,153	9,613	93,737	26,040	19,545	84,686	14,220	13,622	11,989
Quebec	3,790,615	23.4723	3,356	25.0693	88	82	1,043,834	168,502	834,098	308,340	180,830	534,209	102,740	184,761	81,144
Ontario	6,225,541	38.5500	4,071	38.2979	112	113	1,413,226	231,440	818,877	378,040	235,380	949,965	223,557	330,239	172,740
Manitoba	812,245	5.0296	3,464	5.1632	102	99	120,559	26,486	177,903	31,354	21,842	124,624	15,923	63,272	18,991
Saskatchewan	942,344	5.8383	4,052	5.8796	98	113	120,111	27,380	174,403	31,284	18,383	191,754	19,985	72,491	22,116
Alberta	1,325,959	8.2293	4,031	7.7478	108	116	225,496	34,092	253,996	62,439	45,184	259,789	34,657	101,439	32,526
British Columbia	1,678,066	10.3785	3,601	10.2079	113	115	348,407	64,822	327,306	78,133	61,494	332,360	50,521	91,219	47,174
Yukon-Northwest Territories	15,622	.0967	2,200	.1330	67	49	1,209	692	10,895	166	22	487		381	297
Total All Provinces	16,148,388	100.0000	3,725	100.0000	100	100	3,608,779	586,400	2,842,558	964,999	581,999	2,620,218	488,299	888,940	404,299
Per Capita Sales							203	33	149	54	33	147	27	50	23
Per Family Sales							396	63	287	104	63	283	52	96	44

© SM, 1960.

Before using these figures, read foreword, page 396.



Reach 76% of ALL Homes for ONE Low Ad Investment!

Cover ALL of the Halifax-Dartmouth Metropolitan Area

THE **Nova Scotia MARKET Is BIG!**

- 18 Counties
- 707,000 Population
- 176,000 Persons employed
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NEWFOUNDLAND

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

RETAIL SALES—SM ESTIMATES, 1959

COUNTIES CITIES	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Division 1	117,219	.7258	3,077	.7660	72	68	34,741	4,638	35,916	5,371	2,134	12,475	1,568	3,909	2,005
▲St. John's	86,022	.5327		.3601	107	158	21,272	2,782	27,185	4,959	2,034	11,664	446	3,575	1,823
Division 2	7,864	.0487	1,484	.0701	80	34	1,826	55	5,705			36	25	23	38
Division 3	8,364	.0518	1,859	.0669	52	40	1,285	30	6,702	7		7	3	170	42
Division 4	8,355	.0517	1,989	.0706	56	41	2,693	130	4,421	277		289	219	24	40
Division 5	30,322	.1878	3,938	.1990	87	82	6,224	993	11,200	2,150	213	5,161	522	809	335
Division 6	26,913	.1666	3,958	.1838	85	77	7,476	249	12,640	1,076	2,762	1,466	200	31	333
Division 7	12,279	.0760	1,395	.1100	48	33	3,208	110	8,159	6	74	185	55	206	
Division 8	11,708	.0725	1,316	.1100	45	29	2,484	125	8,599	65		46	47	93	
Division 9	5,836	.0343	1,384	.0537	43	27	985	32	4,315	4	8			36	
Division 10	1,550	.0097	775	.0412	56	13			1,550						
Total Above Cities	86,022	.5327		.3601	107	158	21,272	2,782	27,185	4,959	2,034	11,664	446	3,575	1,823
Province Total	230,110	1.4249	2,548	1.6740	65	55	60,922	6,382	99,207	8,956	5,131	19,645	2,639	5,301	2,793
Per Capita Sales	507						134	14	219	20	11	43	6	12	6
Per Family Sales	2,548						675	70	1,099	99	57	218	29	59	31

NOVA SCOTIA

Annapolis	17,750	.1099	3,115	.1057	81	84	3,434	241	3,346	583	950	3,701	948	595	459
Antigonish	10,077	.0624	3,876	.0571	74	81	1,210	333	2,214	839		3,468	305	955	147
Cape Breton	108,962	.6747	4,112	.6559	90	93	37,069	3,580	14,613	10,491	5,518	14,983	3,729	8,806	1,873
△Glace Bay	20,469	.1267		.1256	91	92	7,677	821	3,861	1,339	1,341	2,680	336	1,199	382
△Sydney	43,700	.2706		.2068	110	144	12,927	891	4,099	4,386	3,396	9,193	1,018	3,637	830
Colchester	32,602	.2019	3,836	.1785	90	101	6,311	532	4,464	1,852	731	7,442	1,280	1,785	662
Truro	21,456	.1329		.0917	122	177	3,194	469	1,311	1,715	603	5,502	270	1,652	483
Cumberland	33,960	.2103	3,362	.1818	86	93	8,752	599	6,259	1,588	1,025	9,183	1,160	363	749
Amherst	15,979	.0989		.0664	109	163	3,733	266	2,029	900	498	6,218	231	119	336
Digby	17,076	.1057	3,284	.0911	74	86	3,703	321	4,146	561	952	4,934	600	361	217
Guysborough	4,647	.0288	1,452	.0468	61	38	1,633	147	1,729	27		543	90	14	51
Halifax	190,224	1.1779	4,005	1.1168	92	97	45,896	5,942	38,738	10,442	7,908	27,418	4,776	6,377	5,607
Dartmouth	24,466	.1515		.1430	102	109	8,093	739	785	1,513	1,012	6,594	545	1,140	633
▲Halifax	141,933	.8789		.6709	109	142	28,168	4,949	32,403	8,796	6,791	17,627	2,355	4,776	3,478
Hants	19,827	.1228	3,147	.1167	78	82	4,154	161	6,226	489	316	4,628	993	650	464
Inverness	11,530	.0714	2,956	.0708	68	69	2,049	342	6,532	152	251	814	373	88	135
Kings	27,946	.1730	3,005	.1737	78	78	5,933	434	5,673	1,073	991	5,578	1,264	1,019	502
Kentville	8,954	.0554		.0392	126	178	2,030	332	1,166	617	518	1,534	583	505	267
Lunenburg	26,117	.1617	2,808	.1623	82	82	5,754	611	5,057	1,013	1,073	6,033	1,320	829	567

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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NOVA SCOTIA

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Pictou	37,899	.2347	3,444	.2280	90	92	11,801	940	3,084	3,284	1,960	7,648	1,881	1,158	1,119
New Glasgow	21,066	.1304		.0779	135	225	4,275	445	1,753	2,807	1,734	5,482	644	835	406
Queens	9,884	.0610	2,960	.0665	89	81	3,027	259	1,885	517	204	2,055	562	567	186
Richmond	5,714	.0354	2,381	.0408	64	56	1,449	162	2,608			918	447		
Shelburne	9,187	.0569	2,483	.0586	69	66	2,293	62	3,392	132	174	1,640	325	156	201
Victoria	4,447	.0275	2,224	.0328	68	57	1,219	49	2,175			1,004			
Yarmouth	18,153	.1001	2,937	.0971	77	79	4,008	372	3,681	1,260	963	2,932	513	476	315
Yarmouth	12,408	.0768		.0513	112	167	2,624	310	2,309	1,206	982	2,635	335	423	314
Total Above Cities	310,431	1.9221		1.4728	109	142	72,721	9,222	49,716	23,279	16,875	57,465	6,117	14,286	7,128
Province Total	583,968	3.6161	3,518	3.4939	85	98	149,693	15,087	116,622	34,313	23,036	104,922	20,448	24,218	13,266
Per Capita Sales	809						207	20	161	47	32	146	28	34	18
Per Family Sales	3,518						902	91	703	207	139	632	123	146	80

PRINCE EDWARD ISLAND

Kings	14,721	.0911	3,346	.0781	76	88	2,543	273	6,752	201	64	2,623	673	283	312
Prince	41,512	.2571	4,771	.1964	89	116	6,830	706	17,433	1,489	127	7,605	1,246	942	773
Summerside	21,805	.1350		.0645	151	317	2,706	502	8,317	1,377	91	5,952	285	631	651
Queens	47,305	.2929	4,505	.2395	92	113	10,684	983	9,530	4,242	1,235	7,603	1,562	773	989
Charlottetown	34,345	.2127		.1281	123	204	7,485	870	5,287	4,132	1,007	6,166	517	552	989
Total Above Cities	56,150	.3477		.1926	131	237	10,191	1,372	13,604	5,509	1,098	12,118	802	1,183	1,640
Province Total	103,538	.6411	4,387	.5140	88	110	20,057	1,964	33,715	5,932	1,426	17,831	3,481	1,998	2,074
Per Capita Sales	1,005						195	19	337	59	14	173	34	19	20
Per Family Sales	4,387						850	83	1,429	251	60	756	148	85	88

NEW BRUNSWICK

Albert	4,250	.0262	1,518	.0463	71	40	1,670	57	1,062	47	93	614	270	55	99
Carleton	20,059	.1242	3,184	.1098	77	88	3,560	321	4,025	786	957	6,020	318	1,447	565
Charlotte	22,655	.1403	3,332	.1223	87	99	5,948	412	4,630	998	907	3,991	589	778	736
Gloucester	30,973	.1918	2,603	.2287	57	48	7,115	714	12,830	1,385	880	3,984	975	669	376
Kent	9,820	.0608	1,819	.0838	51	37	1,873	255	4,514	55	202	1,932	580	62	145
Kings	16,085	.0996	2,401	.1182	81	68	3,470	321	4,361	297	293	2,830	622	289	455
Madawaska	17,707	.1097	2,604	.1387	63	50	4,908	460	3,204	1,790	768	3,782	241	1,039	478
Northumberland	31,332	.1940	3,042	.1903	66	67	7,661	802	8,560	1,488	1,534	7,306	949	523	695
Queens	12,494	.0773	3,904	.0628	80	98	3,148	68	3,222	163	184	3,831	670	42	129
Restigouche	31,428	.1947	3,929	.1844	76	80	8,440	803	5,584	1,856	1,584	6,921	913	1,741	701
Saint John	98,038	.6070	4,518	.4934	99	121	26,204	2,222	11,817	8,137	5,729	11,506	2,331	2,978	3,586
▲Saint John	89,474	.5540		.3333	110	183	22,441	2,048	11,429	8,057	5,506	11,511	1,465	2,480	3,490
Sunbury	2,718	.0168	1,086	.0343	57	28	1,056	124	561	74	77	479	164	108	72
Victoria	17,060	.1047	3,709	.0875	73	89	4,109	376	3,083	919	351	4,221	654	475	359
Westmoreland	77,188	.4779	3,693	.4572	87	91	15,713	1,759	19,790	4,163	3,540	12,395	3,287	1,855	1,843
Moncton	56,065	.3472		.2731	115	146	8,893	1,182	16,241	3,769	2,906	9,167	1,481	1,080	1,438
York	47,976	.2972	3,808	.2633	91	102	10,294	919	6,494	3,902	2,446	12,844	1,657	1,561	1,340
Fredericton	35,413	.2193		.1443	130	198	6,612	748	2,095	3,790	2,134	11,127	927	1,404	1,205
Total Above Cities	180,952	1.1205		.7507	115	172	37,946	3,978	29,765	15,616	10,546	31,805	3,873	4,964	6,133
Province Total	439,778	2.7232	3,370	2.6190	77	80	105,163	9,613	93,737	28,040	19,545	84,656	14,220	13,622	11,569
Per Capita Sales	737						176	16	157	44	33	142	24	23	19
Per Family Sales	3,370						806	74	718	199	149	648	109	104	88

QUEBEC

Abitibi	72,095	.4463	3,623	.4557	75	73	22,133	1,940	11,538	6,047	2,541	17,260	1,301	3,380	1,021
Val-d'Or	21,628	.1339		.0742	126	227	6,192	725	1,276	2,497	759	7,185	479	471	357
Argenteuil	23,314	.1444	3,238	.1460	86	85	6,577	754	3,034	1,595	642	5,207	671	1,448	318
Arthabaska	26,529	.1643	2,915	.1799	71	65	7,599	346	2,400	2,438	1,360	6,152	919	442	242
Victoriaville	17,658	.1093		.0890	99	109	4,621	203	741	2,031	942	5,609	491	204	158
Bagot	6,760	.0418	1,470	.0707	59	35	1,406	254	1,462	253	250	918	255	179	194
Beauce	32,429	.2008	2,680	.2220	61	55	6,358	840	7,177	1,873	1,425	8,892	831	1,000	429
Beauharnois	29,375	.1819	2,852	.2145	84	72	10,694	1,144	2,661	2,343	1,458	4,763	420	1,963	458
Valleyfield	20,502	.1270		.1354	90	84	7,786	636	1,891	1,837	1,272	3,234	231	1,460	273
Bellechasse	8,060	.0500	1,613	.0787	50	32	1,549	326	2,300	115	131	736	195	195	53
Berthier	11,550	.0715	1,991	.0937	60	46	3,486	599	2,031	554	345	1,630	388	639	115
Bonaventure	18,133	.1123	2,355	.1375	54	44	4,882	294	6,678	826	387	3,203	442	101	35
Brome	6,037	.0374	1,725	.0545	69	47	1,642	105	1,533	188	337	611	364	157	48
Chambly	62,084	.3844	1,990	.6258	82	50	31,198	2,237	3,397	2,007	1,023	7,074	1,782	4,668	1,883
Champlain	48,830	.3024	2,190	.4510	71	47	20,417	1,751	6,505	4,588	2,256	4,079	1,704	2,769	877

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Charlevoix	8,502	.0526	1,735	.0856	51	32	1,958	220	2,328	961	403	929	270	168	138
Chateauguay	9,669	.0590	1,667	.1065	77	43	2,180	444	2,218	176	342	975	633	176	75
Chicoutimi	74,564	.4617	2,879	.6050	71	54	25,191	1,457	7,598	9,415	4,667	13,215	1,732	1,348	1,138
△Chicoutimi	33,570	.2079		.1463	97	138	6,773	540	2,413	5,720	3,457	7,870	453	620	623
△Jonquieres	17,610	.1090		.1217	77	69	6,888	462	2,236	1,922	649	2,776	521	451	88
Compton	9,796	.0607	1,781	.0921	64	42	2,702	186	2,173	361	389	851	327	442	60
Deux-Montagnes	11,899	.0736	1,698	.1260	74	43	3,688	569	1,235	213	118	1,437	892	813	212
Dorchester	13,198	.0817	1,941	.1109	54	40	2,089	286	4,660	377	240	973	358	153	53
Drummond	43,826	.2714	3,424	.2722	79	79	12,524	1,158	4,627	4,573	2,479	7,824	1,163	3,263	754
Drummondville	25,526	.1581		.1534	90	93	6,675	683	1,527	2,633	1,647	5,881	363	2,369	470
Frontenac	14,648	.0907	2,325	.1086	58	48	3,907	494	3,589	1,258	670	2,352	307	534	106
Gaspe	25,416	.1574	1,955	.2230	50	36	6,449	653	10,714	851	609	3,734	220	906	224
Hull	69,084	.4276	2,656	.5281	78	63	25,343	3,357	7,493	2,952	1,848	12,737	3,113	3,090	907
Hull	40,867	.2531		.2651	87	83	16,938	2,141	1,133	2,450	1,845	8,255	1,459	1,838	764
Huntingdon	9,142	.0567	2,406	.0664	77	66	1,587	385	2,167	238	197	1,860	332	441	107
Iberville	7,248	.0448	1,858	.0669	65	43	1,641	513	906	98	276	1,786	168	926	90
Joliette	28,916	.1791	3,249	.1816	75	74	7,331	923	2,824	3,692	1,037	5,633	666	2,166	441
Joliette	17,503	.1084		.0927	88	103	5,287	558	1,259	3,549	1,023	327	366	1,752	373
Kamouraska	6,962	.0555	1,792	.0829	51	34	1,585	250	3,889	546	254	973	164	312	62
Labelle	15,943	.0987	2,531	.1083	58	54	3,116	435	3,960	848	899	4,486	492	963	54
Lac-St.-Jean	61,741	.3823	3,653	.3921	64	63	16,945	1,439	10,236	6,152	3,458	8,705	2,411	2,962	563
La Prairie	10,753	.0666	1,654	.1197	70	39	2,028	698	1,396	305	225	3,022	325	704	124
L'Assomption	17,251	.1068	2,396	.1317	70	57	5,090	746	2,030	536	294	3,509	688	1,552	153
Levis	32,932	.2040	3,326	.2123	76	73	10,097	855	2,920	1,646	815	6,265	1,068	849	674
Levis	16,540	.1024		.0743	92	127	4,415	483	176	1,049	508	5,009	214	406	423
L'Islet	8,753	.0542	1,824	.0777	53	37	1,791	289	2,033	396	92	1,719	582	193	17
Lotbiniere	11,247	.0696	1,814	.1000	54	38	1,231	296	3,367	200	81	2,120	324	323	42
Maskinonge	8,442	.0523	2,010	.0697	58	43	2,295	455	1,109	684	655	888	173	684	144
Matane	26,519	.1642	2,267	.2093	52	41	8,265	356	4,580	1,995	1,418	4,185	743	853	228
Megantic	28,347	.1755	2,531	.2344	73	55	7,925	488	3,759	4,085	1,245	4,020	723	1,874	319
Thetford Mines	18,718	.1159		.1132	96	99	5,199	214	1,579	3,147	766	3,304	573	1,374	106
Missisquoi	20,701	.1282	3,185	.1313	83	81	6,260	1,033	1,674	906	857	3,806	480	1,392	209
Montcalm	6,770	.0419	1,693	.0613	56	38	2,186	346	1,885	341	201	390	337	455	123
Montmagny	13,891	.0860	2,572	.0962	60	54	3,009	401	2,616	810	357	3,544	380	570	109
Montmorency	5,646	.0350	1,227	.0813	57	25	2,608	308	818	95	110	435		245	41

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RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Montreal and Jesus Islands	1,918,189	11.8779	4,233	11.4446	116	121	508,084	106,713	239,491	183,881	94,426	234,043	48,745	93,449	59,757
Lachine	33,430	.2070		.2463	114	96	14,445	172	2,174	2,646	1,829	4,218	482	1,294	877
△Montreal	1,555,583	9.6325		11.0705	121	145	380,932	97,327	248,466	145,920	69,565	181,044	37,168	61,055	39,237
Outremont	40,726	.2522		.2338	137	143	11,758	354	246	248	470	862	646	1,868	1,089
St. Laurent	25,922	.1605		.2097	77	62	8,518	177	793	1,129	925	2,339	1,595	7,412	1,155
Verdun	108,151	.6697		.5849	128	146	38,872	1,154	4,933	9,064	5,794	19,097	1,803	6,751	3,753
Westmount	38,988	.2414		.2480	174	169	15,159	256		1,697	3,087	3,374	1,229	584	2,038
Napierville	5,730	.0354	2,204	.0412	88	58	960	139	1,095	166	188	1,282	182	1,297	88
Nicolet	13,278	.0823	2,108	.1047	58	45	2,319	686	3,233	477	306	1,153	294	354	82
Papineau	18,909	.1047	2,451	.1311	74	59	4,677	671	2,981	827	600	2,995	454	1,531	55
Pontiac	10,676	.0661	2,224	.0832	66	52	1,611	134	3,567	226	178	2,042	451	880	
Portneuf	21,849	.1334	2,134	.1880	67	49	6,488	812	3,610	824	906	3,879	734	608	116
Quebec	261,133	1.6179	3,627	1.6881	87	84	69,972	18,608	37,236	24,026	10,577	37,036	7,289	7,788	7,736
△Quebec	215,588	1.3356		1.0648	105	132	55,453	9,697	35,972	23,454	10,347	32,671	4,745	6,739	7,133

SM Standard (A) and Potential (△) Metropolitan County Areas.

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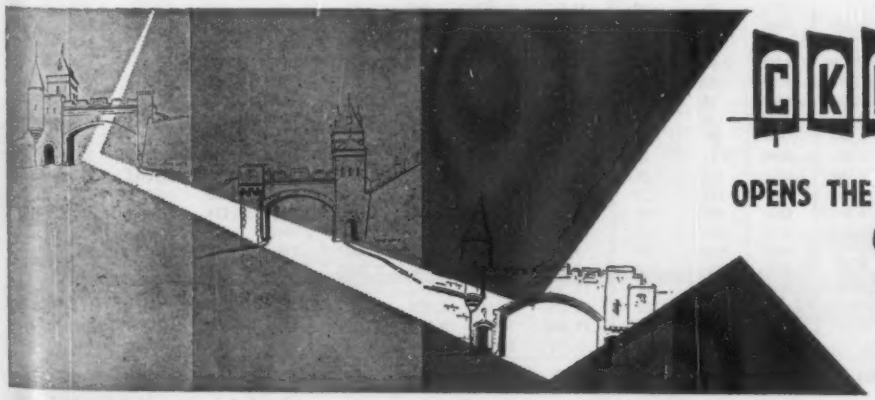
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QUEBEC COUNTIES CITIES (continued)	RETAIL SALES— SM ESTIMATES, 1959														
	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Richelieu	19,076	.1182	2,355	.1560	73	56	5,627	821	2,413	2,418	658	2,824	279	1,071	417
Sorel	13,242	.0820		.0810	82	83	3,533	640	1,960	2,269	613	1,759	156	876	342
Richmond	25,109	.1554	2,853	.1928	83	67	8,079	887	1,370	1,611	1,424	4,913	871	1,490	318
Rimouski	37,396	.2316	3,310	.2360	82	81	9,074	820	5,939	3,134	1,675	8,380	443	1,783	639
Rimouski	18,289	.1133		.0822	85	117	4,048	434	2,146	2,456	1,099	4,841	189	790	304
Rouville	15,679	.0971	2,800	.1066	78	70	2,641	636	1,061	370	330	2,280	882	1,434	106
Saguenay	29,574	.1831	2,689	.2456	64	48	3,915	535	18,609	1,034	215	3,131	1,482	84	84
Shefford	35,517	.2200	2,864	.2431	79	72	10,406	1,211	3,715	2,973	1,719	6,781	1,067	2,028	396
Granby	27,711	.1716		.1558	91	100	7,871	735	1,918	3,619	1,356	5,407	673	1,859	311
Sherbrooke	63,379	.3924	3,482	.3977	91	90	16,685	2,017	2,526	7,476	4,991	8,875	2,613	1,376	1,482
△Sherbrooke	56,216	.3481		.3384	94	97	15,697	1,893	2,326	7,392	4,890	8,464	2,265	1,345	1,327
Soulanges	5,106	.0316	2,321	.0417	75	57	588	153	1,363	84	58	1,019	198	252	
Stanstead	29,038	.1798	3,457	.1664	82	88	8,605	1,012	3,452	1,615	1,099	3,954	1,034	1,813	423
St. Hyacinthe	39,256	.2431	4,089	.2121	86	99	7,890	1,089	2,956	3,389	2,441	5,204	966	1,681	818
St. Hyacinthe	30,109	.1864		.1300	107	153	6,354	919	2,209	3,315	2,093	4,880	545	1,378	778
St. Jean	32,336	.2003	3,675	.1999	91	92	8,631	858	2,192	3,751	1,508	5,442	625	3,099	634
St. Jean	27,820	.1723		.1514	100	114	7,539	777	1,923	3,740	1,187	5,050	496	2,905	634
St. Maurice	96,940	.6002	4,090	.5709	93	97	24,312	3,292	8,259	10,416	4,338	12,113	1,530	7,385	1,495
△Shawinigan Falls	30,495	.1888		.1730	100	109	8,828	1,112	1,946	3,618	1,503	3,603	433	2,302	478
△Trois-Rivieres	47,094	.2916		.2971	92	91	14,257	2,090	5,204	6,634	2,714	8,268	847	4,757	1,017
Temiscamingue	44,858	.2778	3,560	.3002	83	77	14,084	1,455	5,683	4,900	2,278	7,389	931	2,088	633
Rouyn	20,858	.1292		.1024	98	124	6,956	121	1,481	3,724	1,137	3,781	376	900	264
Temiscouata	18,595	.1151	1,788	.1825	54	34	5,419	558	3,570	1,003	780	3,348	326	696	286

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1960. Before using these figures, read foreword, page 396.



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REPRESENTATIVES

Toronto—320 Bay St., U. S. A., DeClerque-Shannon, U.K., D. A. Goodall Ltd.

QUEBEC

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Terrebonne	67,818	.4200	3,260	.4193	81	81	24,241	2,782	5,452	4,821	2,674	10,022	2,022	6,005	1,514
St. Jerome	27,669	.1713		.1454	92	108	12,413	910	1,249	3,197	1,696	2,196	459	1,574	632
Vaudreuil	13,040	.0807	2,070	.1273	85	54	3,912	565	1,637	339	324	2,333	581	561	157
Vercheres	9,301	.0582	1,878	.0923	73	46	2,860	270	968	274	510	2,028	440	584	185
Wolfe	5,621	.0348	1,307	.0623	59	33	1,600	184	1,419	165	177	558	88	131	44
Yamaska	6,437	.0399	1,893	.0541	57	42	2,381	191	766	279	194	239	169	145	99
Total Above Cities	2,548,114	15.7784		13.5710	113	131	683,437	125,436	329,177	249,883	123,172	341,304	59,287	115,424	64,973
Province Total	3,790,615	23.4723	3,365	25.0693	88	82	1,043,834	168,502	534,098	308,340	160,830	534,209	102,740	184,761	81,144
Per Capita Sales	781						207	33	106	61	32	106	20	37	16
Per Family Sales	3,365						927	150	474	273	143	474	91	164	72

ONTARIO

Algoma	80,741	.5000	3,541	.5648	99	88	29,025	3,845	10,358	7,376	2,084	11,131	2,430	5,296	2,197
△Sault Ste. Marie	58,805	.3641		.2977	129	158	20,751	2,633	4,553	6,985	1,885	8,522	1,779	4,033	1,657
Brant	78,697	.4873	3,422	.5281	109	101	16,868	2,414	6,251	5,916	3,753	12,069	2,690	4,696	1,537
△Brantford	61,071	.3782		.3689	119	122	13,523	1,826	4,538	5,606	3,238	9,449	1,430	2,692	1,196
Bruce	41,189	.2550	3,322	.2300	90	100	6,969	1,463	5,454	1,453	1,207	6,343	1,695	3,573	1,481
Carleton	327,529	2.0281	4,276	2.0616	116	114	76,315	12,291	53,352	21,563	10,697	35,002	9,076	13,649	7,176
Ottawa	303,877	1.8817		1.7082	127	140	70,886	11,613	49,172	21,373	10,596	33,110	8,393	12,808	6,911
Cochrane	62,046	.3880	3,117	.4757	94	77	21,380	2,651	8,533	5,387	1,474	9,591	1,537	3,236	1,576
△Timmins	27,697	.1715		.1687	105	107	10,431	934	2,050	2,804		4,506	578	1,687	660
Dufferin	15,500	.0960	3,296	.0963	90	101	1,333	344	1,750	641	328	2,536	606	1,262	346
Dundas	23,647	.1465	4,826	.1050	101	140	3,668	419	2,242	510	197	3,139	516	1,104	329
Durham	33,031	.2045	3,003	.2315	102	90	7,998	592	2,710	1,452	616	5,537	1,144	2,483	849
Elgin	62,979	.3900	3,683	.3781	106	109	13,523	1,558	5,909	3,219	2,389	12,264	2,429	3,786	1,277
St. Thomas	35,863	.2221		.1659	148	199	8,566	903	2,814	2,459	1,611	7,491	1,121	1,437	800
Essex	201,941	1.2505	2,881	1.6194	106	83	51,982	10,451	16,691	13,953	13,987	28,081	6,608	10,062	6,232
Leamington	12,747	.0789		.0669	139	164	2,814	432	816	813	669	2,496	229	678	249
▲Windsor	134,828	.8349		.8576	124	121	36,534	7,832	12,995	11,913	10,967	18,096	3,397	5,937	4,711
Frontenac	68,243	.4225	3,329	.4585	97	90	16,760	2,118	6,940	6,049	3,476	9,270	1,920	3,916	2,135
Kingston	58,113	.3598		.3270	113	124	14,516	1,738	3,508	5,862	3,164	8,188	1,096	3,137	1,873
Glengarry	11,771	.0729	2,616	.0763	69	66	2,099	263	1,507	249	217	1,463	414	590	103
Grenville	16,336	.1012	2,678	.1119	88	79	3,659	414	2,359	472	296	2,827	607	748	345
Grey	61,122	.3785	3,434	.3533	99	106	12,845	920	7,554	3,804	2,018	12,518	1,956	3,755	1,407
Owen Sound	29,879	.1850		.1294	130	185	7,642	311	2,549	2,745	1,273	6,069	603	1,638	808
Haldimand	36,503	.2260	4,452	.1804	106	132	6,428	634	2,541	975	1,030	6,180	1,203	2,350	754
Haliburton	7,482	.0461	2,981	.0434	81	86	2,690	351	1,877	159	56	1,264	333	375	144
Halton	69,581	.4309	2,761	.6072	113	80	19,120	2,387	3,402	2,899	1,901	10,855	4,024	4,239	2,108
Oakville	20,794	.1288		.1000	168	216	6,006	735	736	827	578	3,982	581	1,736	755
Hastings	106,245	.6517	4,498	.5545	107	126	25,355	2,445	11,134	5,689	3,578	21,231	4,704	5,400	2,411
Belleville	50,286	.3114		.2238	140	195	11,266	1,231	4,328	3,413	2,301	8,880	2,300	2,091	912
Trenton	19,022	.1178		.0859	124	170	6,010	564	711	1,445	786	3,847	467	1,540	680
Huron	59,838	.3705	3,911	.3177	100	116	7,646	1,089	7,050	1,923	1,581	10,899	2,089	4,922	1,252
Kenora	40,486	.2506	3,186	.2946	96	82	11,351	1,826	9,271	1,985	548	6,156	807	2,703	857
Kenora	15,551	.0963		.0796	131	159	5,593	681	1,072	1,422	533	2,319	216	1,122	153
Kent	110,526	.6844	4,287	.6196	117	130	21,182	3,129	10,853	6,277	4,496	20,194	4,821	8,368	2,675
Chatham	53,987	.3343		.2413	150	207	9,777	1,507	5,210	3,945	2,903	9,248	1,695	2,490	1,685

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lambton	74,370	.4605	2,656	.6250	107	79	19,026	2,283	8,107	4,169	4,209	13,385	3,995	4,430	1,700
△Sarnia	46,089	.2854		.3289	122	106	13,733	1,529	4,254	3,750	3,649	6,727	1,452	2,177	1,281
Lanark	48,702	.3016	4,468	.2521	105	126	10,284	1,239	7,807	2,126	1,466	8,048	1,670	2,728	967
Smith Falls	20,192	.1250		.0823	158	239	4,082	553	1,063	746	867	4,157	332	811	356
Leeds	46,079	.2853	3,905	.2604	100	110	9,544	1,252	5,342	2,368	3,105	6,400	2,183	2,626	986
Brockville	24,027	.1488		.1132	131	172	5,034	650	2,001	1,349	2,524	3,186	514	1,232	445
Lenox & Addington	22,024	.1364	3,441	.1220	89	100	3,749	425	2,771	659	171	4,255	1,274	1,271	394
Lincoln	101,583	.6290	3,060	.7672	108	89	25,111	2,738	8,654	6,791	5,387	16,177	3,836	4,671	2,516
△St. Catharines	67,793	.4198		.3529	151	179	16,838	1,676	6,444	5,504	4,921	11,873	2,066	2,860	1,686
Manitoulin	9,512	.0589	3,171	.0546	78	84	1,578	289	2,484	329	78	1,313	1,403	986	291
Middlesex	231,180	1.4315	4,226	1.3664	119	125	47,446	6,021	24,002	15,489	12,372	35,072	8,803	12,034	6,953
▲London	188,044	1.1644		.8606	147	199	38,560	4,977	20,031	14,669	11,468	27,521	5,820	9,313	5,950
Muskoka	29,858	.1849	4,090	.1482	97	121	9,250	1,288	4,156	1,380	584	5,503	1,709	2,436	902
Nipissing	60,360	.3738	3,919	.3696	94	95	16,428	2,230	8,136	4,303	2,257	11,817	3,163	2,886	1,481
North Bay	37,523	.2324		.1727	134	180	9,855	1,367	4,293	3,161	1,872	7,332	1,031	1,447	983
Norfolk	54,554	.3378	3,869	.2865	99	116	11,102	1,513	4,720	3,076	1,952	7,641	2,293	4,280	1,159
Simcoe	26,623	.1649		.0897	184	338	5,577	754	1,279	2,324	1,122	4,189	774	1,076	616
Northumberland	31,755	.1966	2,786	.2107	89	83	7,090	815	3,044	1,225	1,306	5,331	1,857	2,168	634
Ontario	109,735	.6796	3,462	.7771	112	98	27,606	2,643	8,901	5,904	3,525	19,861	3,819	8,636	2,670
△Oshawa	67,581	.4185		.4176	125	125	18,479	1,750	4,863	5,071	2,933	12,179	1,866	5,424	1,296

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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RETAIL SALES— SM ESTIMATES, 1959

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COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Oxford	**95,910**	**.6939**	**4,995**	**.4580**	**115**	**149**	**16,656**	**2,124**	**8,576**	**4,427**	**3,029**	**15,845**	**3,071**	**6,821**	**1,830**
Tillsonburg	21,032	.1302		.0680	181	347	4,065	360	1,402	983	694	3,181	563	1,831	167
Woodstock	33,475	.2073		.1517	133	182	7,306	832	3,093	2,594	1,309	5,345	991	2,388	778
Parry Sound	**20,721**	**.1283**	**2,960**	**.1303**	**83**	**82**	**4,951**	**795**	**4,094**	**928**	**560**	**3,141**	**1,689**	**1,783**	**249**
Parry Sound	8,403	.0520		.0369	121	170	2,757	428	1,275	528	340	1,697	27	754	141
Peel	**63,338**	**.3922**	**2,380**	**.6657**	**104**	**67**	**15,149**	**1,553**	**3,508**	**1,703**	**1,378**	**13,881**	**4,627**	**6,141**	**2,634**
Brampton	21,106	.1307		.1061	133	163	5,248	471	1,910	750	573	4,322	582	945	621
Perth	**70,355**	**.4356**	**4,290**	**.3741**	**112**	**130**	**11,686**	**1,752**	**6,664**	**3,482**	**1,809**	**14,318**	**2,527**	**3,510**	**1,581**
Stratford	29,510	.1827		.1528	129	154	6,056	1,219	2,494	2,552	1,021	4,213	1,091	732	734
Peterborough	**72,226**	**.4473**	**3,801**	**.4510**	**110**	**109**	**17,374**	**1,709**	**7,665**	**4,020**	**3,235**	**9,848**	**3,627**	**5,248**	**1,847**
△Peterborough	59,338	.3677		.3243	125	142	15,201	1,554	5,253	4,822	3,076	7,935	1,934	4,095	1,661
Prescott	**21,690**	**.1343**	**3,443**	**.1317**	**80**	**82**	**3,674**	**649**	**4,348**	**1,021**	**670**	**3,799**	**667**	**933**	**161**
Prince Edward	**22,701**	**.1405**	**3,547**	**.1236**	**93**	**108**	**3,896**	**371**	**1,662**	**754**	**612**	**3,285**	**998**	**1,066**	**514**
Rainy River	**25,183**	**.1560**	**3,450**	**.1680**	**102**	**94**	**7,201**	**843**	**4,633**	**1,614**	**489**	**4,154**	**266**	**1,933**	**608**
Renfrew	**72,633**	**.4497**	**3,578**	**.4297**	**86**	**90**	**17,390**	**2,116**	**11,097**	**4,097**	**2,298**	**12,796**	**2,965**	**3,948**	**1,676**
Pembroke	23,402	.1449		.0974	104	155	6,115	740	2,343	2,155	1,406	4,581	538	848	685
Russell	**8,970**	**.0556**	**2,136**	**.0708**	**63**	**52**	**1,318**	**257**	**3,384**	**140**	**125**	**1,294**	**288**	**121**	**103**
Simcoe	**161,147**	**.9978**	**4,476**	**.8161**	**100**	**122**	**38,106**	**5,467**	**15,801**	**7,590**	**3,954**	**30,826**	**6,751**	**11,545**	**3,639**
Barrie	41,111	.2546		.1663	145	222	8,592	1,183	2,171	2,457	922	9,817	1,170	3,234	965
Orillia	28,069	.1738		.1114	134	208	6,263	1,064	2,092	2,173	1,020	4,393	1,069	2,580	640
Stormont	**56,082**	**.3473**	**3,764**	**.3458**	**96**	**96**	**14,729**	**1,571**	**5,398**	**3,816**	**1,824**	**8,295**	**1,372**	**3,142**	**904**
Cornwall	37,378	.2315		.2427	98	94	8,711	848	3,261	3,362	1,536	5,741	545	2,477	708
Sudbury	**109,714**	**.6794**	**3,056**	**.9006**	**98**	**74**	**35,114**	**3,879**	**18,006**	**7,823**	**4,503**	**17,211**	**2,978**	**5,689**	**2,296**
△Sudbury	69,589	.4309		.3488	128	158	16,949	2,857	7,882	7,328	4,257	14,574	1,234	4,539	1,471
Thunder Bay	**103,850**	**.6430**	**3,072**	**.7813**	**100**	**82**	**28,267**	**3,956**	**22,136**	**6,747**	**2,285**	**17,965**	**2,273**	**2,641**	**2,198**
△Fort William	40,418	.2503		.2628	109	104	13,002	1,304	6,077	2,921	1,430	5,171	914	1,190	839
△Port Arthur	41,394	.2563		.2691	108	103	10,932	1,824	7,215	3,370	755	8,887	880	1,230	475
Timiskaming	**43,880**	**.2718**	**3,539**	**.2882**	**101**	**95**	**13,519**	**1,315**	**6,551**	**2,808**	**910**	**6,824**	**1,453**	**1,848**	**1,096**
Victoria	**37,184**	**.2302**	**4,178**	**.1879**	**107**	**131**	**6,667**	**1,058**	**5,138**	**1,236**	**1,184**	**6,468**	**1,591**	**2,173**	**667**
Lindsay	23,460	.1453		.0900	151	244	4,959	770	2,497	1,153	1,095	4,466	411	1,478	388
Waterloo	**168,207**	**1.0416**	**3,814**	**1.0520**	**110**	**109**	**33,276**	**4,749**	**12,433**	**12,631**	**7,999**	**25,571**	**6,217**	**12,789**	**2,933**
Galt	26,873	.1633		.1703	115	111	6,967	611	1,250	2,033	1,579	3,540	883	1,543	547
△Kitchener	74,731	.4628		.4490	118	121	15,536	1,568	6,879	8,621	4,734	12,731	2,649	5,626	1,353
Waterloo	12,887	.0798		.1143	108	76	2,789	693	283	514	734	1,769	615	2,883	411
Welland	**131,648**	**.8152**	**3,105**	**.9911**	**107**	**88**	**40,045**	**4,838**	**7,972**	**8,575**	**7,639**	**17,027**	**4,599**	**9,175**	**3,857**
Niagara Falls	41,664	.2580		.1937	142	189	11,610	1,585	3,062	3,386	2,643	5,363	1,042	2,235	1,612
Port Colborne	12,755	.0790		.0974	114	92	4,342	419	1,108	1,142	1,109	1,271	320	973	309
Welland	34,950	.2165		.1590	158	215	9,761	802	2,508	2,892	2,471	5,019	699	2,586	661
Wellington	**78,714**	**.4750**	**3,585**	**.4759**	**104**	**104**	**15,702**	**2,234**	**5,212**	**5,296**	**2,761**	**12,228**	**2,565**	**5,018**	**1,729**
Guelph	40,833	.2528		.2506	121	119	9,806	1,297	2,283	4,497	1,936	7,139	951	2,439	1,041
Wentworth	**351,067**	**2.1739**	**4,031**	**2.2198**	**117**	**115**	**80,745**	**16,501**	**43,883**	**24,319**	**13,619**	**52,041**	**13,064**	**18,993**	**11,474**
▲Hamilton	313,484	1.9412		1.8074	124	133	73,644	13,433	41,552	23,821	13,497	45,361	10,339	14,433	10,627

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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AREAS	RETAIL SALES— SM ESTIMATES, 1959														
	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eatng & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
York	2,177,622	13.4844	5,348	12.1583	131	145	481,319	99,574	354,856	134,359	82,164	309,819	72,214	92,119	73,042

Before using these figures see page 396.

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Thinking about 1961 Population?

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2. Toronto Telegram	1,391,107	8. Milwaukee Journal	1,049,054
3. Montreal Star	1,355,700	9. Cleveland Press	1,003,999
4. Chicago Tribune	1,321,463	10. Los Angeles Times	964,981
5. Buffalo Evening News .	1,177,121	11. Hartford Times	951,680
6. Philadelphia Bulletin ..	1,150,690	12. Toronto Star	939,553

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ONTARIO

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Leaside	25,037	.1550		.1826	193	164	8,205	1,876	546	1,512	400	6,070	948	773	1,639
New Toronto	29,453	.1824		.1165	157	245	9,098	1,504	536	3,140	1,011	6,835	455	1,782	907
▲Toronto	1,609,364	9.9655		6.4171	165	256	266,026	80,089	340,493	113,255	69,867	207,372	32,693	44,745	46,960
Weston	22,367	.1385		.0961	175	246	5,148	473	352	1,763	244	6,648	336	2,329	1,223
Total Above Cities	4,082,034	25.2770		19.7291	138	177	875,581	166,000	589,102	311,912	189,528	596,808	101,619	178,034	113,316
Province Total	6,225,541	38.5500	4,071	38.2979	112	113	413,226	231,440	818,877	378,040	235,366	949,965	223,887	330,239	172,740
Per Capita Sales	1,036						235	39	136	63	39	158	37	55	29
Per Family Sales	4,071						924	151	536	247	154	621	146	216	113
MANITOBA															
Division 1	20,919	.1295	3,320	.1173	76	84	2,468	141	5,817	414	114	5,321	246	2,418	201
Division 2	35,781	.2215	3,808	.1823	80	97	2,854	588	6,182	418	331	8,587	1,004	3,907	634
Division 3	18,262	.1131	2,994	.1074	84	88	1,959	335	3,388	206	100	3,080	196	1,818	277
Division 4	17,647	.1093	4,202	.0837	100	131	1,807	416	1,609	458	185	2,606	190	1,719	299
Division 8	23.605	.1462	1,389	.3060	85	41	6,397	588	4,814	397	132	3,589	1,061	1,618	672

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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MANITOBA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drug ($000)
Division 6	431,723	2.6733	4,179	2.5792	117	122	72,285	15,105	113,010	21,063	15,968	61,641	8,363	26,452	11,497
Portage La Prairie	22,420	.1388		.0830	127	212	4,244	633	1,359	790	691	2,779	256	964	449
St. Boniface	16,180	.1001		.1677	98	88	4,550	1,037	138	531	190	1,167	642	2,815	606
▲Winnipeg	380,986	2.3347		1.9234	128	149	53,167	12,716	107,726	19,363	14,983	53,787	6,660	19,130	9,538
Division 7	51,247	.3173	3,912	.2924	104	113	5,040	1,893	5,949	3,414	2,219	8,092	780	2,289	746
Brandon	35,530	.2262		.1782	117	149	3,878	1,541	4,057	3,319	1,829	5,608	332	1,193	178
Division 8	20,767	.1286	3,195	.1299	99	98	2,411	648	2,341	498		2,090	338	2,269	563
Division 9	47,052	.2914	2,341	.4202	92	94	11,322	2,182	2,547	1,299	679	6,752	1,839	9,587	1,257
Division 10	19,460	.1205	3,672	.1006	92	110	1,708	554	3,108	533	443	3,462	290	1,313	225
Division 11	28,100	.1740	3,797	.1438	101	122	2,541	630	4,069	223	141	5,349	286	1,910	758
Division 12	14,987	.0922	2,481	.1032	75	67	1,391	259	5,000	64	146	2,133	70	873	297
Division 13	23,773	.1472	3,548	.1367	96	103	2,204	712	4,065	1,366	264	3,433	213	1,319	275
Dauphin	17,853	.1105		.0604	169	309	1,564	550	3,683	1,366	175	2,287	51	816	181
Division 14	20,426	.1265	3,142	.1189	96	94	1,366	575	4,159	84	317	3,849	271	2,480	535
Division 15	14,362	.0889	4,224	.0601	91	119	947	305	2,019	257	187	2,313	289	1,058	251
Division 16	24,234	.1501	1,979	.2766	91	49	4,162	1,575	9,859	702	445	2,317	548	2,485	536
Total Above Cities	453,858	2.8103		2.4117	135	146	67,403	16,477	116,963	25,369	17,568	65,598	7,940	24,918	11,252
Province Total	812,248	5.0296	3,464	5.1633	102	99	120,659	26,496	177,903	31,354	21,842	124,624	15,923	63,272	18,901
Per Capita Sales	910						135	30	199	35	24	140	18	71	21
Per Family Sales	3,464						514	112	758	133	92	531	68	269	81

SASKATCHEWAN

Division 1	36,744	.2213	3,647	.2002	92	102	5,606	1,071	4,752	395	229	7,009	915	2,973	801
Division 2	38,869	.2408	4,419	.1834	97	120	4,960	1,137	4,992	734	340	8,968	1,253	3,144	797
Weyburn	15,174	.0940		.0556	115	195	1,813	487	2,013	509	271	4,055	60	786	367
Division 3	31,018	.1921	3,977	.1604	95	113	3,242	886	4,806	278	300	6,434	316	2,700	417
Division 4	12,611	.0781	2,627	.0831	87	81	1,898	473	1,245	246	98	3,681	577	1,022	262
Division 5	47,589	.2947	3,808	.2553	94	109	4,638	1,685	9,324	489	720	10,832	963	3,915	937
Division 6	190,158	1.1775	5,282	.9288	116	147	25,898	5,441	53,057	10,931	4,611	30,076	4,585	7,846	4,092
△Regina	146,143	.9050		.7100	123	156	20,465	4,257	47,855	10,389	4,490	22,949	2,608	4,383	3,513
Division 7	51,573	.3193	3,327	.3323	97	94	7,972	1,741	8,585	2,051	1,535	12,068	1,184	1,975	951
Moose Jaw	34,721	.2150		.2048	109	115	5,631	1,484	5,791	2,041	1,509	7,934	540	1,091	764
Division 8	38,862	.2388	3,506	.2273	100	105	4,242	1,246	4,732	996	1,097	10,888	848	3,256	889
Swift Current	14,665	.0908		.0822	122	135	1,702	606	1,719	749	773	5,060	352	784	471
Division 9	50,780	.3145	3,690	.2785	92	104	6,567	1,812	7,807	1,115	1,393	11,528	1,412	3,226	990
Yorkton	16,962	.1050		.0653	129	208	2,609	783	2,174	687	1,099	5,540	216	758	512
Division 10	35,315	.2187	3,797	.1857	89	105	2,621	881	7,607	310	150	8,618	545	2,360	776
Division 11	124,707	.7722	4,213	.6898	109	122	20,054	3,608	18,442	5,484	4,769	24,382	1,699	8,224	4,383
△Saskatoon	86,377	.5349		.5104	111	117	15,514	2,840	13,990	5,129	4,732	17,216	1,264	5,701	3,824
Division 12	29,360	.1817	3,986	.1579	96	113	3,616	649	3,781	3,358	74	6,078	863	1,960	717
Division 13	33,384	.2067	3,882	.1790	94	108	3,809	918	4,367	400	168	7,056	378	3,800	595
Division 14	61,061	.3781	4,362	.2890	94	123	6,984	1,793	10,977	1,175	679	13,169	1,345	3,838	1,410
Division 15	75,534	.4678	3,685	.4330	89	96	8,744	2,067	12,368	1,828	1,111	15,574	1,585	5,514	1,341
Prince Albert	27,743	.1718		.1441	106	127	4,450	1,048	4,339	1,666	950	6,058	642	2,408	625
Division 16	47,194	.2920	4,174	.2415	92	111	5,490	925	8,215	1,057	783	8,870	1,007	2,506	2,010
North Battleford	18,351	.1136		.0725	135	211	2,826	587	1,383	778	657	5,063	552	1,187	398
Division 17	34,816	.2156	4,522	.1662	98	126	2,881	589	7,473	412	496	5,882	400	14,368	748
Division 18	4,579	.0284	1,665	.0795	65	23	924	158	1,873	25		841	100	64	
Total Above Cities	260,141	3.2301		1.8449	117	141	55,010	12,092	70,253	31,948	14,520	73,875	6,234	17,096	10,444
Province Total	942,844	5.8383	4,052	5.0799	98	113	120,111	27,380	174,403	31,284	18,383	191,754	19,985	72,491	22,116
Per Capita Sales	1,037						132	30	192	34	20	211	22	80	24
Per Family Sales	4,052						516	118	749	134	79	824	86	312	95

ALBERTA

Division 1	49,023	.3035	4,018	.2719	104	117	10,984	802	4,936	2,123	1,774	10,479	1,036	3,383	848
Medicine Hat	28,586	.1770		.1561	118	134	6,538	537	3,232	1,708	1,333	6,325	538	1,969	392
Division 2	104,001	.6440	4,637	.5251	111	138	21,640	2,986	12,043	5,657	3,336	20,615	2,551	8,508	2,717
Lethbridge	51,556	.3192		.3439	132	171	10,736	1,690	4,027	3,866	2,325	10,940	1,051	4,785	1,227
Division 3	18,695	.1158	3,966	.1081	97	106	2,783	415	2,951	392	201	4,013	377	1,663	399
Division 4	32,212	.1994	3,977	.1778	105	118	8,227	649	2,508	905	380	6,128	823	3,076	782
Division 5	15,997	.0954	3,079	.1045	112	102	2,890	261	1,880	169	155	3,038	217	996	324
Division 6	358,682	2.2210	4,171	2.1548	122	126	67,706	9,962	74,997	22,519	15,683	60,512	10,432	26,942	9,964
▲Calgary	349,083	1.5424		1.5453	130	130	47,859	6,808	57,070	17,190	11,538	41,801	6,182	18,868	5,870
Division 7	34,356	.2128	3,949	.1840	94	109	3,967	868	6,337	453	409	7,891	892	3,564	957

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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60-13

ALBERTA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Division 8	130,535	.8083	5,372	.8974	112	152	17,696	3,178	12,965	6,682	4,856	35,731	3,564	10,648	3,504
Camrose	20,424	.1265		.0617	175	350	3,203	528	800	1,516	958	4,980	578	1,205	796
Red Deer	26,619	.1648		.1228	123	165	3,559	681	3,543	1,430	2,731	7,741	320	2,256	388
Wetaskiwin	17,068	.1058		.0534	192	381	1,366	411	1,651	430	223	7,590	81	1,673	382
Division 9	22,594	.1399	2,539	.1663	91	77	3,233	589	5,556	288	501	3,761	730	1,834	728
Division 10	46,574	.2884	3,425	.2718	93	97	5,670	969	7,282	684	1,017	10,162	797	4,510	814
Division 11	377,481	2.3369	4,147	2.2867	111	113	67,758	10,097	88,987	20,412	14,000	67,841	11,495	27,620	9,719
▲Edmonton	289,373	1.7919		1.7282	116	120	49,816	8,144	70,388	17,972	13,193	52,897	8,162	19,905	7,839
Division 12	12,641	.0783	2,431	.1056	99	73	2,925	406	3,222	315	89	2,437	233	820	286
Division 13	22,457	.1391	2,878	.1449	76	73	2,055	310	5,974	392	200	4,358	127	1,421	285
Division 14	44,431	.2751	3,471	.2598	91	96	4,299	656	11,195	397	832	9,189	645	2,815	838
Division 15	21,307	.1319	3,329	.1310	90	90	3,465	681	5,273	373	384	5,103	368	1,348	380
Division 16	35,254	.2183	3,328	.2114	94	97	2,474	968	8,213	531	510	8,397	513	2,199	636
Division 17	3,400	.0212	1,380	.0426	63	31	117	33	1,778	74	58	152	57	91	66
Total Above Cities	682,720	4.2276		3.9134	124	134	123,067	18,799	140,711	44,112	31,290	132,274	16,912	50,661	16,894
Province Total	1,328,959	8.2293	4,031	7.7478	103	115	225,498	34,052	255,995	62,439	45,184	259,759	34,657	101,438	32,225
Per Capita Sales	1,053						178	27	202	49	36	206	27	80	26
Per Family Sales	4,030						683	103	776	189	137	787	105	307	98

BRITISH COLUMBIA

Division 1	31,337	.1939	3,521	.1978	109	106	8,098	1,649	6,035	1,232	572	7,112	1,256	1,900	628
Division 2	74,082	.4632	3,528	.4632	115	114	18,301	3,616	14,695	3,214	3,106	15,489	1,479	4,783	1,760
Nelson	20,389	.1263		.0742	179	305	4,303	814	2,363	1,278	1,064	7,279	296	785	403
Trail	20,435	.1265		.0954	147	196	4,919	990	3,427	1,037	1,299	4,717		1,219	445
Division 3	127,213	.7877	4,479	.6029	111	146	31,247	4,200	13,532	5,556	2,442	28,920	3,527	10,109	3,275
Kelowna	20,943	.1297		.0869	153	228	5,302	745	2,161	1,598	1,001	4,822	423	2,924	480
Penticton	24,039	.1489		.0985	141	213	5,889	700	2,067	1,385	532	6,521	403	2,181	694
Vernon	23,256	.1440		.0821	143	251	4,121	988	2,334	1,219	561	7,248	203	2,143	844
Division 4	993,345	6.1510	3,813	5.6873	119	125	190,864	38,587	191,067	47,917	32,738	194,409	32,884	49,910	31,281
Chilliwack	30,373	.1881		.0877	206	442	3,725	656	3,802	1,439	1,286	6,275	193	1,307	535
New Westminster	62,777	.3887		.2335	118	196	14,051	2,314	10,783	4,937	2,906	15,325	1,284	6,137	1,647
▲Vancouver	647,041	4.0066		3.1920	142	179	101,999	27,468	150,005	35,173	23,953	137,770	17,304	22,628	20,361
Division 5	250,249	1.6054	3,022	1.7750	110	100	53,011	9,565	55,481	12,978	8,701	47,259	8,156	13,791	6,367
Nanaimo	22,664	.1403		.1134	132	164	3,569	511	4,126	1,276	483	7,037	729	1,487	467
Port Alberni	12,741	.0789		.0765	112	116	1,547	515	3,553	771	431	2,678	154	1,192	363
▲Victoria	135,498	.8576		.5433	163	257	21,374	4,373	31,370	8,720	6,667	24,895	3,504	5,700	2,868
Division 6	56,456	.3495	3,172	.3552	98	94	17,784	1,919	13,355	1,969	713	8,974	749	2,494	943
Kamloops	23,156	.1434		.0893	157	252	5,520	955	2,574	1,552	512	4,206	290	1,292	553
Division 7	16,927	.1172	3,103	.1505	111	86	3,103	757	9,792	575	363	1,500	153	1,380	229
Division 8	99,041	.4276	3,418	.4183	96	98	17,015	3,067	13,205	2,951	1,898	17,484	1,255	4,937	1,634
Prince George	21,859	.1354		.0985	127	174	5,251	1,179	2,288	1,538	1,663	6,244	78	1,179	598

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures, read foreword, page 396.

CANADA'S KEY MARKETS

Are Included on SALES MANAGEMENT's Retail Sales Map

Shows comparative Retail Sales Strengths on 27" x 41" sheet in 8 colors

Metropolitan County Areas clearly defined.
County names most legible we've seen.
Differences in retail sales volume indicated by different county color shadings . . .
–for counties with $500 million or more.
–for counties with $250 million to $500 million.
–for counties with $100 million to $250 million.
–for counties with $50 million to $100 million.
–for counties with $25 million to $50 million.
–for counties with $10 million to $25 million.
–for counties with under $10 million.
Special markings indicate counties in which family sales exceed Canadian family average.

$5.00 a single copy; $3.50 each for two to four copies. $3.00 each for five or more.

SALES MANAGEMENT, 630 THIRD AVENUE, NEW YORK 17, N. Y.

BR. COL.

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Division 9	20,847	.1280	2,064	.2150	83	80	5,932	1,040	4,171	1,461	790	2,895	198	1,013	543
Prince Rupert	15,209	.0945		.0813	125	145	4,244	844	1,432	1,344	709	2,011	119	714	440
Division 10	23,571	.1584	3,674	.1427	101	113	2,962	1,009	5,973	380	106	8,314	1,262	913	514
Total Above Cities	1,083,440	6.7089		4.9536	143	194	184,814	43,474	221,305	63,267	43,065	237,031	25,279	50,888	31,004
Province Total	1,676,068	10.3785	3,601	10.2.79	113	115	348,407	64,822	327,306	78,133	51,434	332,388	50,821	91,219	47,174
per Capita Sales	1,056						219	40	206	49	32	209	32	57	29
per Family Sales	3,601						748	139	703	168	111	714	109	196	101
YUKON—NORTHWEST TERRITORIES															
Yukon-Northwest Territories	15,622	.0967	2,200	.1330	67	49	1,209	692	10,695	168	22	487		381	297
Province Total	15,622	.0967	2,200	.1330	67	49	1,209	692	10,695	168	22	487		381	297
Per Capita Sales	445						34	20	305	5	1	14		11	8
Per Family Sales	2,200						170	97	1,506	24	3	69		54	42

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1960.

Before using these figures, read foreword, page 396.

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NEW AND REVOLUTIONARY MAP

THE SANBORN BUYING POWER MAP

Turn this flap down and you will find a map of Baton Rouge, a prototype of a whole series now being issued by the Sanborn Map Company, Inc., with the help of Market Statistics Inc. and Sales Management, for all the metropolitan areas of the nation. Each area will appear on one or more standard map units. Each unit will comprise *180 square miles* of land area. All residential sections, within and adjoining the limits of the principal city will be covered.

Each unit of 180 square miles is divided into fairly homogeneous neighborhood areas.

These maps group the bulk of urban American households by income class and neighborhood area. Of some 52 million households in the U. S. as of January 1, 1960, about 37 million lived in metro areas. In the top 50 metro markets covered by the first set of Sanborn maps live 24.2 million households, or 47% of the national total, earning 53% of the total net effective buying income.

Actually such maps represent a further breakdown, into neighborhood areas, of the basic marketing data on all counties and cities to be found in Sales Management Survey of Buying Power.

How May This Map Be Used?

These maps serve two important functions for the first time in history.

First, by breaking down metro areas into the homogeneous neighborhood areas, we are in effect ignoring civil divisions and political boundaries to focus attention on all the many marketing communities that really make up metro areas.

Secondly, by ascertaining the number of low, middle and high income groups in each of these marketing communities we offer the quantitative controls necessary to establish market potentials for the entire range of consumer goods and services, the demand for which is affected by income.

For example, to take some very obvious cases—life insurance and automobiles are services and goods heavily dependent on income. Just as sales quotas for life insurance and autos on a broad area basis should be governed by the numbers of households in the various middle and upper income groups, so should the quotas (in theory) on a community basis be so governed. But such data have never before been readily available. Now an auto dealer can use these maps to pinpoint specific localities and neighborhoods, either for direct mail contact, or personal solicitation. In the same way insurance agencies, or district supervisors can use the maps and the data contained therein to set neighborhood quotas for local agents.

These maps will be useful to all national distributors wishing to pinpoint the demand for their goods and services for areas below the county and metro area level, as well as for retail store location. In addition, on a local basis, these maps will be of interest to banks, real estate agencies, advertising agencies, mail list houses, Chambers of Commerce, city planning officials, land developers, appliance dealers, door-to-door salesmen, insurance agents and to sales executives generally.

Eventually all the neighborhood data will in turn be put on punch cards so that all sales analysis now possible on a county level with the use of punch cards can be done on a neighborhood level. In time we will accumulate a library of over 100,000 separate punch cards, each containing income distributions for a separate "neighborhood community" of about 1,000 households on the average.

How The Maps Are Made

The Sanborn Map Company, Inc. has nearly 100 years of experience in preparation of highly detailed diagrammatic maps for all cities in the nation, which are extensively used by fire insurance companies as a guide to successful underwriting. A staff of over 100 surveyors is constantly recording from field observation the change in over 13,000 maps, covering towns of over 2,500 population. So complete are those maps, that the viewer can see at a glance that the house at 8 Pine St., for example, is a three-story dwelling, with a mansard roof covered with noncombustible shingles; that the walls are not solid brick, but a veneer over wood, and that two families live in that house. Also each residential block is classified by code into nine different categories of relative value.

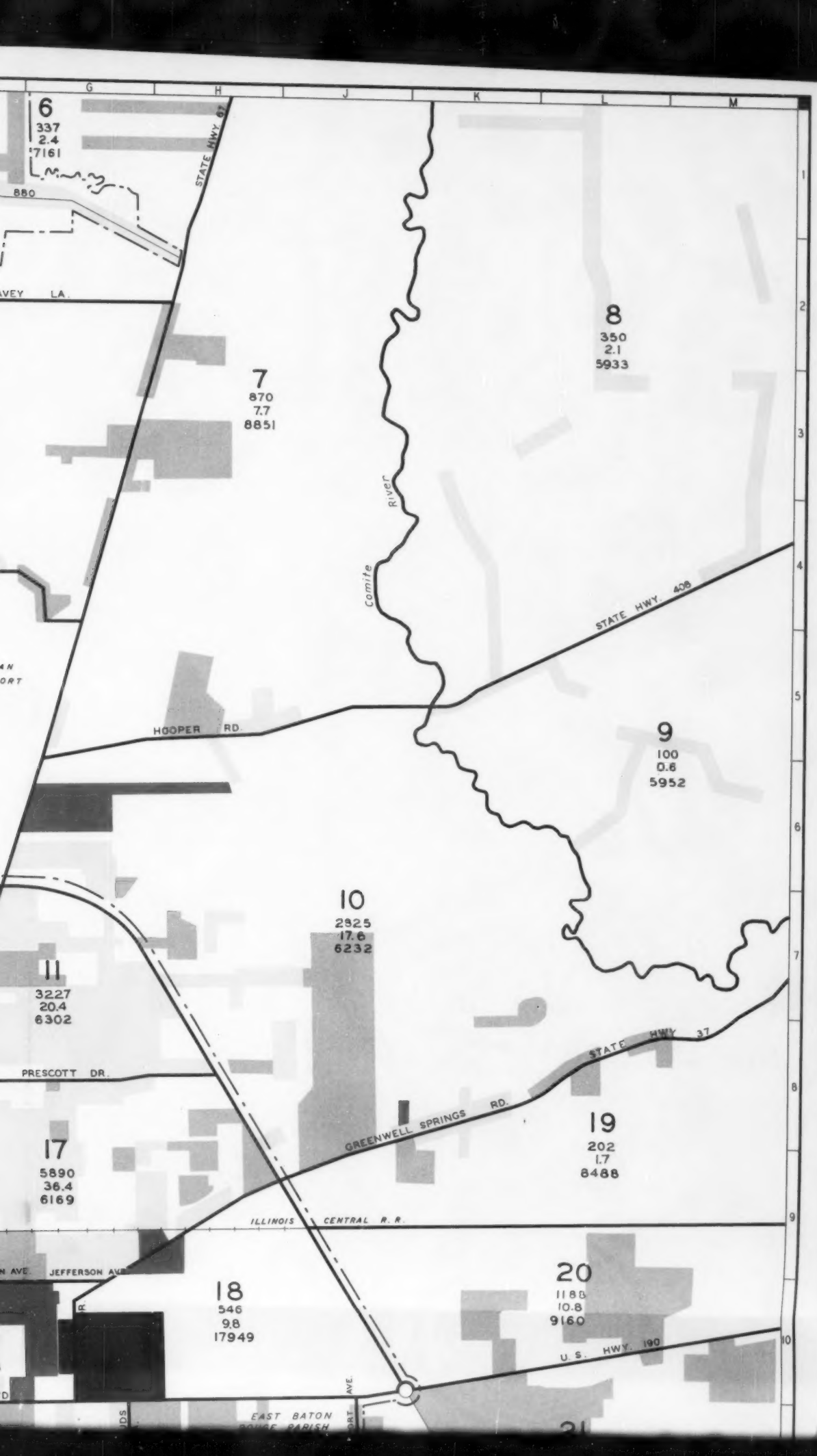
It is this truly amazing degree of detail that suggested to the research staff of Market Statistics and Sales Management that all households on the Sanborn maps might be sorted into the five income groups used in the Sales Management Survey of Buying Power. The sorting procedure is done as follows. It is assumed that of the 9 different quality classifications given to each block, grades 1 and 2 represented homes in which the head of household earned up to $2,500; grades 3 and 4 went into the next income group, $2,500 to $4,000; grades 5 and 6 went to the income group $4,000 to $7,000; grades 7 and 8 into the group $7,000 to $10,000, and finally, grade 9 into the $10,000 and over group.

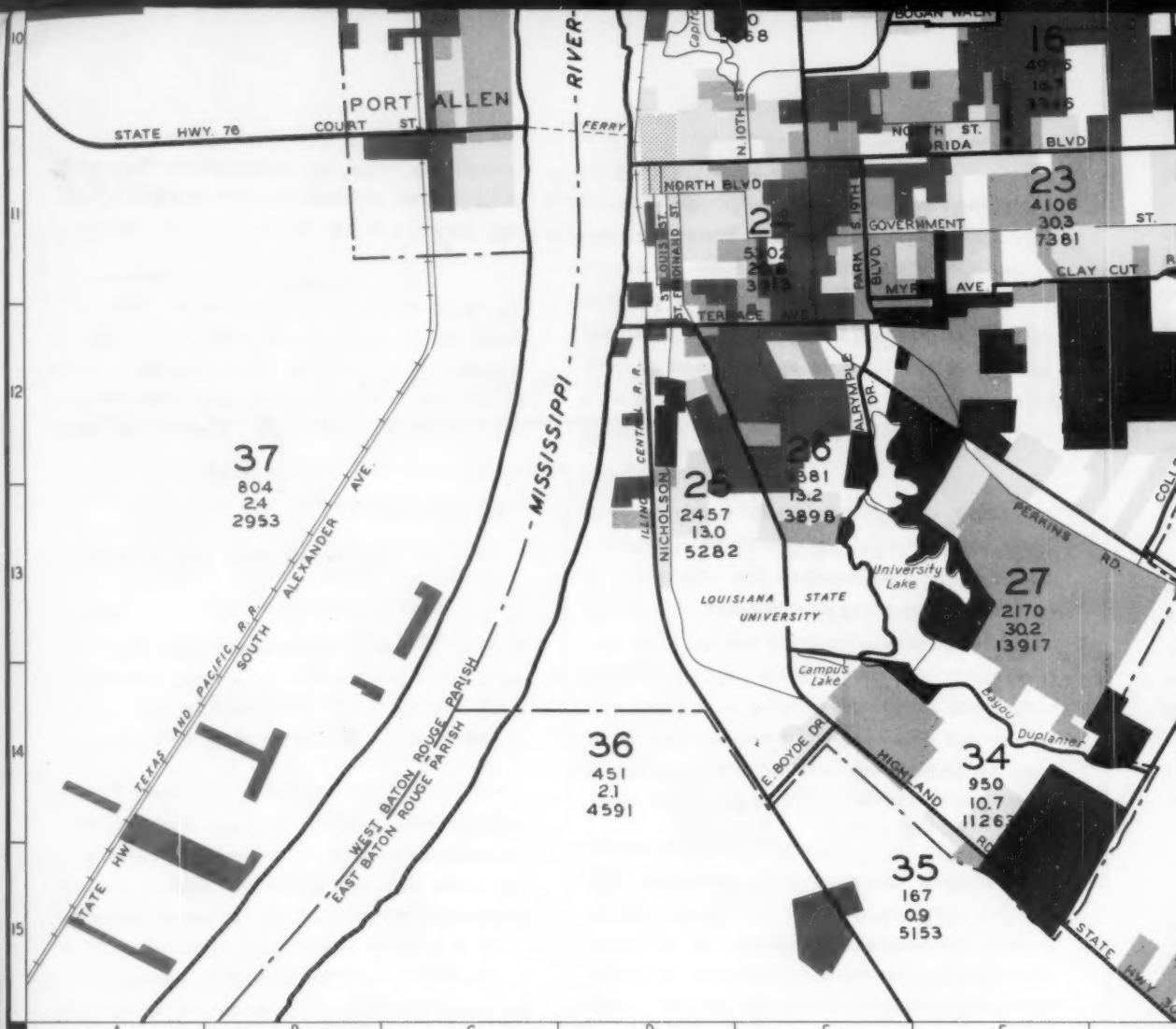
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Please turn to rear fold for complete details on schedules of release dates, price, etc. . . .


A
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W
LELAND COLLEGE
U.S. HWY 61
STATE HWY 19
STATE HWY 880
BAKER
LAVEY LA.
6
337
2.4
7161
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485
5523
SCENIC HWY
KANSAS CITY SOUTHERN R.R.
ILLINOIS CENTRAL R.R.
BAKER HWY.
5
538
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1821
1
160
0.3
2143
RD
3
750
1.3
1891
RYAN AIRPORT
4
2599
6.4
2452
SOUTHERN UNIVERSITY
SCOTLANDVILLE
EAST BATON ROUGE PARISH
WEST BATON ROUGE PARISH
HWY.
U.S. HWY 190
TEXAS AND PACIFIC R.R.
13
0
INDUSTRIAL AREA
12
3575
16.9
4725
11
32.27
20.4
6302
PLANK RD
HWY
ST.
PRESCOTT
38
1570
4.2
2687
NORTH ALEXANDER AVE.
KANSAS CITY SOUTHERN R.R.
14
4051
14.7
3625
17
5890
36.4
6169
15
2158
Capitol Lake
N. 33RD ST.
WASHINGTON AVE.
JEFFERS
BOGAN WALK
16
PORT ALLEN
STATE HWY 78
COURT ST.
FERRY
RIVER
N. 10TH ST.
NORTH ST.
FLORIDA
BLVD
23


G
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337
2.4
7161
STATE HWY. 67
880
AVEY LA.
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870
7.7
8851
8
350
2.1
5933
Comite River
STATE HWY. 408
HOOPER RD.
9
100
0.6
5952
10
2925
17.6
6232
11
3227
20.4
6302
PRESCOTT DR.
STATE HWY. 37
GREENWELL SPRINGS RD.
17
5890
36.4
6169
19
202
1.7
8488
ILLINOIS CENTRAL R.R.
JEFFERSON AVE.
18
546
9.8
17949
20
1188
10.8
9160
U.S. HWY. 190
EAST BATON
21



LEGEND

NET INCOME CLASS

CITY LIMITS	0 – $2,499
ARBITRARY AREA BOUNDARIES	$2,500 – $3,999
AREA NUMBER 7	$4,000 – $6,999
CENTRAL BUSINESS DISTRICT	$7,000 – $9,999
	$10,000 & OVER

AREA STATISTICS

TOTAL HOUSEHOLDS	820
TOTAL INCOME (MILLIONS)	3.1
AVG. INCOME (DOLLARS)	3780

SU

HOUSEHOLDS

BATON ROUGE (CITY)	48,200*
THIS MAP UNIT	64,826

*ESTIMATES FROM 1960 EDI
BY PERMISSION OF

© COPYRIGHT 1960, SANBORN MAP COMPANY, INC., 629 FIFTH AVE., PELHAM, N.Y. ALL RIGHTS RESERVE

Explanations

The above sample map unit is 85% of actual size.

A standard buying Power Map unit covers 12 by 15 miles or 180 sq. mi. of land area at a scale of 1" = 4000'. Two folds will reduce the standard map unit to size 8½" x 11". More than one standard unit will be required for coverage of very large metro areas but since the mileage scale will be constant, multi-units can be joined to create a one piece wall map. Each division of the border index is a mile in length thereby facilitating the overlay of a mile square grid.

Each map unit is divided into fairly homogeneous neighborhood areas which are arbitrarily numbered and defined as far as possible in terms of income, size, major arteries and natural boundaries. Thus area 28 in Baton Rouge is seen to consist of 2,655 high-income households earning a total net income of $45.4 million, for average net income of $17,005—evidently an extremely high inc neighborhood. The dark blue color indicates the location of ho holds earning over $10,000. In a similar manner, the red c indicates the precise location of low income households and other three colors designate the various middle income ra Uncolored sections are either undeveloped, industrial or comme in character.

Street names, other than those used to define boundaries, are omi to avoid needless clutter. The omitted street names which bo color segments, as well as location of outlets, plants, and spe structures can be provided by the Sanborn Map Co., Inc., o custom basis.



SUMMARY

	HOUSEHOLDS	NET INCOME (MILLIONS)	AVG. NET INCOME
TY)	48,200*	$311.9*	$6470*
	64,826	$415.5	$6409

S FROM 1960 EDITION "SURVEY OF BUYING POWER"
PERMISSION OF SALES MANAGEMENT INC.

BUYING POWER MAP

BATON ROUGE, LA.

URBAN & SUBURBAN AREA

DISTRIBUTION AND RELATIVE BUYING POWER OF HOUSEHOLDS

BASED ON LOCAL AVERAGE NET INCOME PER HOUSEHOLD

SCALE 1: 48,000 OR 1" = 4000'

4000 3000 2000 1000 0 4000 1 MILE

GHTS RESERVED. THIS WORK MUST NOT BE COPIED IN WHOLE OR IN PART.

PRICE $15.00 POSTPAID

4 million, for an
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location of house-
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lle income range.
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1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20
21 22 23 24 25 26 27 28 29 30
31 32 33 34 35 36 37 38 39 40
41 42 43 44 45 46 47 48 49 50

Put me on mailing list for:

( ) Details on other uses of Sanborn Buying Power Maps.

( ) Release dates of maps for additional metro areas.

Sanborn Map Company, Inc.
629 Fifth Avenue, Pelham, N. Y.

Please send postpaid _____ copies ea. of Buying Power Maps as designated by circled numbers to left (see rear fold for identification of numbers, schedule and prices).

Name _____ Title _____

Firm _____

Street _____

City _____ State _____

( ) Bill me. ( ) Payment enclosed.

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Please turn to rear fold for complete details on schedules of release dates, price, etc. . . .

BUYING POWER MAP — SCHEDULE

In the publication of Buying Power Maps it is the intention of the Sanborn Map Company, Inc., to give priority to the 50 metropolitan county areas which rank highest in total households. Of this group the following are published:

26 Atlanta, Ga. (4)
35 Dayton, Ohio
27 Denver, Colo. (2)
31 Indianapolis, Ind.
42 New Haven-Waterbury, Conn. (2)
4 Philadelphia, Pa. (6)
43 Phoenix, Ariz.
23 Portland, Ore. (2)
44 Rochester, N. Y.
17 Seattle, Wash. (2)

26 = 1960 ranking and code number for ordering.
(4) = number of map units when in excess of one.

Buying Power Maps of the Remaining 40 Areas*Will Be Available Within the Next Six Months — Probably in the Following Sequence:

19 Milwaukee, Wis.
39 San Jose, Cal.
7 Boston, Mass.
10 Washington, D. C.
33 Louisville, Ky.
21 Cincinnati, Ohio
18 Houston, Tex.
36 Columbus, Ohio
34 Albany-Troy, N. Y.
45 San Antonio, Tex.
24 San Diego, Cal.
13 Baltimore, Md.
9 St. Louis, Mo.
1 New York, N. Y.
38 Jersey City, N. J.
12 Newark, N. J.
16 Paterson-Passaic, N. J.
15 Buffalo, N. Y.
28 New Orleans, La.
25 Miami, Fla.
32 Providence-Pawtucket, R. I.
37 Hartford-New Britain, Conn.
40 Ft. Worth, Tex.
46 Birmingham, Ala.
41 Bridgeport-Norwalk, Conn.
47 Worcester, Mass.
48 Memphis, Tenn.
2 Los Angeles-Long Beach, Cal.
3 Chicago, Ill.
5 Detroit, Mich.
6 San Francisco-Oakland, Cal.
8 Pittsburgh, Pa.
11 Cleveland, Ohio
14 Minneapolis-St. Paul, Minn.
20 Kansas City, Mo.
22 Dallas, Tex.
30 Tampa-St. Petersburg, Fla.
29 San Bernardino-Ontario, Cal.
49 Norfolk-Portsmouth, Va.
50 Syracuse, N. Y.

*The number of map units not yet established.

BUYING POWER MAP — PRICES

Single copy	$15.00 per unit —	postpaid
Two copies same unit	25.00 —	"
Three copies same unit	30.00 —	"
Over three copies same unit	5.00 per copy —	"

(Please add 3% sales tax in New York City)

Purchasers of 50 or more units will receive a complimentary looseleaf binder (value $10.00) in which their maps may be inserted for protection and orderly reference.

Section 4

RETAIL SALES Data

for All States, their Counties and Cities

As most of our readers know, the two-month delay in the publication of the 1960 *Survey of Buying Power* resulted from difficulties encountered by the Census Bureau in processing the final results of the 1958 Census of Retail Trade, on which our 1959 estimates are based.

Census Bureau officials will attest to the fact that the research staff of SALES MANAGEMENT practically snatched the 1958 Census returns out of their hands as each state emerged, in order to meet the July 10 publication date. In the process some errors in the 1958 Census returns were incorporated in the SALES MANAGEMENT estimates for 1959. For example, we found that the Census Bureau allocated to San Mateo county and San Mateo city about $60 million of gasoline sales above the true amount. This error was discovered too late to be corrected on the county level, but we did manage to correct the city estimates.

Other undetected Census errors may have been carried into our estimates. If so, we trust our readers will forgive us. We shall correct them in the 1961 *Survey*, in which we shall also include all cities whose retail sales volume reached the qualifying $12 million-level in the 1958 Census.

OTHER SECTIONS:

1. *Foreword; How to Use the Survey* *19*

2. *Population and Income Data for States, their Counties and Cities* *45*

3. *Canadian Population, Income, Sales Data* *395*

5. *Rankings of Leading Counties and Cities; Metropolitan Area Summaries and Rankings; Summaries of All Data for Regions and States* *711*

Turn to these pages for the definitions and explanations of the terms used in the Retail Sales data tables of the Survey of Buying Power.

Retail Sales	464	Commodity vs. Store Sales	466
Comparison with Census	464, 467	Components of Retail Sales	466
How Estimates Are Derived	464	Retail Concentration Formula	467
Decentralization of Sales	465	Buying Power Index	468
Mail Order Houses	465	Quality Index	468
Revisions of Data	465	Sales Activity Index	468

Sources, Estimating Techniques, Definitions of

Retail Sales Data

The late publication of the 1960 *Survey of Buying Power* is, as most of our impatient readers know, due to difficulties encountered by the Census Bureau in processing the final returns of the 1958 Census of Retail Trade, involving a five-month delay. Some readers felt indeed that our accuracy in anticipating census results in the past was high enough to permit us to proceed with our 1959 calculations without waiting for the 1958 results. We were more modest and felt it was necessary to realign our 1959 estimates to the new census base.

How accurate were our 1958 estimates, when stacked up against the census results? The answer: better than ever. In the accompanying table we compare totals for states, regions and for the total United States, with and without the new states of Alaska, Hawaii, and compare our percentage of error in 1958 with the corresponding error in 1954, the date of the preceding census. In 1954 our mean error for states was 4.0%; in 1958 it was 2.7%, representing about a one-third gain in overall accuracy. However, it must be noted that in 1954 we were projecting estimates over a period of six years (1948 being the previous census springboard), whereas in 1958 we were projecting over a 4-year period.

As in 1954, our percentage of error declines as the size of the area increases. The mean error for regions is under 2%, for the total United States 0.5%. In both the 1948 and 1954 Censuses we were able to hit the United States total right on the nose. So far, our 1958 total appears to be somewhat on the high side, but on the basis of past experience, the gap may narrow when all errors of omission in the census tabulations are picked up.

The 1958 Census results contained few surprises not already anticipated by the *Survey*. As in 1954, both Arizona and Florida proved to be the fastest growing states, with gains since 1954 of 41 and 46% respectively, as against a national gain of 18%. The District of Columbia recorded the smallest gain—7.6%. While we overestimated Florida's growth and underestimated Arizona slightly, on the whole the 1959 *Survey* did reflect the full range of variation in sales growth, both among boom areas and declining areas. Probably the largest single percentage gain was enjoyed by Broward County, Fla., whose retail trade volume nearly doubled since 1954. The *Survey* had credited Broward with a gain of 75%, so that while we were somewhat conservative, we obviously were not caught napping here.

Retail sales in 1959 totaled over $216 billion, the highest volume ever recorded, attesting to the vigor of the 1959 recovery from the $200 billion recession level of 1958. All the 1959 sales estimates found in the 1960 *Survey* represent one-year projections from the official final results of the 1958 Census of Retail Trade. Comparisons of the census results with our 1958 estimates published in the 1959 *Survey* indicate a higher degree of accuracy than had been attained in the 1954 Census. (See box on the opposite page).

In general the 1958 Census results confirm all the basic sales trends that were apparent to the research staff of the *Survey* and which have been commented upon again and again in these pages—the continued regional shift to the South, Southwest and Pacific states, and the continued decentralization of retailing toward suburban areas at the expense of the downtown centers. Our comments on our areas of divergence should not obscure the fact that while our estimates of *magnitude* may have been off in some cases, we rarely erred in questions of *direction* or *relative movement*. Thus with respect to whether an area increased at a rate greater or less than that of the United States, the record will show that we were almost never wrong.

How We Get Our Retail Sales Estimates. The secret of our success in projecting census benchmark figures on retail sales lies in the great pains we take to collect current data on economic trends for a large group

of so-called "key" counties. In past *Surveys* we were able to increase the number of key counties each year, with the result that they totaled about 2,000 last year, and accounted for over 95% of total sales. For these 2,000 counties Market Statistics, Inc., has been able to develop continuous records, on a monthly and annual basis, of population, sales, bank debits, income, etc., extending in some cases back to 1929, the first year in which the *Survey of Buying Power* was published. These records constitute the basis for projecting the estimates for the current year. Variations in the quality and quantity of the available current data require careful individual consideration for each key county.

Naturally, the quality of data is highest in those states which have had sales tax collection data on a county basis extending back several years, but there are very few counties in the nation for which we do not have enough back sales data, based on past census data, bank debits, department store sales, etc., for a realistic projection each year.

The sales tax data, now available from some 35 states,* cannot be used "in the raw." First, the data for sales tax states must be adjusted to comparable bases, for there are great differences among these states with respect to tax rates and coverage. For each state it is necessary to calculate the change in tax collections since 1958, excluding from consideration all activities not covered by the United States Census Bureau's definition of retail trade, such as service trades, wholesaling, utilities, amusement industries and the like. Allowances have to be made for changes in the tax law or the tax rate over the period.

The percent changes between 1958 and 1959 have been applied to the basic 1958 Census retail sales total to yield the estimates of sales in 1959 for the tax states, which in turn could be used, to some extent, to throw light on the volume of sales in non-tax states. For example, in sales tax states certain typical statistical relationships emerged between sales and income, and sales and population, which could be applied to non-tax states of a similar economic character within the same regions. These results were then checked against other regional sales indicators, such as the Department of Commerce's monthly survey of the sales of independent retailers, the Federal Reserve Board's monthly tabulation of bank debits and the Federal Reserve Board's monthly reports of department store sales, available for a limited list of large cities.

These reports are of major assistance in determining the proportion of a state's sales to be alloted to the various counties and cities. In the case of sales tax states, collection figures by counties can be used as a cross check against estimates arrived at through the use of the regional reports just mentioned. Preliminary estimates are checked against relationships between state and county as shown by the 1958 Census. These many checking operations have resulted in refinements which enable us to show a variety of reasons in support of every significant figure published.

Decentralization of Retail Sales. One of the most interesting retailing developments of the postwar years has been the decentralization of sales from the old downtown market districts of the large metropolitan cities. The shift to suburban shopping centers has been accelerated by the improved traffic and parking facilities available outside of heavily congested business districts. While there are indications that a reaction has already begun to set in, as more and more large cities are planning arterial highways and improved parking facilities to protect the position of the downtown shopping center, decentralization has already made some profound alternations of the retailing map.

For instance, the erection of new department store branches in such relatively small communities as White Plains, Manhasset, Hempstead, Framingham, Millburn, and Evergreen Park, to name a few of the more outstanding cases, has transformed them almost overnight into major market areas, whose true current status has only now been recognized in an official census canvass.

Treatment of Mail Order Houses. The operations of mail order houses have been a perennial problem for us, and for the Census Bureau. The sales of such houses conform to the character of general merchandise sales, and should be included in that category. However, since these sales are not confined to residents of the immediate trading area, it would be useful for sales quota purposes to have a measure of the volume of their catalogue sales, so that they can be deducted from both the retail sales total and our general merchandise total. This would afford a better evaluation of the marketing potential of the area in which the mail order house (or catalogue branch) is located. Such operations involve in each area so small a number of outlets that the Census Bureau has always found it necessary to withhold data on their activity in order not to violate its non-disclosure rule. The large mail order houses themselves have been equally reluctant to release information on the sales volume of each mail order branch.

No such prohibition applies to us and we have worked out our estimates of the volume of catalogue mail order sales in 1955 in 19 significant areas. See page 466. (There were not enough data available to warrant updating these estimates to 1959). We welcome comment from informed readers on how reasonable they appear.

Revisions of Survey Data. Any organization that undertakes as we do to estimate annually the volume and breakdown of retail sales for all counties and cities (to say nothing of estimates of population, families and income) is under the painful necessity of spotting errors and revising them when new data become available. These revisions when applied to past estimates provide a new base for our current estimates, but since for reasons of space it is impossible to publish the revised back data, readers will often compare the new estimates with the old and infer that the change represents economic movement over the period involved. Frequently, when the revision is sizable, such comparisons may be be quite misleading. The necessity of making the revisions, painful as

SURVEY BOXSCORE in 3 Postwar Censuses

Mean Percentage Error— SURVEY vs. CENSUS

	States	Regions	U.S. Total
1948	4.9	3.2	0.0
1954	4.0	1.5	0.0
1958	2.7	1.9	0.5

* Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Mississippi, Missouri Nevada, New Mexico, New York (city), North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Washington, West Virginia, Wyoming.

they may be, must be clearly understood. If we did not make the revisions (downward and upward) we would not be able to align our estimates with the official benchmarks provided by the U. S. Department of Commerce and Census Bureau and we would have no way of evaluating our accuracy. The realignment of all sales estimates with 1958 census levels means that comparison of our 1959 estimates with figures published in the preceding *Surveys* will inevitably reveal differences that reflect both the revision and the trend of sales between 1954 and 1959.

The Relationship between Commodity and Store Sales. It may be well to point out again that both the Bureau of the Census and The SALES MANAGEMENT *Survey* report on *store* sales only, and not *commodity* sales. The drug store figures, for example, do not include the sales of drug items in department stores, supermarkets or stores selling drugs or toilet goods as a sideline.

The problem is most pronounced with respect to department stores. In this connection it is a matter of great regret that the Census Bureau will not publish its 1958 "Merchandise Line" data which in the 1948 Census was most helpful in correcting discrepancies between commodity and outlet sales. As an example we may cite the case of New Bedford and Fall River, which were credited with furniture-household-radio sales of $7.5 million and $9.6 million respectively by the 1954 Census.

However, a special tabulation indicated that "furniture and floor coverings, household appliances, radios, TV sets, pianos and musical instruments" accounted for $1.9 million of the $8.7 million total sales reported by New Bedford department stores, and only $1.1 million of the $5.6 million total reported by Fall River department stores. Thus the relative rankings of these two cities with respect to furniture-household-appliance sales might be altered considerably if the merchandise line breakdown were applied.

Short of persuading the Census Bureau to undergo the great expense involved in publishing such detail for all areas and for all retail categories, the best way to gauge the inherent *demand* for any type of commodity in any given area, regardless of the local retailing structure, is to calculate it in connection with the number of families in the various income groups and the other economic characteristics. (See "$2 Billion Sales and Advertising Quotas and Potentials," page 22).

Catalogue Mail Order Sales

	Millions* of Dollars
Chicago, Ill.	450
Kansas City, Mo.	110
Minneapolis, Minn.	50
Philadelphia, Pa.	90
Boston, Mass.	55
Atlanta, Ga.	75
Memphis, Tenn.	42
Dallas, Tex.	50
Los Angeles, Calif.	70
Seattle, Wash.	43
Greensboro, N. C.	33
Denver, Col.	27
Portland, Ore.	18
St. Paul, Minn.	36
Oakland, Calif.	25
Baltimore, Md.	45
Albany (Menands), N. Y.	31
Fort Worth, Tex.	26
North Kansas City, Mo.	34

COMPONENTS OF RETAIL SALES

The first column under retail sales is "Dollars in Thousands," followed by "% of U. S. A." Similar percentage figures are given for population and Effective Buying Income, so that users of the *Survey* can see at a glance both the quantity (dollars) and the quality (percentage) factors of a given county or city.

The **Food Store** group includes grocery stores (without meats), combination grocery and meat stores, dairy products, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The **Eating and Drinking Places** group includes retail establishments selling prepared foods and drinks for consumption on the premises, and luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants and luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The **General Merchandise** stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (others), variety stores.

The **Apparel** group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment. Custom tailors carrying stocks of material and furriers are also included in this group.

The **Furniture - Household - Appliance** group includes furniture stores, floor covering stores, drapery-curtain-upholstery stores, china-glassware-metalware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio-household appliance stores, radio stores, radio-musical instrument stores.

The **Automotive** group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

Gasoline Service Stations are defined as establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

Lumber Yards and Building Materials Dealers, Hardware and Farm Equipment Dealers includes lumber yard and retail establishments primarily engaged in selling lumber, shingles, woodwork and other millwork whose sales are primarily made locally to home owners, farmers and special trade contractors. Establishments selling primarily to builders and general contractors are classified as wholesale trade. Building materials dealers are primarily engaged in selling material other than lumber and millwork, such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials. In addition, lumber yards and building materials dealers have in recent years expanded their activities in step with the growth of the "do-it-yourself" movement, so that today a substantial percentage sell many other diversified products, including paint, electrical supplies, electrical appliances, etc.

Hardware stores are retail establishments primarily engaged in selling a number of basic hardware lines, such as tools, builders' hard-

* These estimates cover the catalogue sales of Sears Roebuck, Montgomery Ward, Spiegels and Aldens in Chicago and in branches throughout the nation. There are of course other smaller catalogue companies throughout the country, as in Fairlawn, N. J., and Newark, N. Y.

ware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements.

Drug stores include those with and without fountains, and proprietary stores without prescription departments.

All Other Sales. Total sales include a catch-all category which is not shown separately in the Survey, but is calculated and included in all state county and city totals. In this class fall liquor stores, fuel and ice dealers, feed, farm, garden supply stores (of great importance in certain areas in Delaware and elsewhere), jewelry stores, book and stationery stores, second-hand stores etc. . . .

The Retail Concentration Formula. One notable characteristic of the retail sales estimates as shown for each city is that they reflect the buying power not only of the city itself but of its entire marketing area. For this reason it will almost always appear that a city will have a greater percentage of U. S. retail sales than its corresponding share of population and income.

Denver, for example, had total retail sales of $899,113,000. While the per capita retail sales for any city or metro area is inflated by sales to non-residents, as a rule this condition does not hold for larger regional units such as states.

The 1959 per capita sales in Colorado were $1,324, derived by dividing the state's total population into its total retail sales. Probably, per capita sales to Denver residents were somewhat higher, because the per capita income was higher. But since it does not necessarily follow that increases in per capita sales are proportionate to increases in per capita income, we can assume that the per capita sales to Denver residents were equal to the state average.*

On this basis we may multiply the Denver population (520,000) by $1,324 to get $688,480,000 as an estimate of retail sales to residents, crediting $210,633,000, or 23.4% of the total, to non-residents. A similar computation for general merchandise sales (resident population multiplied by the general merchandise per capita, $198) would yield $102,960,000 as the estimated portion of general merchandise sales to residents.

Thus since general merchandise sales in Denver came to $209,587,000, about half of these general mer-

* A more sophisticated assumption, based on recent correlation studies that show a parabolic relationship between per capita sales and per capita income would allow for systematically smaller increments to per capita sales as per capita income rises.

RETAIL SALES COMPARISON OF SM SURVEY and CENSUS

	1958 (Millions $) Survey	1958 (Millions $) Census	1958 % of Divergence	1954 % of Divergence
NEW ENGLAND				
Connecticut	3,265	3,103	+5.2	+1.5
Maine	1,069	1,031	+3.7	−1.9
Massachusetts	6,383	6,242	+2.3	−3.7
New Hampshire	677	704	−3.8	−7.0
Rhode Island	967	929	+4.1	+0.8
Vermont	438	443	−1.1	+5.1
	12,800	12,452	+2.8	−1.8
MIDDLE ATLANTIC				
New Jersey	7,300	7,275	+0.3	−3.6
New York	21,117	20,793	+1.6	+4.2
Pennsylvania	12,399	12,322	+0.6	+5.8
	40,815	40,390	+1.1	+3.3
EAST NORTH CENTRAL				
Illinois	12,568	12,790	−1.7	−0.2
Indiana	5,143	5,177	−0.7	+2.7
Michigan	9,032	8,898	+1.5	+1.4
Ohio	11,043	10,857	+1.7	+0.8
Wisconsin	4,598	4,455	+3.2	+3.9
	42,384	42,177	+0.5	+1.2
WEST NORTH CENTRAL				
Iowa	3,467	3,367	+3.0	−1.0
Kansas	2,427	2,449	+0.9	−2.4
Minnesota	3,972	3,976	−0.1	+2.3
Missouri	5,072	5,151	−1.5	−3.0
Nebraska	1,823	1,730	+5.3	+2.3
North Dakota	782	763	+2.5	+10.2
South Dakota	805	772	+4.3	+5.9
	18,347	18,208	+0.8	+0.0
SOUTH ATLANTIC				
Delaware	614	583	+5.3	+4.9
District of Columbia	1,332	1,304	+2.1	+13.9
Florida	6,276	5,840	+7.5	−11.3
Georgia	3,628	3,528	+2.8	−8.0
Maryland	3,286	3,326	−1.2	−3.7
North Carolina	3,932	3,837	+2.5	−6.5
South Carolina	1,743	1,747	−0.2	−1.6
Virginia	3,678	3,721	−1.2	−5.4
West Virginia	1,664	1,607	+3.5	+4.1
	26,153	25,493	+2.6	−4.6
EAST SOUTH CENTRAL				
Alabama	2,655	2,567	+3.4	−1.1
Kentucky	2,426	2,580	−6.0	−2.8
Mississippi	1,469	1,482	−0.9	−0.5
Tennessee	3,099	3,199	−3.1	−1.1
	9,649	9,829	−1.8	−1.4
WEST SOUTH CENTRAL				
Arkansas	1,490	1,537	−3.0	+0.4
Louisiana	2,825	2,940	−3.9	−0.6
Oklahoma	2,439	2,401	+1.5	−3.6
Texas	10,739	10,793	−0.5	−0.3
	17,492	17,671	−1.0	−0.7
MOUNTAIN				
Arizona	1,379	1,412	−2.3	+0.5
Colorado	2,221	2,150	+5.4	−3.2
Idaho	816	818	−0.3	+6.0
Montana	878	863	+1.7	−6.3
Nevada	446	408	+9.2	−15.8
New Mexico	955	973	−1.8	−4.9
Utah	903	929	−2.8	+5.5
Wyoming	446	416	+7.2	+6.0
	8,044	7,924	+1.5	−1.3
PACIFIC				
California	19,684	20,011	−1.6	−1.0
Oregon	2,149	2,137	+0.5	+6.2
Washington	3,289	3,419	−3.2	−1.6
	25,121	25,567	−1.7	−0.4
Contiguous U. S.	200,806	199,710	+0.5	+0.0
Alaska	212	202	+4.9	—
Hawaii	531	522	+1.7	—
TOTAL, U. S.	201,549	200,434	+0.5	—

chandise sales were accounted for by consumers living outside of Denver.

THE BUYING POWER INDEX

The Buying Power Index, which translates the three basic factors of population, income and retail sales into a single measurement of market strength, is designed as an overall index for use in setting sales quotas and advertising appropriations.

As a result of much study and experimentation, and after checking tentative conclusions with actual sales records of many SALES MANAGEMENT subscribers, the editors perfected a balanced "Buying Power Index," which assigns 5 points to "% of U. S. A. Effective Buying Income," 3 points to "% of U. S. A. Retail Sales," and 2 points to "% of U. S. A. Population." In previous *Surveys*, the column was called "% of U. S. A. Potential."

This "Buying Power Index" can be used without change by national marketers to set up sales quotas on a fair and equitable basis, divide up sales territories, and set realizable goals for distributors. And it can also be used by advertising agencies and advertising departments to break down their appropriations and decide where to put added pressure.

Those organizations that do not distribute nationally but operate on a sectional basis can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states, and the combined "Buying Power Index" of these dozen states is 25% of the national total. Since this is one-fourth of the U. S. A. potential, he should multiply the "Buying Power Index" for each county in his section by four.

A typical set-up follows. The first column shows the "Buying Power Index," and the second column is the figure which results from using the total of the five counties (.797) as the base, 100:

County	*Buying Power Index %*	*Localized County %*
A	.0460	5.77
B	.5420	68.00
C	.1220	15.31
D	.0200	2.51
E	.0670	8.41

That distributor can't visualize County B as producing .5420% of the nation's total, but he can see it as having 68% of *his* territory's volume. For other uses see "Survey Used as Basis for $2 Billion Sales and Advertising Quotas," page 22.

THE QUALITY INDEX

The Quality Index is a measure of the purchasing ability of each county and city as compared with the nation. It is constructed by dividing the "Buying Power Index" by "% of U. S. A. Population." This index is designed as a handy guide to sales and advertising managers who are considering intensive sales drives in a restricted number of above-average counties. Those counties and cities which have an index figure markedly higher than that of the nation (100), or higher than other counties and cities in the state or geographic area, are likely to be the ones where intensified promotional campaigns will bring the greatest returns. It should be noted, however, that this is an index of *quality, not quantity.*

The Quality Index should be used only in connection with other columns, not *independently.*

INDEX OF SALES PRODUCTION

This is a relatively new index which relates the retail sales percentage to the population percentage, in a manner similar to the Quality Index. It will serve to highlight those areas (mainly cities) which account for disproportionately high (or low) sales volume in relation to average volume for their population.

are you missing . . .

THE **WINNAH!**

Charlottesville, Va.
(Albemarle County)

35% INCREASE IN RETAIL SALES, 1959 OVER 1954, TO $84,799,000.

Survey of Buying Power.

Albemarle County has increased in pop. and no. of households; in EBI —total, per cap. and per household.

then you need . . .

WINA! AM FM

TOP—PULSE
TOP—LISTENER INCOME
TOP—BELIEVABILITY
LOWEST—CPM

CALL 6-6177 COLLECT FOR DETAILS.
1400 KC AM 1000 WATTS
95.3 MC FM 620 WATTS

Hiring Salesmen?

Get Free Sample of our Specialized Application Blank

In evaluating applicants for sales jobs, your company needs detailed information on the education, background, sales experience and individual characteristics of each prospective employee.

To fill this need, SALES MANAGEMENT has prepared specialized "application for employment" blanks developed from a consensus among experts on hiring salesmen. These detailed four-page forms will give you all the basic information you need on each applicant. They have been approved by legal experts as conforming to the New York State anti-discrimination law, regarded as the strictest of any state in the nation.

A free sample of this "application for employment" blank will be provided, with a price list, on request. Write—

Sales Management

630 Third Ave., New York 17, N. Y.

Definitions of Headings in Retail Sales Table

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

ALABAMA — RETAIL SALES—SM ESTIMATES, 1959 (The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.)																
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Madison	23	115,302	.0533	4,148	.0474	78	83	25,180	5,953	14,509	6,108	7,265	23,964	6,999	13,066	3,471
△Huntsville		105,190	.0486		.0345	102	144	21,448	5,576	13,250	6,031	7,120	23,261	6,489	10,371	3,241
Marengo		17,614	.0082	2,629	.0084	63	55	4,679	533	2,912	983	777	2,918	1,212	1,473	584
Marion		12,761	.0059	2,127	.0078	58	44	2,985	573	1,720	773	866	2,659	1,217	873	391
Marshall		51,817	.0239	3,955	.0204	74	87	9,393	1,386	3,501	2,506	3,450	9,857	2,860	4,112	1,536
Albertville		21,879	.0101		.0052	124	240	3,175	485	754	1,060	817	2,949	701	1,392	381
Mobile	101	322,178	.1490	4,120	.1406	89	94	75,982	17,192	43,218	23,879	17,761	59,412	22,638	26,638	13,719
Mobile-Prichard		*294,537*	*.1363*		*.1171*	*95*	*110*	*66,883*	*15,397*	*40,625*	*23,306*	*17,184*	*56,500*	*17,380*	*24,119*	*12,818*
▲Mobile		258,506	.1196		.1000	100	120	58,640	14,237	38,209	18,436	14,099	50,200	14,339	20,582	11,115
Prichard		36,031	.0167		.0171	71	69	8,243	1,160	2,416	4,870	3,025	6,306	3,041	3,537	1,703
Monroe		12,821	.0060	2,249	.0079	59	45	2,092	318	2,944	544	917	3,177	669	1,358	338
Montgomery	106	204,006	.0943	4,397	.0866	94	102	39,964	11,738	32,902	16,664	12,029	38,103	13,597	9,722	6,838
▲Montgomery		197,781	.0915		.0763	104	124	37,834	10,863	32,296	16,647	12,030	37,915	11,748	9,722	6,797

Column 1. **Metropolitan Area Code.** Numbers appear after certain counties to identify them as metropolitan counties. They are keyed to the code immediately preceding the area names in the alphabetic summary of population-income data for metropolitan areas in Section 5 (starting on page 711), and are especially helpful in identifying the "satellite" counties in areas made up of two or more counties.

Column 2. **Total Retail Sales**—for the year 1959. (Add 3 zeros). Based on 1958 Census of Retail Trade benchmarks. Projections to 1959 were guided by SALES MANAGEMENT's year-by-year record of indicators of economic change—tax collections, bank debits, employment and earnings, etc.

Column 3. **% of U.S.A. Retail Sales.** Has many obvious applications to individual, comparative and cumulative market measurements. A basic factor in arriving at SALES MANAGEMENT's "sales-advertising controls"—Buying Power Index, Quality Index and Index of Sales Activity.

Column 4. **Per Household Retail Sales.** A mathematical average—total retail sales divided by total households. Applies to all except city markets, since a city's total sales volume includes purchases made in the city by non-resident families and therefore is not readily reduced to an average for families living inside the city.

Column 5. **Buying Power Index.** A market's share of the U.S. potential must reflect its population, buying power and actual retail buying. The Buying Power Index weights a market's per cent of the national population by 2, its per cent of the income by 5, and its percent of the retail sales by 3, and fuses them into a single yardstick of the market's share of the U.S. potential.

Column 6. **Quality Index.** A market's per cent of the national population can be taken to represent par. Divided into the Buying Power Index (which is the combined measurement of its three basic market factors—population, income and retail sales), it yields the Quality Index showing the extent to which the market's quality is above or below par (represented by 100).

Column 7. **Index of Sales Activity.** Similar to Quality Index except that the per cent of population (par) is divided into the market's per cent of the nation's retail sales. A 100 index would be equal to the U.S. retail sales per capita times the market's population. A higher index could indicate above-average buying by the market's families, or a heavy inflow of non-resident shoppers, or both.

Columns 8-15. **The Nine Store Groups.** These are sales by types of stores, not by kinds of products indicated in the column headings. Food, for example, includes everything sold in grocery stores, meat markets, and through such outlets as candy and nut stores, caterers, egg and poultry dealers, etc. See page 466 for specifically detailed definition of each store group.

ALABAMA—

(Other East South Central States: Kentucky, Mississippi, Tennessee.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT

Map, page 69

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sat.	L-B-H	Drugs
Albertville	Marshall	7.5	152	31	14	15	13	15	24	12	11	4
Alexander City	Tallapoosa	12.7	124	32	10	9	7	14	12	18	3	5
Andalusia	Covington	10.1	151	30	17	9	15	13	13	15	12	4
Anniston	Calhoun	35.0	388	71	58	20	36	38	38	54	20	11
Athens	Limestone	10.8	145	21	19	14	12	11	15	22	14	3
Auburn	Lee	15.8	104	23	10	5	11	11	2	12	5	5
Bessemer	Jefferson	33.0	452	121	64	28	41	30	33	52	13	15
Birmingham	Jefferson	378.1	3,358	863	565	312	242	213	173	426	161	167
Cullman	Cullman	10.8	226	27	26	23	29	18	27	22	12	7
Decatur	Morgan	23.2	316	72	39	24	37	23	27	30	11	14
Dothan	Houston	32.8	359	74	44	28	37	22	33	39	19	15
Fairfield	Jefferson	10.5	114	29	24	4	6	12	3	14	7	5
Florence	Lauderdale	34.5	297	68	26	33	36	18	21	27	23	10
Gadsden	Etowah	70.0	535	116	60	47	48	45	46	68	26	28
Homewood	Jefferson	22.0	94	18	12	8	9	7	0	12	8	5
Huntsville	Madison	60.2	540	109	78	41	48	28	48	68	28	17
Jasper	Walker	9.9	159	25	12	13	11	13	23	29	13	5
Mobile	Mobile	178.0	1,380	273	268	101	113	81	70	182	48	65
Montgomery	Montgomery	131.4	1,041	227	184	64	96	64	55	134	35	44
Opelika	Lee	15.1	175	39	15	16	19	17	11	18	9	6
Phenix City	Russell	27.9	196	61	27	3	5	13	20	28	8	9
Prichard	Mobile	43.2	300	86	38	18	23	22	19	46	16	13
Selma	Dallas	28.3	297	59	59	21	28	22	18	30	10	10
Sheffield	Colbert	18.1	181	37	23	8	7	12	25	29	9	5
Sylacauga	Talladega	14.8	183	39	10	23	18	18	18	21	10	10
Talladega	Talladega	18.1	187	39	21	16	14	23	14	25	10	5
Tuscaloosa	Tuscaloosa	59.8	502	92	74	32	54	34	47	73	19	27

ALABAMA — RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Autauga		9,216	.0042	2,248	.0055	59	45	2,928	472	667	435	471	1,342	1,359	594	806
Baldwin		42,780	.0196	3,396	.0196	74	74	11,094	3,375	2,954	1,869	1,791	6,604	5,664	4,567	153
Barbour		13,381	.0062	2,091	.0064	56	43	2,919	525	1,312	898	678	2,090	1,001	1,410	539
Bibb		8,759	.0040	2,433	.0050	61	49	2,518	318	1,784	213	203	1,822	914	766	118
Blount		15,634	.0073	2,286	.0095	63	48	3,408	567	1,674	1,061	527	2,242	1,762	1,623	432
Bullock		5,606	.0026	1,752	.0041	55	35	1,671	91	699	415	228	1,078	531	172	225
Butler		15,907	.0073	2,791	.0082	62	56	4,633	323	1,864	854	587	3,550	1,153	1,478	615
Calhoun	186	85,054	.0394	3,389	.0422	78	73	22,089	3,934	10,864	8,136	5,922	16,138	7,113	4,384	2,898
△Anniston		62,891	.0291		.0308	106	148	14,920	2,350	9,527	6,217	4,300	14,569	2,991	3,516	1,672
Chambers		15,977	.0073	1,716	.0131	66	57	5,959	436	1,166	338	367	1,269	2,260	1,530	999
See West Point (Ga.)-Lanett																
Cherokee		7,744	.0036	1,936	.0054	59	39	2,043	273	1,432	186	158	1,404	689	1,030	168
Chilton		16,428	.0076	2,452	.0092	63	52	4,807	618	1,565	728	636	4,033	1,426	1,184	422
Choctaw		8,939	.0042	2,079	.0057	56	42	1,725	471	1,975	261	87	1,390	945	1,729	178
Clarke		21,713	.0100	3,680	.0092	70	76	4,691	815	1,940	1,544	1,102	6,383	1,693	2,000	182
Clay		7,963	.0037	2,488	.0045	64	53	1,095	76	2,898	258	306	1,573	491	547	266
Cleburne		6,240	.0029	2,229	.0037	61	48	887	200	2,600	64	108	1,474	375	112	72
Coffee		23,477	.0108	2,446	.0131	81	60	4,701	562	1,551	1,239	1,545	7,327	1,383	3,315	733
Colbert	221	41,287	.0191	3,410	.0208	77	71	11,825	1,433	2,637	2,259	2,288	11,080	3,338	2,349	1,329
△Sheffield		22,397	.0104		.0098	97	103	5,339	819	1,070	1,168	1,463	7,602	1,641	1,497	696
See Florence-Sheffield-Tuscumbia-Muscle Shoals																
Conecuh		9,428	.0044	2,245	.0069	57	42	2,981	282	1,232	565	354	840	1,016	882	98
Coosa		3,394	.0015	1,697	.0027	56	33	1,284	5	634	43	201		445	416	129
Covington		32,008	.0148	3,442	.0151	70	69	8,381	906	2,260	1,737	2,132	6,294	2,476	2,838	1,250
Andalusia		15,116	.0070		.0063	93	123	4,216	373	751	1,347	1,116	2,685	1,103	1,572	552
Crenshaw		7,445	.0035	2,068	.0049	60	43	2,329	137	1,360	206	193	945	875	711	46
Cullman		41,681	.0193	3,473	.0188	68	70	5,955	1,224	5,251	2,771	2,028	8,032	2,432	3,006	1,170
Cullman		32,365	.0150		.0078	130	250	3,462	762	1,589	2,712	1,788	7,989	1,623	2,098	861
Dale		13,254	.0061	2,248	.0084	66	47	3,733	590	1,557	796	659	1,613	2,014	1,067	23
Dallas		45,141	.0209	3,135	.0228	71	85	10,544	2,181	6,594	3,389	2,614	9,225	2,996	2,395	2,038
Selma		38,671	.0179		.0143	91	113	9,346	1,752	5,434	3,388	2,429	7,665	2,559	971	2,038
De Kalb		24,589	.0113	2,178	.0147	60	48	4,289	493	4,505	831	1,374	3,913	2,312	3,182	677
Elmore		15,932	.0074	2,414	.0096	66	50	4,220	290	1,916	719	636	3,423	1,916	1,273	532
Escambia		33,392	.0155	4,281	.0134	76	87	8,935	993	2,536	1,876	2,425	7,320	2,029	3,138	1,192
Etowah	58	89,837	.0415	3,303	.0454	81	74	22,788	3,087	12,836	7,004	5,442	17,793	6,968	7,064	3,022
▲Gadsden		74,830	.0346		.0347	80	88	17,686	2,503	11,623	6,608	4,855	16,484	4,332	5,021	2,498
Fayette		11,225	.0052	2,738	.0059	63	56	2,417	674	1,304	653	437	2,605	902	1,557	251
Franklin		17,223	.0080	2,919	.0087	67	62	4,105	271	2,267	1,238	1,457	2,963	1,123	1,558	651
Geneva		14,650	.0068	2,475	.0092	63	52	3,161	380	2,336	545	600	3,135	783	1,359	484
Greene		7,025	.0033	2,195	.0043	57	43	1,220	424	1,982	121	152	1,610	528	291	112
Hale		7,645	.0035	1,778	.0053	55	36	2,079	185	1,166	357	321	1,480	587	519	253
Henry		10,961	.0051	2,673	.0062	60	50	2,145	533	1,934	671	170	1,701	656	1,573	301
Houston		62,240	.0288	4,322	.0242	81	96	11,752	1,732	10,915	4,194	2,420	14,101	3,041	5,346	1,605
Dothan		55,472	.0257		.0180	99	141	9,397	1,381	9,510	3,905	2,208	14,094	2,446	5,035	1,346
Jackson		21,776	.0100	2,475	.0122	60	49	5,732	657	2,574	1,058	1,208	3,649	2,440	1,693	695

Alabama Population-Income data, pages 69-71.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Birmingham Belongs...

On Your Schedule of Top American Markets

Big Birmingham ranks high in population, says this 1960 Sales Management Survey of Buying Power!

40th in metropolitan population 634,100

And it ranks high in important sales classifications, too.

34th in Apparel Sales

37th in General Merchandise Sales

42nd in Automotive Sales

42nd in Furniture, Household and Appliance Sales

43rd in Total Retail Sales

These sales rankings come from the 1958 Census of Retail Sales, preliminary reports.

Of course **Birmingham Belongs** on your schedule. And to cover metropolitan Birmingham economically and efficiently your schedule BELONGS in —

The Birmingham News
Birmingham Post-Herald
KELLY-SMITH NATIONAL REPRESENTATIVES

Family Income in Major Southeastern Metropolitan Areas

1940-1950-1959

	1940	1950	1959	Percent Increase 1950-59	Increase 1940-59
Birmingham	$1,775	$3,828	$6,028	57.5%	239.6%
Houston	2,114	5,676	6,383	12.5	201.9
Miami	2,305	4,284	6,832	59.5	196.4
Atlanta	2,278	4,814	6,606	37.2	190.0
New Orleans	2,085	4,500	5,960	32.4	185.9
Memphis	2,312	4,704	6,043	28.5	161.4
Nashville	2,380	4,746	6,021	26.9	153.0
San Antonio	2,279	5,280	5,494	4.1	141.1
Louisville	2,490	4,856	5,797	19.4	132.8
Dallas	2,675	5,537	6,193	11.8	131.5

ALABAMA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Jefferson	20	710,774	.3288	3,960	.3319	94	93	162,035	38,450	120,372	51,312	37,910	130,389	47,812	35,821	24,411
Bessemer		50,656	.0234		.0178	96	126	10,829	1,820	7,162	2,687	2,100	12,311	3,400	3,211	1,559
▲Birmingham		549,015	.2539		.2178	103	120	111,693	28,482	101,556	43,130	30,989	113,160	30,958	26,051	18,394
Fairfield		11,071	.0051		.0077	74	49	3,568	888	521	583	1,040	772	863	947	449
Homewood		18,155	.0084		.0119	97	68	6,309	1,542	2,084	850	748		1,358	2,234	877
Lamar		9,113	.0042	2,398	.0051	60	49	2,479	141	1,342	337	179	1,730	1,164	457	277
Lauderdale	221	53,236	.0246	3,226	.0285	78	72	12,535	1,338	11,273	4,548	2,543	7,652	2,783	5,047	2,689
△*Florence-Sheffield-Tuscumbia-Muscle Shoals*		*31,742*	*.0078*		*.0353*	*94*	*109*	*18,836*	*2,908*	*11,230*	*6,764*	*4,709*	*18,334*	*4,177*	*7,110*	*3,469*
△Florence		46,472	.0215		.0195	96	111	10,006	1,055	9,346	4,536	2,487	7,480	1,705	5,029	2,271
Lawrence		9,707	.0045	1,541	.0079	54	31	2,458	190	1,872	458	175	1,450	569	1,395	341
Lee		36,145	.0167	3,227	.0200	75	63	10,245	2,002	3,179	2,181	2,288	5,445	3,239	2,547	1,111
Auburn		12,675	.0059		.0078	89	67	4,290	528	309	962	443	1,821	1,636	1,087	471
Opelika		19,653	.0091		.0076	89	107	4,511	538	2,202	1,219	1,845	3,624	1,412	1,298	560

Alabama Population-Income data, pages 69-71.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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HOW TO SELL THE PROSPEROUS MUSCLE SHOALS DISTRICT

Thriving Industrial Center in the World-Famous Tennessee Valley

Located 135 miles from Birmingham, 120 miles from Nashville and 150 miles from Memphis, the highly industrialized Muscle Shoals district is a prime sales target for many southeastern zone offices. In the heart of the giant TVA electric power system, site of the world's largest aluminum plant complex (Reynolds), the world's largest aluminum foundry (Ford), world-famous research center for agricultural chemicals (TVA), and many other industries, the Muscle Shoals market is well worth selling—and is reached in depth only by the local daily press.

TRI-CITIES PUBLISHING CO.—FLORENCE, ALA.—REPRESENTED BY THE JOHN BUDD CO.

The Florence Times—The Tri-Cities Daily

North-side edition, covering Florence, Lauderdale County and area north of the Tennessee River.

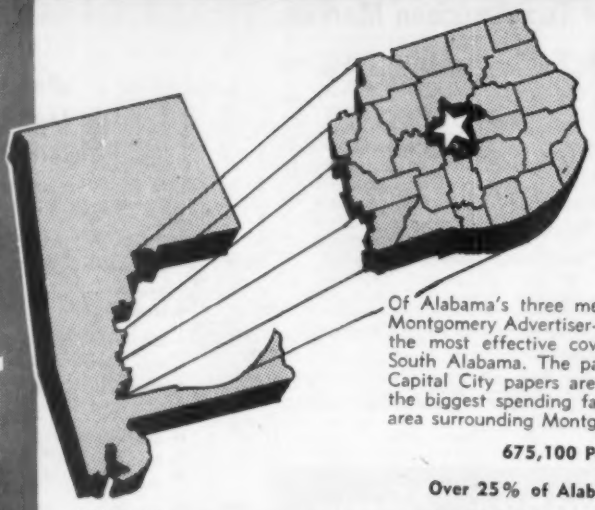
South-side edition, covering Sheffield, Tuscumbia, Muscle Shoals City, Colbert County and area south of the Tennessee River.



Urban center of the Muscle Shoals market, the four contiguous towns of Florence, Shefield, Tuscumbia and Muscle Shoals City have a population of 67,300. The two-county "metropolitan area" has a population of 109,000.

MONTGOMERY

SHOPPING CENTER FOR CENTRAL ALABAMA!



Full or Spot Color Available Daily

WHEN YOU SELL ALABAMA.. YOU CAN'T AFFORD TO MISS THESE COUNTIES

Of Alabama's three metropolitan dailies, the Montgomery Advertiser-Journal delivers by far the most effective coverage in Central and South Alabama. The pages of the Alabama's Capital City papers are the market place for the biggest spending families in a 19 county area surrounding Montgomery.

675,100 Population

Over 25% of Alabama's Retail Sales

$754,173,000 Effective Buying Income



THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser - ALABAMA JOURNAL

MORNING—EVENING—SUNDAY KELLY-SMITH CO. National Representatives

ALABAMA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Limestone		31,021	.0144	3,300	.0143	67	68	6,424	1,099	2,857	1,055	880	6,432	1,767	3,509	679
Athens		21,460	.0099		.0062	105	168	3,916	782	1,861	1,015	599	6,286	1,202	2,337	378
Lowndes		4,157	.0019	1,386	.0039	53	26	647	134	1,315	40	88	1,408	296		102
Macon		10,410	.0048	2,124	.0076	61	38	3,402	411	1,430	372	239	1,722	1,247	1,073	293
Madison	231	115,302	.0533	4,148	.0474	78	88	25,160	5,953	14,509	6,108	7,265	23,964	6,999	13,068	3,471
△Huntsville		105,190	.0486		.0345	102	144	21,448	5,576	13,250	6,031	7,120	23,261	6,489	10,371	3,241
Marengo		17,614	.0082	2,629	.0094	63	55	4,679	533	2,912	963	777	2,918	1,212	1,473	584
Marion		12,781	.0059	2,127	.0078	58	44	2,985	573	1,720	773	866	2,659	1,217	873	391
Marshall		51,617	.0239	3,955	.0294	74	67	9,393	1,366	3,501	2,506	3,450	9,857	2,860	4,112	1,536
Albertville		21,879	.0101		.0082	124	240	3,175	485	754	1,060	817	2,949	701	1,392	381
Mobile	101	322,178	.1490	4,120	.1456	89	94	75,982	17,192	43,218	23,879	17,761	59,412	22,638	26,092	13,719
Mobile-Prichard		*334,537*	*.1563*		*.1171*	*85*	*110*	*66,885*	*15,397*	*40,695*	*23,906*	*17,124*	*56,506*	*17,580*	*24,119*	*12,818*
▲Mobile		258,506	.1196		.1000	100	120	58,640	14,237	38,209	18,436	14,099	50,200	14,339	20,582	11,115
Prichard		36,031	.0167		.0171	71	69	8,243	1,160	2,416	4,870	3,025	6,306	3,041	3,537	1,703
Monroe		12,821	.0060	2,248	.0079	59	45	2,092	318	2,944	544	917	3,177	669	1,358	338
Montgomery	102	204,006	.0943	4,397	.0866	94	102	39,964	11,738	32,902	16,664	12,029	38,103	13,597	9,722	6,836
▲Montgomery		197,781	.0915		.0763	104	124	37,834	10,863	32,296	16,647	12,030	37,915	11,748	9,722	6,797
Morgan		55,100	.0255	3,800	.0234	79	86	13,134	1,917	6,472	3,139	4,277	13,362	4,612	3,722	1,888
Decatur		40,946	.0189		.0136	105	145	9,580	1,534	3,537	2,763	3,540	11,852	2,205	2,126	1,693
Perry		9,143	.0042	2,344	.0058	58	43	2,193	455	1,204	431	271	1,693	808	871	347
Pickens		11,896	.0054	2,293	.0070	58	45	2,776	305	1,243	523	491	1,997	1,839	1,415	338
Pike		17,714	.0082	2,531	.0099	65	54	3,616	918	1,912	1,080	690	4,459	1,425	1,179	805
Randolph		11,641	.0054	2,328	.0070	63	48	2,832	238	2,241	382	530	2,296	625	793	353
Russell	36	17,262	.0080	1,488	.0151	58	31	7,063	793	888	326	347	1,735	2,204	778	455
Phenix City		13,137	.0061		.0101	65	39	5,365	696	113	263	345	1,062	1,750	622	455
Saint Clair		15,247	.0070	2,541	.0090	67	52	4,239	801	1,358	471	1,166	2,991	1,442	986	644
Shelby		19,979	.0093	2,436	.0119	65	51	5,747	934	2,214	302	1,008	3,103	2,894	2,388	728
Sumter		7,290	.0034	1,860	.0054	59	37	1,648	224	1,209	181	502	961	908	999	210
Talladega		45,842	.0212	2,796	.0258	69	56	13,595	1,566	5,355	3,252	2,527	7,144	4,964	3,116	1,761
Sylacauga		18,710	.0087		.0077	93	105	4,530	588	2,103	1,549	1,033	4,504	1,282	1,266	874
Talladega		16,450	.0076		.0077	76	75	4,512	413	1,502	1,230	1,240	2,298	1,919	1,372	533
Tallapoosa		27,103	.0125	3,115	.0139	74	66	8,195	488	2,115	1,311	1,959	7,210	2,204	738	1,211
Alexander City		17,503	.0081		.0068	96	114	4,718	282	906	1,120	1,276	5,709	1,232	237	870
Tuscaloosa	291	86,977	.0398	3,372	.0443	74	66	22,040	3,747	9,852	6,665	5,302	16,935	7,981	3,938	3,331
Tuscaloosa-Northport		*79,195*	*.0368*		*.0326*	*90*	*101*	*18,439*	*3,421*	*8,714*	*6,665*	*5,276*	*16,687*	*6,904*	*3,938*	*3,331*
△Tuscaloosa		74,192	.0343		.0304	91	102	16,673	3,261	8,224	6,641	4,861	16,365	6,124	3,636	3,205
Walker		39,252	.0181	3,019	.0193	68	64	11,487	931	4,142	2,076	2,154	7,385	3,815	4,901	1,193

Alabama Population-Income data, pages 69-71.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

ALABAMA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Jasper		25,161	.0116		.0067	122	211	6,032	319	1,907	1,809	1,292	6,599	1,918	3,679	712
Washington		5,053	.0023	1,943	.0036	56	36	1,354	338	764	62	86	1,307	727	280	108
Wilcox		6,742	.0032	1,498	.0058	51	28	1,731	155	2,127	113	47	1,212	489	406	105
Winston		9,870	.0046	2,742	.0054	65	65	3,239	437	993	453	946	1,651	405	885	225
Total Above Cities		1,856,375	.8587		.7221	98	116	400,238	84,984	269,822	142,745	109,086	385,562	111,977	120,446	66,201
State Total		2,801,104	1.2955	3,340	1.3738	76	72	662,409	125,200	394,178	182,026	151,497	533,200	213,045	202,897	95,044

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Anniston	85,064	.0394	3,389	.0422	78	73	22,089	3,934	10,864	8,136	5,922	16,138	7,113	4,284	2,898
Birmingham	710,774	.3288	3,960	.3319	94	93	182,035	38,450	120,372	51,312	37,910	130,389	47,812	35,821	24,411
△Florence-Sheffield-Tuscumbia-Muscle Shoals	94,503	.0437	3,304	.0473	78	72	24,360	2,771	13,910	6,807	4,831	18,730	6,121	7,396	4,018
Gadsden	89,837	.0415	3,303	.0454	81	74	22,785	3,087	12,836	7,004	5,442	17,793	6,966	7,064	3,022
△Huntsville	115,302	.0533	4,148	.0474	78	88	25,180	5,953	14,509	6,108	7,265	23,964	6,999	13,066	3,471
Mobile	322,178	.1490	4,120	.1406	89	94	75,982	17,192	43,218	23,879	17,761	59,412	22,638	26,092	13,719
Montgomery	204,006	.0943	4,397	.0866	94	102	39,964	11,738	32,903	16,664	12,029	38,103	13,597	9,722	6,836
△Tuscaloosa	85,977	.0398	3,372	.0443	74	68	22,040	3,747	9,852	6,665	5,302	16,935	7,938	3,938	3,331
Total Above Areas	1,707,631	.7898	3,896	.7855	88	88	394,435	88,872	258,483	126,575	96,462	321,464	119,227	107,483	61,706

ALASKA

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Anchorage	3rd Division	36.5	411	37	118	37	39	25	27	24	12	9
Fairbanks	4th Division	13.5	234	16	66	23	24	11	11	15	8	9
Juneau	1st Division	8.5	98	11	23	4	15	5	6	1	6	4
Ketchikan	1st Division	8.4	90	13	22	10	15	1	9	1	5	4

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
1st Judicial Division		35,990	.0166	3,528	.0195	99	84	10,756	4,913	4,858	2,198	1,096	3,883	870	2,268	1,742
Juneau		12,394	.0057		.0058	121	119	3,683	1,402	176	1,111	896	1,904	122	602	544
Ketchikan		11,424	.0053		.0055	117	113	3,551	1,187	2,244	737	170	1,355	234	645	661
2nd Judicial Division		5,329	.0024	1,719	.0042	54	31	1,968	782	1,944	92	22	128			138
3rd Judicial Division		121,764	.0563	4,349	.0760	116	86	25,499	17,563	16,661	5,698	5,389	19,884	8,441	5,366	4,525
Anchorage		80,332	.0372		.0313	153	182	14,861	10,499	9,649	4,955	4,761	17,263	3,870	3,011	2,770
4th Judicial Division		50,686	.0235	8,587	.0297	97	77	9,919	6,308	9,242	2,195	2,966	5,226	3,129	3,073	2,831
Fairbanks		41,591	.0192		.0132	174	253	7,929	5,168	5,504	2,170	2,942	4,724	2,396	2,886	2,831
Total Above Cities		145,741	.0674		.0558	149	180	30,024	18,256	17,573	8,973	8,769	25,246	6,622	7,144	6,806
State Total		213,749	.0988	4,529	.1294	105	80	48,142	29,566	32,705	10,181	9,473	29,121	12,440	10,705	9,236

ARIZONA— (Other Mountain States: Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.)

Map, page 74

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Casa Grande	Pinal	9.4	123	11	28	6	5	7	10	21	11	5
Douglas	Cochise	12.0	129	18	20	11	13	11	11	15	7	3
Flagstaff	Coconino	11.0	186	19	40	12	11	14	18	28	7	2
Glendale	Maricopa	13.1	194	32	43	21	9	11	20	28	6	4
Mesa	Maricopa	36.1	313	35	65	19	27	25	27	37	22	13
Nogales	Santa Cruz	8.2	107	18	17	7	10	9	10	9	6	4
Phoenix	Maricopa	365.0	3,353	420	787	278	222	259	220	460	118	98
Prescott	Yavapai	9.0	188	22	38	10	17	8	17	25	8	5
Tucson	Pima	185.0	1,732	256	319	155	116	136	122	247	69	61
Winslow	Navajo	9.6	113	17	27	11	2	8	9	16	5	4
Yuma	Yuma	22.5	310	35	69	15	26	16	35	39	24	9

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Apache		16,377	.0075	2,685	.0097	53	41	2,248	936	5,408		109	2,833	2,737	671	597
Cochise		52,569	.0243	4,531	.0234	98	102	10,402	4,282	8,865	2,200	2,199	8,301	6,788	4,897	1,665
Douglas		16,726	.0077		.0067	100	115	3,453	656	3,864	1,005	964	2,947	1,650	660	747
Coconino		54,925	.0254	5,906	.0192	90	119	14,478	7,689	3,477	1,712	1,573	10,165	8,304	2,369	533
Flagstaff		32,554	.0151		.0085	137	244	8,538	2,524	928	1,557	1,470	7,718	5,495	1,157	419
Gila		26,257	.0122	3,919	.0125	92	90	6,989	1,933	4,966	813	766	4,252	2,920	1,540	1,123
Graham		15,686	.0072	4,753	.0063	86	99	3,334	1,212	1,148	924	1,071	2,905	1,410	2,312	431
Greenlee		8,830	.0041	2,848	.0060	87	59	3,936	829	492	178	470	1,111	794	259	416

Alaska Population-Income data, page 72.
Arizona Population Income data, pages 72-74.

Alaska retail sales do not include Post Exchange Sales estimated at $40 million, as well as a significant amount of mail order sales.

ARIZONA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Maricopa	120	838,963	.3871	4,578	.3492	299	110	178,598	68,367	86,715	45,411	52,059	185,961	63,109	62,319	35,765
Glendale		32,742	.0151		.0087	119	207	6,595	1,645	3,444	865	970	13,391	2,077	1,933	825
Mesa		52,836	.0244		.0196	97	121	10,130	2,343	3,603	2,596	4,464	16,672	3,247	5,293	2,049
▲Phoenix		566,872	.2622		.2268	111	128	98,264	47,243	72,074	35,788	41,436	131,642	40,102	35,252	24,912
Mohave		11,363	.0052	5,411	.0043	106	130	1,410	1,909	642	227	888	1,821	3,551	136	132
Navajo		33,885	.0157	3,564	.0159	73	72	8,364	3,368	4,716	425	910	6,239	5,429	1,376	1,153
Winslow		12,724	.0059		.0056	104	109	4,314	1,181	845	65	563	2,408	1,273	844	709
Pima	167	339,976	.1572	4,223	.1506	101	106	79,956	25,968	39,805	22,612	21,836	59,339	30,090	24,807	15,271
▲Tucson		291,506	.1348		.1153	111	130	66,614	20,606	34,154	22,226	19,835	54,211	22,040	20,870	13,809
Pinal		53,852	.0249	3,113	.0293	76	65	13,910	4,386	3,324	1,263	1,320	9,630	5,060	8,222	1,698
Casa Grande		18,233	.0084		.0059	111	158	3,144	814	1,124	340	487	4,420	1,418	3,730	427
Santa Cruz		27,921	.0129	8,212	.0082	112	177	7,082	1,286	5,674	4,739	692	3,709	2,112	777	1,106
Nogales		26,301	.0122		.0063	137	265	6,093	933	5,535	4,730	691	3,709	2,106	657	1,106
Yavapai		35,358	.0164	4,778	.0144	104	118	8,680	3,661	2,880	1,393	1,394	7,457	4,563	2,096	1,266
Prescott		22,489	.0104		.0070	140	208	6,066	1,651	1,588	1,156	1,222	5,245	1,716	1,466	1,140
Yuma		67,281	.0312	4,772	.0281	100	111	14,002	5,654	3,286	3,482	1,529	14,053	8,522	9,801	2,180
Yuma		50,452	.0233		.0155	123	185	10,811	3,975	2,286	3,060	1,411	12,381	4,800	6,971	1,826
Total Above Cities		1,123,435	.5195		.4259	112	136	224,022	83,571	129,445	73,388	73,513	254,744	85,924	78,833	47,969
State Total		1,581,133	.7313	4,426	.6771	96	104	353,369	131,530	171,166	85,370	86,814	317,786	145,389	121,582	63,336

METRO. AREAS																
					RETAIL SALES— SM ESTIMATES, 1959											
Phoenix		836,893	.3871	4,578	.3492	99	110	178,593	68,367	86,715	45,411	52,059	185,961	63,109	62,319	35,765
Tucson		339,976	.1572	4,223	.1506	101	106	79,956	25,968	39,805	22,612	21,836	59,339	30,090	24,807	15,271
Total Above Areas		1,176,869	.5443	4,470	.4998	100	109	258,554	94,335	126,520	68,023	73,895	245,300	93,199	87,126	51,036

ARKANSAS—

(Other West South Central States: Louisiana, Oklahoma, Texas.)

Map, page 76

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Batesville	Independence	7.5	159	25	16	17	11	10	20	16	12	6
Benton	Saline	10.3	147	30	13	12	9	7	18	24	12	4
Blytheville	Mississippi	19.9	257	52	38	53	21	19	18	22	18	10
Camden	Ouachita	17.7	233	60	30	14	7	15	15	35	15	9
Conway	Faulkner	10.5	179	42	15	17	18	9	13	27	10	6
El Dorado	Union	25.4	362	74	58	26	21	23	22	40	20	15
Fayetteville	Washington	19.9	227	28	32	12	23	16	15	43	12	10
Forrest City	St. Francis	9.3	168	36	30	6	12	13	9	20	17	4
Fort Smith	Sebastian	61.6	778	125	152	53	45	46	61	105	39	23
Helena	Phillips	12.5	168	32	19	14	18	11	13	21	5	8
Hope	Hempstead	9.6	152	29	15	19	12	10	13	21	9	5
Hot Springs	Garland	33.0	603	98	136	31	56	33	44	49	21	24
Jonesboro	Craighead	21.0	310	68	27	26	31	17	24	44	18	11
Little Rock	Pulaski	140.7	1,568	307	273	147	96	99	99	195	71	57
Magnolia	Columbia	10.6	159	35	13	9	17	8	9	24	12	5
Newport	Jackson	7.0	163	31	21	14	17	12	16	16	12	4
North Little Rock	Pulaski	59.1	648	156	91	58	27	51	36	77	38	27
Osceola	Mississippi	5.6	82	19	9	5	6	4	10	5	8	3
Paragould	Greene	11.1	200	52	31	15	13	9	18	15	16	
Pine Bluff	Jefferson	49.2	523	99	77	42	41	47	36	74	28	11
Russellville	Pope	9.5	147	23	17	13	12	11	14	20	12	7
Searcy	White	7.7	149	24	14	12	8	14	22	19	11	4
Springdale	Washington	10.2	131	16	21	14	11	6	16	12	10	8
Stuttgart	Arkansas	10.0	146	25	20	5	13	8	14	20	14	5
Texarkana	Miller	20.2	346	62	70	13	24	13	21	56	18	6
West Memphis	Crittendon	19.6	199	37	33	7	6	11	22	29	15	7

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
					RETAIL SALES— SM ESTIMATES, 1959											
Arkansas		27,273	.0126	5,146	.0093	93	126	5,828	813	1,632	1,225	872	4,713	1,952	5,808	1,079
Stuttgart		17,758	.0082		.0059	105	146	3,701	578	609	1,008	578	3,676	1,198	3,630	782
Ashley		20,643	.0095	3,499	.0091	72	75	4,913	599	3,034	673	928	5,250	1,858	1,652	697
Baxter		9,827	.0046	4,273	.0039	85	100	2,048	566	510	499	211	1,953	525	1,606	346
Benton		44,900	.0207	4,402	.0161	80	113	8,564	1,142	3,056	1,468	1,414	7,555	3,318	5,010	1,212
Boone		18,041	.0084	4,510	.0064	85	112	4,268	602	2,086	726	842	4,015	1,418	1,966	522
Bradley		13,424	.0062	4,330	.0050	76	94	3,302	463	952	995	474	3,362	1,414	1,006	363
Calhoun		2,909	.0013	2,161	.0018	60	43	1,155	98	343	46	91	264	325	109	63
Carroll		10,104	.0046	3,158	.0043	78	84	1,973	637	913	230	363	1,196	745	1,293	339
Chicot		14,840	.0069	2,800	.0069	67	67	3,623	691	673	1,260	129	1,975	1,454	2,836	577
Clark		15,912	.0074	3,120	.0076	72	70	4,220	593	1,612	935	515	2,561	1,318	2,064	729
Clay		15,612	.0072	2,739	.0077	68	63	3,849	312	1,112	517	844	2,780	1,224	3,100	726
Cleburne		5,476	.0025	2,738	.0027	64	60	767	395	863	125	209	1,585	491	538	294
Cleveland		2,692	.0013	1,683	.0019	58	39	641	40	774		45	101	306	58	62
Columbia		21,517	.0099	3,164	.0101	73	72	5,288	648	1,704	1,919	1,233	4,408	2,258	2,169	854
Magnolia		16,734	.0077		.0058	98	131	3,539	583	1,108	1,738	999	3,649	1,494	1,882	575
Conway		14,326	.0066	3,979	.0056	73	86	3,063	560	1,387	703	690	2,723	621	1,557	506
Craighead		45,978	.0213	3,896	.0196	79	86	11,637	1,679	3,653	4,149	2,116	7,379	4,536	5,880	1,652
Jonesboro		36,358	.0168		.0120	102	142	8,493	1,425	2,514	4,086	1,667	6,871	3,010	4,111	1,405

Arkansas Population-Income, pages 75-79.

Before using these figures see page 464.

ARKANSAS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Crawford		13,248	.0061	2,245	.0075	64	52	5,038	460	831	513	59	2,654	1,011	727	447
Crittenden		41,537	.0192	3,581	.0174	69	76	9,360	1,865	1,162	918	1,044	12,735	4,851	4,724	957
West Memphis		29,899	.0138		.0092	84	125	5,921	1,053	432	744	714	11,097	3,034	3,649	759
Cross		15,400	.0072	3,277	.0070	69	71	3,522	414	1,759	386	722	3,133	1,019	2,798	644
Dallas		10,735	.0049	3,578	.0045	70	77	2,742	244	1,380	647	256	2,884	939	723	107
Desha		17,093	.0079	3,225	.0078	83	89	3,859	429	1,241	684	717	4,565	1,408	2,842	570
Drew		10,656	.0050	3,045	.0051	69	68	2,537	235	1,475	680	481	2,938	743	511	351
Faulkner		17,909	.0082	3,088	.0088	72	67	4,280	708	1,856	1,094	1,353	3,118	1,745	1,571	542
Conway		15,085	.0070		.0055	93	119	3,266	410	1,283	1,004	1,276	3,052	1,315	1,443	542
Franklin		6,986	.0033	2,911	.0034	69	67	1,198	406	572	102	281	1,471	747	569	217
Fulton		3,583	.0016	1,792	.0024	56	37	513	207	788	88	149	1,086	465	130	124
Garland		58,548	.0273	4,003	.0239	92	105	13,658	5,860	4,826	4,354	2,214	10,910	3,317	2,528	2,449
Hot Springs		52,813	.0244		.0193	104	132	11,364	4,896	3,761	4,354	2,191	10,434	2,771	2,307	2,449
Grant		4,736	.0021	2,153	.0028	62	47	1,311	97	446	129	75	1,308	693	270	100
Greene		22,952	.0107	3,643	.0096	73	82	5,104	1,208	2,081	1,574	1,390	4,406	1,385	2,976	496
Paragould		19,617	.0091		.0061	98	147	3,954	1,034	1,682	1,540	1,274	4,387	946	2,079	453
Hempstead		16,443	.0076	3,426	.0071	75	80	4,109	436	1,543	857	829	4,313	1,452	1,256	469
Hope		14,253	.0066		.0049	91	122	3,119	272	1,017	857	794	4,313	1,025	1,296	468
Hot Spring		16,919	.0078	2,868	.0087	71	63	5,170	477	1,681	673	489	3,097	1,500	1,318	621
Howard		8,813	.0041	3,672	.0035	71	84	2,194	286	1,223	382	124	2,051	489	1,313	427
Independence		20,103	.0093	3,466	.0084	73	81	3,580	566	2,018	1,321	564	3,736	928	2,799	468
Batesville		14,633	.0068		.0043	102	162	2,361	447	1,096	1,321	564	3,539	617	2,596	468
Izard		3,627	.0016	1,727	.0024	56	37	625	58	744	44		555	265	250	205
Jackson		24,426	.0113	3,301	.0108	71	74	5,344	1,307	2,036	1,452	1,252	4,075	1,981	4,199	732
Newport		16,453	.0076		.0046	118	195	3,496	590	1,329	1,357	1,060	3,404	1,188	2,392	639
Jefferson		69,281	.0321	2,936	.0340	73	69	17,201	2,981	8,546	4,790	3,881	11,753	6,742	5,972	1,687
Pine Bluff		60,649	.0280		.0241	88	102	13,909	2,238	7,634	4,674	3,639	11,652	5,203	4,853	1,582
Johnson		10,011	.0046	2,781	.0047	70	69	2,492	799	894	584	510	1,884	661	743	193
Lafayette		6,772	.0031	2,508	.0039	64	51	1,405	292	832	400	195	1,546	731	797	179
Lawrence		12,527	.0058	2,913	.0059	65	64	2,920	392	1,429	534	791	2,605	1,057	1,635	214
Lee		11,405	.0053	2,479	.0064	63	52	2,595	276	1,723	313	466	1,159	1,070	2,691	548
Lincoln		5,808	.0027	1,815	.0039	56	39	1,288	59	725	54	108	1,342	586	1,161	185
Little River		6,308	.0029	2,628	.0033	66	58	2,099	144	657	286	174	1,227	703	360	260
Logan		12,144	.0056	3,196	.0055	70	71	2,215	626	1,413	228	543	3,336	1,153	729	549
Lonoke		22,824	.0106	4,004	.0094	78	88	5,020	457	1,877	131	369	6,108	1,742	4,246	781
Madison		5,515	.0025	2,043	.0036	57	40	934	32	794	236	173	1,041	328	387	74
Marion		2,683	.0013	2,064	.0017	63	48	567	137	783	66	88	74	263	371	106
Miller	290	41,169	.0190	4,244	.0157	83	101	7,461	2,986	4,978	3,733	1,830	6,973	3,243	2,559	768
△Texarkana (Ark.)																
Texarkana (Tex.)		82,320	.0381		.0281	96	130	17,660	4,438	11,948	5,915	3,464	14,865	6,928	5,045	2,469
1△Texarkana		39,517	.0183		.0119	105	162	6,710	2,603	4,850	3,564	1,830	6,973	3,096	2,559	701
Mississippi		58,518	.0271	3,402	.0265	70	72	15,544	2,440	5,830	2,800	2,620	12,518	3,322	7,515	1,728
Blytheville		31,373	.0145		.0106	95	131	6,568	1,847	3,002	2,066	2,062	7,327	1,390	3,676	1,018
Osceola		10,465	.0048		.0032	103	155	2,703	239	506	438	226	2,934	496	2,125	309
Monroe		11,498	.0053	2,875	.0058	67	62	2,997	285	793	542	600	1,404	1,165	1,905	412
Montgomery		2,987	.0014	1,991	.0019	59	44	235	178	1,555			65	478	195	69
Nevada		6,069	.0028	2,639	.0033	66	56	1,250	166	665	346	85	1,739	526	692	246
Newton		792	.0004	609	.0015	50	13	243	71	256				92		
Ouachita		27,351	.0126	3,335	.0124	75	76	6,921	1,124	2,533	1,551	1,354	6,187	2,638	2,020	757
Camden		22,781	.0105		.0087	88	106	5,371	946	2,051	1,500	1,315	5,739	1,896	1,505	612
Perry		2,319	.0011	1,784	.0016	57	39	445	121	378			569	69	187	69
Phillips		33,066	.0153	2,779	.0167	68	63	8,174	1,079	2,519	2,647	1,988	5,533	2,497	4,111	1,345
Helena-West Helena		24,210	.0112		.0101	88	97	5,660	776	1,858	2,358	1,575	4,908	1,616	2,440	1,099
Helena		19,829	.0092		.0068	97	131	4,603	617	1,480	2,275	1,094	4,021	1,250	1,828	663
Pike		6,920	.0032	3,460	.0030	73	78	1,156	98	1,638	44	22	2,136	583	599	233
Poinsett		28,428	.0131	4,120	.0112	73	85	6,359	999	2,004	829	757	4,957	1,914	6,223	948
Polk		11,339	.0053	3,658	.0046	74	85	1,994	326	1,437	666	418	2,470	1,050	714	533
Pope		21,138	.0097	3,465	.0090	73	78	4,376	677	1,708	916	1,090	4,223	1,178	1,759	553
Russellville		15,196	.0070		.0051	96	132	3,365	580	1,119	730	984	3,196	803	1,222	408
Prairie		9,804	.0046	3,501	.0042	68	74	1,728	461	708	94	282	2,300	849	1,922	183

1 Texarkana is in Bowie (Tex.) and Miller (Ark.) Counties.
Arkansas Population-Income, pages 75-79.

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SM Standard, (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.

For a profitable selection of markets and media study both the Survey data and the Survey advertisements.



ARKANSAS — RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Pulaski	88	301,103	.1392	3,855	.1340	92	96	65,467	16,339	51,158	15,867	16,621	65,201	22,503	16,616	9,863
▲*Little Rock-North Little Rock*		*278,686*	*.1289*		*.1127*	*101*	*115*	*57,676*	*14,849*	*49,084*	*15,800*	*16,169*	*62,831*	*19,934*	*15,703*	*9,435*
▲Little Rock		206,600	.0956		.0830	105	121	39,494	11,578	45,902	13,188	12,071	40,453	13,851	8,993	6,726
▲North Little Rock		72,086	.0333		.0297	90	101	18,182	3,271	3,182	2,012	4,091	22,378	6,083	4,710	2,709
Randolph		8,941	.0042	2,980	.0045	66	62	1,518	271	1,203	297	212	1,841	660	1,807	281
St. Francis		23,393	.0108	2,699	.0121	63	57	5,374	1,301	1,568	1,303	921	3,499	1,875	3,857	556
Forrest City		16,880	.0078		.0050	96	150	3,578	813	256	1,200	883	3,153	1,588	2,747	514
Saline		22,716	.0105	3,292	.0110	68	65	6,059	661	2,776	826	481	6,402	1,615	2,290	531
Benton		16,881	.0078		.0058	100	134	4,007	465	1,257	826	481	5,448	1,027	1,942	531
Scott		5,530	.0026	3,072	.0025	69	69	1,388	443	744	96	101	1,187	628	493	137
Searcy		3,821	.0017	1,467	.0028	56	34	881	119	751	43	186	585	235	253	149
Sebastian	54	100,110	.0463	5,411	.0381	103	125	19,421	5,190	15,008	5,585	5,277	23,032	7,016	9,090	2,876
▲Fort Smith		95,819	.0443		.0329	95	128	18,038	4,893	14,251	5,521	5,065	22,935	5,837	8,940	2,839
Sevier		9,797	.0045	4,082	.0037	79	96	1,908	300	895	130	179	1,949	752	561	393
Sharp		2,790	.0013	1,641	.0021	55	34	897	113	757		74	521	474	106	54
Stone		3,316	.0015	2,073	.0021	60	43	1,136	43	382	95	187	466	340	230	204
Union		51,581	.0239	3,711	.0226	85	90	11,897	2,693	4,541	3,969	2,782	11,704	4,182	3,488	1,450
El Dorado		41,425	.0192		.0148	104	135	8,413	1,914	3,808	3,636	2,310	9,110	3,588	3,274	1,270
Van Buren		5,518	.0025	2,904	.0026	65	63	602	135	645	226	89	1,151	360	304	116
Washington		67,267	.0311	4,515	.0256	90	109	13,237	2,390	5,618	2,722	1,947	12,776	4,512	7,260	2,291
Fayetteville		31,055	.0144		.0112	101	130	6,423	1,253	2,986	1,793	1,200	7,913	2,180	3,844	1,482
Springdale		21,820	.0101		.0060	105	177	3,230	613	1,285	673	468	4,102	1,254	1,652	544
White		32,049	.0149	3,062	.0148	70	72	6,272	1,395	3,011	1,200	1,033	9,802	2,901	2,945	1,033
Searcy		18,436	.0085		.0051	119	198	2,828	402	1,646	595	626	7,123	1,111	2,066	452
Woodruff		8,969	.0041	2,568	.0048	61	52	2,271	223	1,184	223	252	1,233	511	1,576	294
Yell		10,359	.0049	3,342	.0045	71	78	1,135	225	1,334	23	44	1,822	521	423	239
Total Above Cities		954,415	.4413		.3415	99	127	196,636	45,560	110,066	62,700	49,462	218,579	67,251	81,321	30,960
State Total		1,681,044	.7775	3,467	.7463	77	80	374,385	74,148	189,994	85,700	71,676	347,153	132,545	168,728	58,744

Arkansas Population-Income, pages 75-79.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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ARKANSAS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

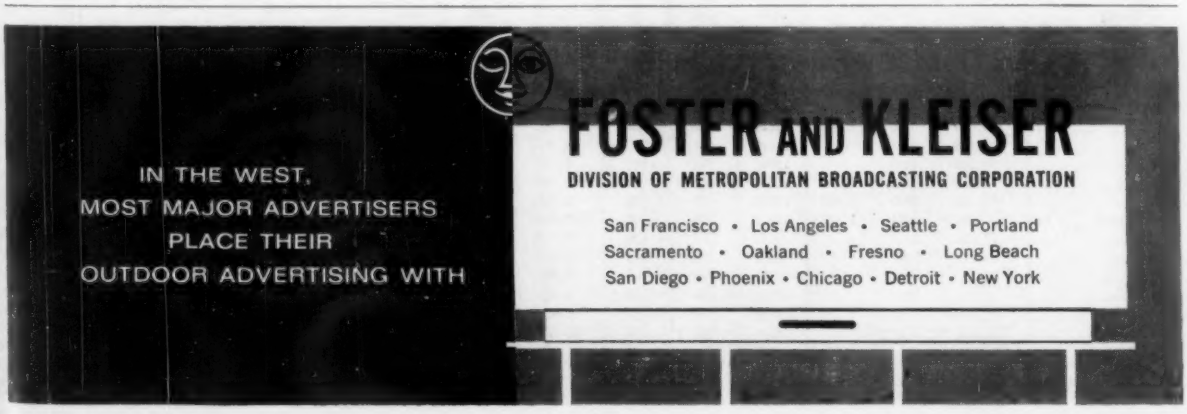
METRO. AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Fort Smith	100,110	.0463	5,411	.0381	103	125	19,421	5,190	15,008	5,565	5,277	23,032	7,018	9,090	2,976
Little Rock-North Little Rock	301,103	.1392	3,855	.1340	92	98	65,467	16,339	51,158	15,867	16,621	65,201	22,503	16,616	9,863
△Texarkana	105,767	.0489	3,526	.0451	79	85	24,184	5,251	13,722	5,745	3,873	21,849	8,665	6,468	3,203
Total Above Areas	506,980	.2344	4,008	.2172	91	98	109,072	26,780	79,888	27,177	25,771	109,782	38,184	32,174	15,942

CALIFORNIA— (Other Pacific States: Oregon, Washington)

Map, pages 96, 97

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alameda	Alameda	68.1	445	96	89	33	33	30	22	41	18	16
Albany	Alameda	19.1	122	19	32	8	6	6	12	9	9	3
Alhambra	Los Angeles	58.2	544	68	74	46	66	38	49	70	23	19
Alisal	Monterey	17.9	•	•	•	•	•	•	•	•	•	•
Altadena Township	Los Angeles	53.5	•	•	•	•	•	•	•	•	•	•
Anaheim	Orange	93.3	661	72	104	68	52	67	41	92	41	17
Antioch	Contra Costa	16.5	172	26	37	11	14	15	14	18	6	3
Arcadia	Los Angeles	42.5	371	42	50	52	33	24	13	42	32	11
Arcata	Humboldt	5.4	121	19	28	13	5	3	9	19	8	5
Auburn	Placer	5.2	139	10	28	7	10	9	13	18	10	4
Azusa	Los Angeles	19.5	205	29	34	20	7	20	12	30	16	7
Bakersfield	Kern	54.1	1,237	156	261	78	79	91	91	212	46	26
Barstow	San Bernardino	12.4	168	13	30	16	10	15	14	38	5	4
Bell	Los Angeles	19.7	218	31	57	25	9	20	10	24	12	5
Belvedere Township	Los Angeles	49.3	•	•	•	•	•	•	•	•	•	•
Berkeley	Alameda	122.2	1,050	214	166	65	75	75	53	113	44	42
Beverly Hills	Los Angeles	32.0	622	51	89	36	198	37	19	34	11	29
Brawley	Imperial	14.5	171	25	44	6	11	9	11	22	9	5
Burbank	Los Angeles	93.5	932	98	191	82	75	92	60	113	48	26
Burlingame	San Mateo	24.0	248	40	38	21	20	25	20	19	10	11
Calexico	Imperial	8.2	119	19	22	14	24	2	3	10	4	3
Carmel-by-the-Sea	Monterey	4.5	116	10	22	3	27	7	0	4	5	5
Chico	Butte	15.7	370	48	66	27	33	27	23	40	21	13
Chula Vista	San Diego	43.3	336	41	59	39	30	29	27	32	11	5
Colton	San Bernardino	19.8	154	19	32	4	5	13	9	38	7	3
Compton	Los Angeles	70.0	619	88	131	55	39	50	56	67	28	10
Concord	Contra Costa	32.1	293	45	43	26	17	26	24	48	16	10
Corona	Riverside	14.0	195	27	41	16	14	17	8	31	12	7
Coronado	San Diego	19.1	94	11	16	7	13	10	3	6	4	3
Costa Mesa	Orange	34.4	265	29	33	25	29	36	23	32	24	5
Covina	Los Angeles	20.4	249	19	34	23	18	29	19	29	18	11
Culver City	Los Angeles	33.8	409	40	84	40	34	22	46	48	22	10
Daly City	San Mateo	40.0	264	49	42	16	23	20	29	21	17	6
Delano	Kern	11.6	216	31	48	13	15	14	20	28	14	3
Dinuba	Tulare	5.7	108	20	15	13	12	13	8	9	8	2
East Bakersfield	Kern	70.0	•	•	•	•	•	•	•	•	•	•
El Cajon	San Diego	35.0	356	43	56	25	28	31	31	50	23	8
El Centro	Imperial	18.7	233	32	58	17	24	12	18	27	14	4
El Cerrito	Contra Costa	24.9	221	33	37	24	10	15	14	30	15	9
El Monte	Los Angeles	13.2	262	34	44	18	30	22	29	36	16	6
Escondido	San Diego	13.9	222	23	39	23	17	25	15	28	12	5
Eureka	Humboldt	30.1	419	62	94	33	34	24	41	49	14	8
Fairfield	Solano	13.3	146	15	35	13	13	14	12	18	7	3
Fremont	Alameda	35.1	194	28	26	23	10	21	13	27	21	7
Fresno	Fresno	132.0	2,195	343	324	193	157	175	133	270	99	57
Fullerton	Orange	64.0	372	42	58	36	39	40	19	47	26	8
Gardena	Los Angeles	35.5	335	45	82	25	26	27	14	35	29	11
Garden Grove	Orange	77.4	375	37	65	40	27	48	23	44	20	8
Gilroy	Santa Clara	7.1	128	13	38	5	12	4	12	22	5	3
Glendale	Los Angeles	120.4	1,252	144	177	109	129	122	88	159	56	36
Grass Valley	Nevada	5.3	141	21	28	9	12	14	6	13	7	3
Hanford	Kings	11.3	257	39	54	15	23	14	14	36	24	6
Hawthorne	Los Angeles	34.2	257	35	49	12	25	32	13	31	14	7
Hayward	Alameda	68.6	714	98	114	74	68	56	53	93	34	19
Hermosa Beach	Los Angeles	16.6	177	26	42	4	14	15	20	16	10	4
Huntington Park	Los Angeles	29.5	543	51	116	33	91	41	30	55	14	12
Indio	Riverside	9.6	154	17	32	9	16	6	9	28	11	3
Inglewood	Los Angeles	66.5	826	72	143	94	82	89	50	103	31	24
La Mesa	San Diego	28.5	223	30	39	21	20	21	15	27	17	5
Laguna Beach	Orange	9.4	235	23	41	18	32	25	13	18	10	4
Lakewood	Los Angeles	63.2	254	32	42	54	29	13	6	25	9	7
Livermore	Alameda	14.1	119	12	23	7	15	10	7	16	6	3
Lodi	San Joaquin	20.6	323	37	66	23	27	31	20	42	27	7
Long Beach	Los Angeles	320.0	3,092	395	656	256	265	248	188	341	112	91
Los Angeles	Los Angeles	2472.0	25913	3727	5561	2488	2139	2111	956	2961	874	715
Los Gatos	Santa Clara	9.3	180	20	21	19	21	13	16	19	8	9
Lynwood	Los Angeles	33.4	283	27	62	21	21	14	21	49	13	7
Madera	Madera	14.4	252	42	42	14	16	16	14	42	23	5
Manhattan Beach	Los Angeles	34.6	216	24	59	25	14	16	8	12	8	7
Martinez	Contra Costa	9.5	167	21	48	10	13	16	12	20	8	6
Marysville	Yuba	9.2	299	35	76	22	24	22	29	34	15	8
Maywood	Los Angeles	16.9	153	15	52	8	5	14	11	16	9	2
Menlo Park	San Mateo	28.5	220	37	43	10	23	17	15	29	9	9
Merced	Merced	21.8	383	41	75	21	28	32	29	45	22	7
Mill Valley	Marin	9.4	140	19	23	20	5	9	15	14	6	9
Millbrae	San Mateo	16.2	107	16	26	9	8	10	1	11	7	4
Modesto	Stanislaus	38.4	792	101	150	69	76	66	61	95	37	15
Monrovia	Los Angeles	26.9	320	32	54	32	28	27	40	38	10	9
Montebello	Los Angeles	32.5	277	25	62	30	19	20	13	48	7	10
Monterey Park	Los Angeles	37.0	279	32	49	37	14	22	19	47	12	5

(Continued on page 478)



CALIFORNIA

Cont. from page 477

City	County	Pop. (thous.)	NUMBER OF OUTLETS								
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Monterey	Monterey	24.7	380	52	92	19	35	23	33	45	14	7
Mountain View	Santa Clara	29.9	299	51	53	16	15	38	26	30	20	6
Napa	Napa	20.2	356	49	53	32	26	35	27	51	20	10
National City	San Diego	34.5	301	53	45	30	29	29	25	39	19	5
Newport Beach	Orange	23.4	269	27	59	12	23	23	26	24	16	8
North Sacramento	Sacramento	10.0	194	36	36	5	8	13	22	26	10	3
Oakland	Alameda	406.0	4,168	840	968	255	281	283	215	402	120	112
Oceanside	San Diego	24.0	269	28	90	12	27	25	25	35	7	4
Oildale	Kern	26.1	•	•	•	•	•	•	•	•	•	•
Ontario	San Bernardino	46.5	416	59	60	34	27	46	33	59	26	12
Orange	Orange	24.4	238	33	47	17	16	19	12	39	11	5
Oroville	Butte	6.7	206	24	41	9	16	18	17	24	13	5
Oxnard	Ventura	34.6	372	44	68	25	38	32	39	35	18	10
Pacific Grove	Monterey	12.8	85	13	13	3	5	13	3	14	5	5
Palm Springs	Riverside	14.9	282	30	53	14	51	21	14	16	10	5
Palo Alto	Santa Clara	51.6	566	74	76	45	72	60	30	64	26	21
Pasadena	Los Angeles	123.6	1,343	131	210	118	137	136	89	159	50	38
Paso Robles	San Luis Obispo	11.1	128	13	24	6	9	9	14	21	10	5
Petaluma	Sonoma	15.7	262	47	54	26	15	24	12	28	12	7
Piedmont	Alameda	10.8	22	3	1	7	0	0	2	4	0	1
Pittsburg	Contra Costa	18.0	253	53	66	17	15	19	8	26	6	6
Placerville	El Dorado	5.6	117	13	22	7	8	7	11	18	11	3
Pomona	Los Angeles	69.3	700	82	140	48	52	65	47	94	40	18
Porterville	Tulare	8.7	238	29	39	10	19	21	20	27	17	7
Red Bluff	Tehama	7.5	140	12	22	13	12	12	15	21	7	3
Redding	Shasta	12.5	341	33	66	33	21	20	39	47	23	7
Redlands	San Bernardino	26.2	247	36	37	20	18	18	15	35	14	5
Redonda Beach	Los Angeles	43.0	425	50	84	29	47	50	13	45	17	14
Redwood City	San Mateo	45.8	458	60	96	44	29	35	35	52	15	21
Reedley	Fresno	5.5	131	25	21	14	11	6	7	18	13	3
Richmond	Contra Costa	77.7	606	101	139	39	40	41	44	77	25	16
Riverside	Riverside	85.0	897	120	151	77	91	97	55	94	39	25
Roseville	Placer	12.3	155	19	39	4	14	11	16	20	11	6
Sacramento	Sacramento	188.0	2,548	376	610	171	191	178	145	294	129	80
Salinas	Monterey	25.7	541	76	112	35	58	37	45	63	23	14
San Anselmo	Marin	11.8	113	19	13	10	8	12	0	12	9	5
San Bernardino	San Bernardino	91.5	1,145	147	239	94	78	98	81	143	53	25
San Bruno	San Mateo	26.9	165	23	29	11	15	16	13	21	8	5
San Carlos	San Mateo	22.1	221	25	31	19	20	28	12	22	22	5
San Diego	San Diego	560.0	4,293	671	960	355	335	347	226	437	152	123
San Fernando	Los Angeles	16.2	293	36	48	27	24	20	18	38	11	5
San Francisco	San Francisco	774.1	9,098	1909	2567	563	642	551	192	545	251	262
San Gabriel	Los Angeles	23.4	237	31	38	27	13	20	16	33	11	8
San Jose	Santa Clara	164.7	2,002	302	397	135	169	177	134	221	91	56
San Leandro	Alameda	67.0	650	95	100	68	43	51	49	92	32	20
San Marino	Los Angeles	13.8	112	16	7	5	20	14	1	19	7	5
San Mateo	San Mateo	70.7	612	74	113	47	71	59	18	68	28	16
San Pablo	Contra Costa	19.2	175	43	35	17	1	2	9	38	9	4
San Rafael	Marin	19.9	352	39	57	18	31	40	41	25	29	9
Santa Ana	Orange	95.0	917	98	138	78	96	110	76	96	53	20
Santa Barbara	Santa Barbara	58.6	794	104	142	47	75	80	35	101	33	28
Santa Clara	Santa Clara	51.1	356	50	68	34	13	27	16	64	23	11
Santa Cruz	Santa Cruz	26.5	507	77	122	25	31	34	34	53	25	14
Santa Monica	Los Angeles	88.3	1,030	99	217	76	107	100	58	99	34	34
Santa Maria	Santa Barbara	18.8	270	39	43	26	25	22	15	42	12	7
Santa Paula	Ventura	12.8	177	22	36	14	20	17	13	19	9	4
Santa Rosa	Sonoma	37.2	592	84	109	41	49	51	35	70	30	18
San Luis Obispo	San Luis Obispo	19.8	293	34	49	26	29	18	22	42	16	8
Seaside	Monterey	13.5	188	28	33	10	9	27	12	25	13	3
Selma	Fresno	8.0	155	29	26	7	17	8	15	22	9	3
South Bakersfield	Kern	23.0	•	•	•	•	•	•	•	•	•	•
South San Francisco	San Mateo	40.2	224	31	54	12	12	19	11	32	18	7
South Gate	Los Angeles	56.4	539	51	151	36	34	34	56	67	29	13
South Pasadena	Los Angeles	19.6	134	15	17	8	12	21	5	21	7	4
Stockton	San Joaquin	88.9	1,477	244	400	113	89	84	88	156	67	43
Sunnyvale	Santa Clara	49.8	233	32	34	17	27	25	16	29	10	10
Susanville	Lassen	6.3	99	13	17	4	7	6	11	13	1	4
Taft	Kern	4.2	138	16	27	10	13	14	6	24	7	3
Torrance	Los Angeles	102.6	536	68	100	45	47	29	36	69	25	16
Tracy	San Joaquin	11.4	164	15	48	12	12	10	10	22	4	4
Tulare	Tulare	14.5	282	41	58	24	23	10	18	35	13	6
Turlock	Stanislaus	8.8	208	27	34	16	21	24	15	23	17	5
Ukiah	Mendocino	11.0	176	22	23	12	12	15	19	22	11	4
Upland	San Bernardino	15.0	126	20	20	9	7	10	3	27	12	3
Vallejo	Solano	73.0	568	78	142	41	39	42	49	87	18	12
Ventura	Ventura	26.8	471	51	93	38	36	49	47	53	25	14
Visalia	Tulare	15.3	335	42	63	18	35	28	23	36	22	10
Walnut Creek	Contra Costa	8.3	164	9	29	11	5	15	26	26	2	9
Watsonville	Santa Cruz	13.9	297	51	72	18	24	21	17	34	8	8
Whittier	Los Angeles	34.7	402	48	45	35	61	39	23	45	14	16
Woodland	Yolo	13.5	198	25	47	13	13	13	20	16	11	6
Yreka City	Siskiyou	4.5	92	10	16	6	6	12	8	11	4	3
Yuba	Sutter	11.0	142	16	25	17	10	8	9	20	10	3

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Alameda	143	1,244,952	.5757	4,240	.5809	119	116	283,831	105,092	193,352	79,015	75,393	221,410	85,488	48,734	48,054
Alameda		55,170	.0255		.0394	103	87	16,769	4,995	2,461	3,461	3,420	11,545	4,557	860	3,832
Albany		17,481	.0081		.0111	104	76	2,271	1,568	573	286	340	8,061	729	1,547	452
Berkeley		157,973	.0731		.0856	125	107	38,450	9,780	16,101	10,181	11,066	31,773	12,163	4,658	7,347
Fremont		24,550	.0114		.0165	84	58	7,636	1,461	703	456	2,007	5,402	2,602	2,585	1,078
Hayward		142,974	.0661		.0490	128	172	31,746	7,311	21,411	11,964	6,825	30,000	9,438	6,113	4,438
Livermore		16,417	.0076		.0081	103	96	4,118	1,086	904	755	1,332	3,343	1,476	953	651
▲Oakland		645,103	.2984		.2883	126	131	122,583	64,522	136,965	44,134	44,228	97,456	35,685	21,696	24,284
Piedmont		2,322	.0011		.0074	123	18	1,487	33	283			109	363		34
San Leandro		98,773	.0457		.0432	115	122	27,714	6,376	9,265	5,098	3,912	21,767	9,523	5,439	3,129
Alpine		286	.0002	2,860	.0003	75	50	66	68	70				43		
Amador		12,296	.0056	4,241	.0053	106	112	2,855	1,461	1,109	253		1,000	1,081	1,045	422
Butte		122,824	.0569	4,856	.0470	114	139	31,739	6,795	12,159	4,791	6,819	19,988	8,845	13,913	3,586
Chico		53,478	.0247		.0146	160	281	15,168	2,340	5,539	2,842	1,832	8,579	3,529	5,819	1,682
Oroville		34,382	.0113		.0065	176	305	5,137	1,421	3,240	1,061	3,401	4,538	1,653	932	871
Calaveras		9,234	.0042	3,078	.0049	96	82	2,179	863	1,261	204	329	1,378	947	194	412
Colusa		17,154	.0080	5,361	.0068	119	140	3,951	1,761	649	541	527	2,927	2,001	2,275	658
Contra Costa	143	424,078	.1961	3,707	.2315	108	90	127,075	28,004	38,497	19,951	23,870	75,639	37,875	25,031	14,845
Antioch		27,678	.0128		.0110	130	139	8,213	2,108	3,882	1,587	1,497	4,894	2,143	578	954
Concord		57,714	.0267		.0201	112	148	15,805	2,612	7,880	2,061	3,066	10,784	5,507	3,183	2,715
El Cerrito		32,122	.0149		.0146	119	107	10,555	2,572	1,351	494	1,084	4,088	2,664	4,467	1,486
Martinez		18,239	.0084		.0073	138	158	5,300	1,660	1,155	1,025	1,135	3,848	1,318	1,576	455
Pittsburg		25,322	.0117		.0115	114	116	7,914	1,817	2,819	1,785	1,851	3,456	1,782	577	1,569
Richmond		94,520	.0437		.0443	102	100	23,622	5,395	10,170	6,284	7,043	19,253	7,738	3,325	2,469
San Pablo		20,365	.0094		.0108	101	86	12,120	1,416	413	44	186	1,390	2,174	946	378

California Population-Income data, pages 79-98
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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BULL'S-EYE!

In the nation's second market, your first buy is television . . . and CBS Owned KNXT. Because television shoots your sales message farther and more effectively than any other single medium can . . . throughout a vast, dollar-rich 10-county area which last year racked up a mighty $13 billion in total retail sales. And in this seven-station market, only Channel 2 (represented by CBS Television Spot Sales) scores a direct hit: Southern California's number one television station for the past 62 consecutive Nielsen reports!



CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.

CALIFORNIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Walnut Creek		38,228	.0177		.0094	204	385	1,035	2,729	5,716	1,262	4,380	14,008	3,446	1,099	1,484
Del Norte		**21,065**	**.0097**	**2,886**	**.0118**	**94**	**78**	**6,604**	**2,331**	**1,856**	**386**	**456**	**4,574**	**1,611**	**1,295**	**450**
Eldorado		**39,411**	**.0183**	**5,186**	**.0143**	**113**	**145**	**10,500**	**4,723**	**1,871**	**1,811**	**903**	**5,477**	**5,088**	**4,928**	**1,141**
Placerville		18,071	.0084		.0051	165	271	4,405	1,404	817	1,102	539	4,887	1,808	1,202	663
Fresno	57	**540,526**	**.2499**	**5,047**	**.2147**	**109**	**127**	**120,228**	**35,440**	**62,110**	**29,245**	**26,970**	**95,293**	**40,514**	**49,559**	**18,508**
▲Fresno		350,329	.1620		.1083	147	219	60,640	22,053	46,290	24,267	21,547	71,819	22,402	27,214	12,633
Reedley		16,867	.0078		.0046	148	252	4,038	568	963	580	486	2,917	915	2,890	445
Selma		17,893	.0083		.0049	109	184	4,087	1,182	832	1,063	717	4,771	2,210	899	506
Glenn		**25,635**	**.0119**	**6,409**	**.0091**	**123**	**161**	**4,831**	**2,231**	**1,688**	**388**	**651**	**5,670**	**2,208**	**3,122**	**597**
Humboldt		**159,213**	**.0736**	**5,136**	**.0654**	**122**	**138**	**45,953**	**13,013**	**15,286**	**5,150**	**5,398**	**32,856**	**13,563**	**9,994**	**4,578**
Arcata		22,178	.0103		.0055	183	343	7,709	1,749	2,486	433	154	3,773	1,646	1,778	1,014
Eureka		84,097	.0389		.0260	155	232	20,122	6,093	9,944	4,033	4,218	19,650	5,157	4,653	2,160
Imperial		**116,799**	**.0541**	**6,213**	**.0428**	**109**	**138**	**23,875**	**8,888**	**16,541**	**6,227**	**2,882**	**14,843**	**9,064**	**15,686**	**3,220**
Brawley		25,108	.0116		.0088	109	143	5,103	1,749	1,752	794	959	3,235	1,893	4,351	673
Calexico		19,454	.0090		.0054	117	196	4,812	777	4,793	2,630	134	1,356	667	1,574	708
El Centro		49,311	.0228		.0141	134	217	8,096	3,319	9,514	2,500	1,637	9,916	2,896	6,117	1,591
Inyo		**24,131**	**.0111**	**5,612**	**.0091**	**130**	**159**	**5,961**	**2,648**	**1,711**	**174**	**458**	**4,906**	**4,009**	**1,141**	**486**
Kern	14	**418,351**	**.1935**	**5,071**	**.1739**	**112**	**124**	**91,103**	**32,444**	**47,998**	**16,056**	**24,163**	**71,600**	**41,887**	**44,693**	**12,682**
▲Bakersfield		224,147	.1037		.0582	192	342	33,473	14,569	38,262	10,578	14,985	46,140	18,229	23,198	4,456
Delano		25,155	.0116		.0080	123	178	6,058	1,648	1,635	1,395	1,252	4,295	1,858	4,336	588
East Bakersfield		32,469	.0150		.0311	79	38	10,922	3,211	1,450	698	958	3,762	5,072	2,811	918
Oildale		14,430	.0067		.0130	89	46	4,855	1,428	646	310	425	1,672	2,254	1,249	406
South Bakersfield		11,040	.0051		.0112	87	40	3,715	1,092	492	236	324	1,279	1,726	957	312
Taft		16,360	.0076		.0043	179	317	3,542	1,033	748	958	3,061	3,607	1,289	661	652
Kings		**66,052**	**.0305**	**4,857**	**.0271**	**105**	**118**	**12,238**	**3,826**	**6,581**	**2,599**	**2,953**	**8,385**	**4,307**	**12,697**	**2,333**
Hanford		32,129	.0149		.0091	144	237	6,015	1,838	4,334	1,868	1,745	4,402	1,819	5,606	1,345
Lake		**17,399**	**.0081**	**4,350**	**.0069**	**108**	**127**	**5,571**	**2,641**	**1,277**	**485**	**508**	**1,475**	**2,088**	**1,342**	**667**
Lassen		**20,526**	**.0095**	**4,773**	**.0088**	**113**	**122**	**7,823**	**1,188**	**1,179**	**438**	**258**	**4,866**	**1,349**	**287**	**485**
Susanville		13,650	.0063		.0047	134	180	3,280	634	820	438	209	4,967	848	199	485
Los Angeles	90	**8,958,551**	**4.1432**	**4,503**	**3.3900**	**120**	**125**	**2,070,712**	**724,506**	**1,249,832**	**539,563**	**569,550**	**1,593,104**	**644,497**	**435,290**	**358,347**
Alhambra		103,312	.0478		.0429	132	147	20,817	4,642	11,427	8,364	7,052	33,188	5,671	1,823	4,021
Altadena Township		32,806	.0153		.0304	102	51	10,475	2,585	1,586	1,015	1,880	4,293	3,981	2,730	1,158
Arcadia		64,751	.0299		.0283	119	126	21,065	6,230	5,147	5,704	1,621	6,035	5,980	4,576	2,842
Azusa		22,297	.0103		.0108	99	94	8,792	860	604	300	1,715	1,888	2,958	2,009	1,466
Bell		35,483	.0164		.0149	135	149	10,458	2,563	2,460	668	2,233	9,390	2,263	2,573	1,113
Belvedere Township		30,660	.0142		.0203	74	51	16,222	1,147	3,780	1,242	1,434	374	3,626	448	392

IMPORTANT INFORMATION ON THE NATION'S NUMBER TWO MARKET NOT SHOWN IN THE "SURVEY OF BUYING POWER" TABLES

The Los Angeles-Long Beach Metropolitan Area is the nation's number two market by every major measurement. What the "Survey" does not clearly show is that this huge area must be treated not as one market but as three, each dominated by one of the three largest cities, Los Angeles, Long Beach and Pasadena.

The Pasadena market is unique. It is large, with more than 120,000 households and nearly 340,000 customers. Its per-household buying income of $8,023 is one-sixth higher than the Metropolitan Area's $6,898, higher than any metropolitan area in the West. Its per-household retail sales top any metropolitan market in the West.

The Pasadena market's growth has kept pace with the mushrooming metropolitan area. Its youthful vigor is illustrated by an elementary school enrollment increasing twice as fast as its total population. Its booming economic base is highlighted by manufacturing employment, mainly in electronic and technical fields, increasing 52 per cent in just six years.

No Los Angeles newspaper can offer adequate coverage of the Pasadena market. The largest Los Angeles daily reaches scarcely one home in four; the top two combined reach about one in three. By contrast, the Pasadena Independent and Star-News deliver a solid six-plus homes out of ten.

The importance of the Pasadena Independent and Star-News in selling this market is made clear by Media Records. In the basic retail food classification the morning Pasadena Independent ran 445,000 more lines in 1959 than the Los Angeles Times and nearly twice as much as the Los Angeles Examiner. The evening Star-News ran nearly half again as much retail food advertising as both the Los Angeles Mirror - News and Herald-Express combined.

Last year the Pasadena Independent and Star-News registered the highest percentage gain in retail drug advertising in the nation.

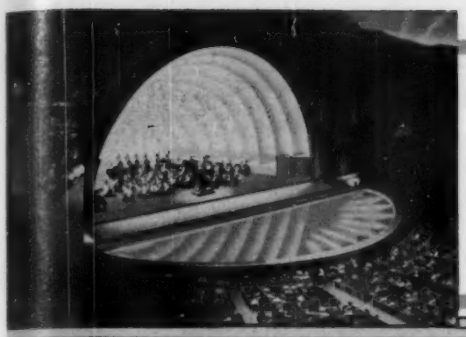
Only the Pasadena Independent and Star-News effectively cover this highly productive market. Let your Ridder-Johns man show you the key to successful selling in the nation's No. 2 market.

Sources—"Survey of Buying Power" 1960 and 1959 for Pasadena, Altadena, South Pasadena, San Marino, Arcadia and Monrovia; Media Records, 1959; A.B.C., March 31, 1959.

PUBLISHED IN THE INTEREST OF PROFITABLE MARKETING IN THE NATION'S NUMBER TWO MARKET BY THE PASADENA INDEPENDENT AND STAR-NEWS

CALIFORNIA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beverly Hills		183,990	.0651		.0487	272	475	19,647	17,654	40,915	33,226	10,666	29,466	5,691	1,274	5,684
Burbank		160,095	.0740		.0653	125	141	44,138	14,915	9,036	6,969	10,217	30,997	13,790	10,987	7,865
Compton		130,659	.0604		.0479	122	154	21,430	5,936	32,709	4,535	6,395	36,703	6,944	3,677	5,163
Covina		52,343	.0242		.0156	137	212	14,970	3,247	780	1,037	2,320	17,147	4,386	3,081	1,654
Culver City		77,506	.0358		.0263	140	190	12,145	5,072	5,550	4,386	3,311	29,989	4,834	5,623	2,390
El Monte		59,586	.0276		.0132	178	373	9,860	2,255	11,374	4,735	3,768	15,722	4,818	2,257	2,450
Gardena		56,168	.0260		.0225	113	131	18,536	4,734	2,955	3,111	2,106	7,564	3,339	5,583	4,491
Glendale		231,455	.1070		.0950	141	159	46,153	13,458	29,187	15,355	14,165	69,150	14,476	7,650	7,347
Hawthorne		50,916	.0235		.0212	111	123	14,638	3,126	1,178	4,782	5,261	10,456	3,735	2,582	2,040
Hermosa Beach		44,664	.0207		.0144	155	223	6,647	1,814	1,902	1,544	742	23,618	1,757	3,042	828
Huntington Park		95,581	.0442		.0298	181	268	10,540	5,440	9,174	13,130	7,693	31,121	4,560	2,131	4,229
Inglewood		157,468	.0728		.0538	145	196	31,938	11,483	32,285	13,723	9,245	28,947	9,646	4,064	6,396
Lakewood		79,097	.0366		.0361	102	103	24,211	4,310	18,433	9,013	1,727	7,543	5,123	420	4,758
Long Beach-Lakewood		*625,506*	*.2834*		*.2672*	*126*	*134*	*130,114*	*50,938*	*111,040*	*57,535*	*57,810*	*111,068*	*41,505*	*24,244*	*27,770*
▲Long Beach		544,409	.2518		.2311	129	141	105,903	46,628	92,607	28,520	36,083	103,515	36,382	23,824	23,012
▲Los Angeles		4,153,779	1.9211		1.7704	128	139	918,588	375,050	682,113	257,048	300,011	603,824	291,763	187,655	166,276
Lynwood		35,604	.0165		.0195	104	88	15,243	3,284	670	1,172	967	4,667	3,662	1,489	1,714
Manhattan Beach		28,541	.0132		.0237	117	68	7,624	3,700	736	1,224	1,486	5,546	2,104	1,034	1,226
Maywood		17,824	.0082		.0104	100	86	4,988	2,428	1,091	477	1,077	2,260	1,520	366	981
Monrovia		59,675	.0276		.0211	140	183	10,242	2,194	4,150	2,325	2,734	26,706	3,670	1,724	1,958
Montebello		40,034	.0185		.0209	115	102	13,814	2,928	1,275	1,076	2,342	7,004	4,308	1,800	1,922
Monterey Park		41,688	.0193		.0222	107	93	17,539	1,595	3,184	1,507	1,363	7,287	4,300	1,197	1,998
Pasadena		294,427	.1362		.1035	150	197	52,831	14,424	54,356	23,651	24,095	66,250	15,967	7,443	12,678
Pomona		133,407	.0617		.0487	126	159	30,698	8,327	24,625	7,228	7,804	28,084	7,774	4,954	4,231
Redondo Beach		85,389	.0395		.0321	119	147	30,739	5,886	5,788	7,013	7,500	8,401	5,737	2,000	5,374
San Fernando		56,586	.0262		.0145	159	288	9,737	2,835	6,236	3,274	3,133	19,579	4,651	1,168	1,635
San Gabriel		43,480	.0201		.0171	131	153	13,012	2,677	1,732	1,162	2,058	11,970	3,598	3,636	1,126
San Marino		14,912	.0069		.0128	166	90	5,263	493	591	1,180	841	1,670	2,000	497	1,153
Santa Monica		172,924	.0800		.0679	137	162	30,809	18,106	20,851	13,445	10,896	37,778	9,615	7,440	8,261
South Gate		96,766	.0448		.0391	124	142	22,039	7,945	1,028	1,970	3,523	43,055	6,566	2,282	3,830
South Pasadena		22,038	.0102		.0145	132	93	7,610	981	1,032	562	846	5,227	1,839	596	1,578
Torrance		95,044	.0440		.0550	96	77	34,040	6,997	4,014	4,590	3,337	14,005	9,769	4,150	4,800
Whittier		92,675	.0429		.0299	154	221	15,622	3,434	14,605	6,792	8,072	26,142	5,806	2,544	3,049
Madera		**49,871**	**.0230**	**4,282**	**.0212**	**94**	**102**	**11,747**	**3,786**	**2,431**	**1,792**	**2,539**	**7,985**	**5,021**	**6,215**	**1,374**
Madera		33,302	.0154		.0099	123	190	7,063	2,156	1,453	1,599	1,830	6,738	2,596	4,232	928



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CALIFORNIA

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

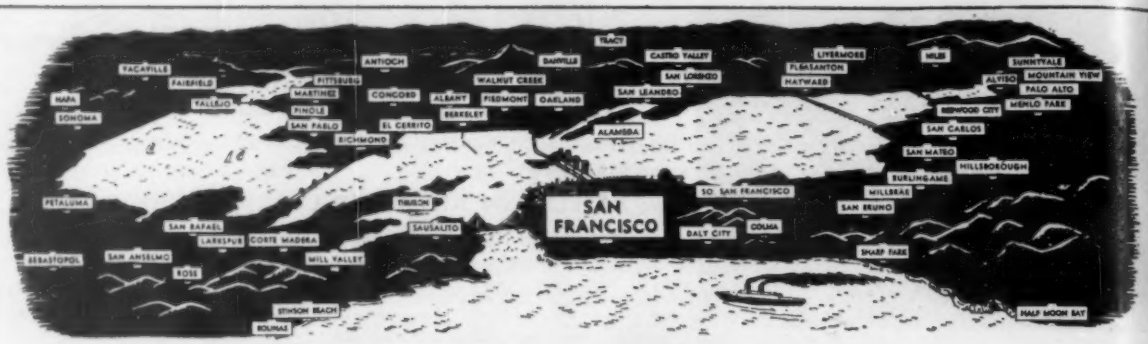
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Marin	143	**173,900**	**.0804**	**4,035**	**.0916**	**117**	**102**	**50,472**	**14,048**	**12,813**	**7,531**	**8,857**	**34,399**	**12,159**	**14,100**	**6,350**
Mill Valley		22,409	.0104		.0087	164	196	8,074	1,328	514	829	613	6,446	1,249	944	1,095
San Anselmo		12,823	.0059		.0076	115	89	6,866	412	339	762	920		880	393	952
San Rafael		74,261	.0343		.0208	187	309	11,572	3,574	9,724	4,367	5,665	22,586	3,530	6,244	2,110
Mariposa		**5,638**	**.0026**	**4,027**	**.0028**	**108**	**100**	**1,967**	**657**	**385**	**49**	**24**	**109**	**1,300**	**101**	**195**
Mendocino		**66,504**	**.0308**	**4,586**	**.0275**	**105**	**117**	**18,068**	**5,903**	**7,476**	**1,637**	**1,781**	**10,433**	**7,421**	**6,450**	**1,742**
Ukiah		28,498	.0132		.0085	137	213	6,957	1,576	2,830	1,077	1,018	7,744	2,030	1,735	912
Merced		**116,626**	**.0539**	**4,434**	**.0522**	**104**	**107**	**28,453**	**8,958**	**6,091**	**5,100**	**7,925**	**16,563**	**9,332**	**13,801**	**2,958**
Merced		59,514	.0275		.0169	139	225	9,815	4,367	4,298	3,667	5,867	11,542	3,859	6,156	1,436
Modoc		**10,689**	**.0050**	**4,647**	**.0047**	**112**	**119**	**2,447**	**988**	**937**	**339**	**773**	**2,155**	**945**	**1,474**	**134**
Mono		**3,789**	**.0017**	**4,711**	**.0017**	**121**	**121**	**720**	**687**	**1,059**			**109**	**924**	**41**	
Monterey		**230,442**	**.1066**	**4,160**	**.1162**	**111**	**102**	**45,737**	**22,602**	**23,748**	**12,070**	**11,171**	**43,124**	**23,127**	**18,857**	**6,839**
Alisal		15,287	.0071		.0089	89	71	4,438	1,271	1,413	391	620	666	2,507	1,127	469
Carmel-by-the-Sea		13,112	.0061		.0048	192	244	3,393	1,600	518	2,317	170		632	1,739	915
Monterey		59,590	.0276		.0200	145	200	9,617	6,160	4,020	2,640	2,433	19,879	5,509	2,368	1,515
Pacific Grove		10,464	.0048		.0076	106	67	1,673	497	3,474	254	1,456	504	900	765	637
Salinas		85,981	.0398		.0247	172	276	14,032	7,619	12,491	4,720	4,455	16,681	6,543	7,394	2,290
Seaside		19,568	.0090		.0095	91	87	6,756	1,658	451	1,127	1,540	978	3,004	2,005	432
Napa		**66,721**	**.0308**	**3,607**	**.0332**	**91**	**84**	**17,069**	**4,918**	**5,741**	**3,586**	**2,557**	**12,266**	**6,010**	**5,053**	**3,444**
Napa		45,318	.0210		.0149	132	186	11,354	2,307	5,146	3,243	2,010	7,715	4,065	2,622	2,615
Nevada		**27,293**	**.0127**	**4,706**	**.0104**	**113**	**138**	**7,582**	**2,589**	**1,460**	**832**	**1,310**	**3,368**	**3,106**	**3,990**	**864**
Grass Valley-Nevada City		*16,531*	*.0076*		*.0067*	*127*	*169*	*5,080*	*1,541*	*1,211*	*778*	*987*	*2,043*	*1,253*	*2,034*	*641*
Grass Valley		12,228	.0057		.0039	130	190	3,784	909	1,008	667	882	1,640	884	968	506
Orange	90	**837,633**	**.3874**	**3,620**	**.4082**	**106**	**101**	**201,162**	**77,821**	**91,106**	**43,549**	**50,394**	**143,534**	**68,882**	**60,452**	**35,377**
Anaheim		152,961	.0707		.0594	114	135	32,162	17,224	22,571	7,858	7,302	24,522	11,241	11,618	6,696
Costa Mesa		44,554	.0206		.0196	102	107	13,867	3,055	1,525	2,152	3,055	7,237	3,544	4,526	3,116
Fullerton		82,058	.0380		.0405	113	106	24,059	4,821	7,769	4,122	5,332	18,607	5,564	3,493	4,649
Garden Grove		73,092	.0338		.0416	96	78	25,266	4,098	2,324	3,563	4,954	8,007	6,534	4,871	5,324
Laguna Beach		24,969	.0115		.0079	149	217	5,868	3,148	1,251	1,953	1,546	4,423	1,447	1,573	784
Newport Beach		35,006	.0162		.0172	131	124	4,103	5,257	372	2,083	1,927	10,625	2,944	2,254	2,321
Orange		31,820	.0147		.0152	111	107	9,176	2,527	867	1,110	1,456	7,484	3,458	1,220	1,107
Santa Ana		221,633	.1025		.0704	132	193	36,013	9,296	47,575	14,716	18,545	44,647	12,758	16,436	5,716
Placer		**82,982**	**.0383**	**5,314**	**.0313**	**108**	**133**	**20,507**	**6,091**	**5,000**	**2,169**	**2,754**	**19,541**	**7,880**	**6,983**	**2,527**
Auburn		23,154	.0107		.0056	193	369	6,087	1,304	2,140	801	495	4,859	1,804	2,088	783
Roseville		33,925	.0157		.0101	146	228	6,185	1,836	1,691	1,003	1,774	11,131	2,726	2,181	936
Plumas		**14,701**	**.0068**	**4,900**	**.0063**	**117**	**126**	**4,919**	**1,881**	**1,425**	**484**	**127**	**1,937**	**1,446**	**952**	**746**
Riverside	141	**387,813**	**.1794**	**4,238**	**.1818**	**104**	**118**	**91,613**	**33,588**	**34,843**	**20,708**	**21,241**	**67,477**	**38,601**	**30,436**	**13,882**
Corona		21,208	.0098		.0078	100	126	5,885	1,779	969	704	821	5,755	2,182	967	829
Indio		29,497	.0136		.0078	144	252	7,472	2,604	1,755	1,815	604	6,391	4,087	2,420	848
Palm Springs		46,681	.0216		.0131	158	260	8,657	6,694	3,171	5,417	1,554	8,412	2,932	3,438	3,165
△Riverside		163,620	.0757		.0570	120	159	38,134	8,805	21,576	10,069	14,136	29,947	10,847	8,633	5,510

California Population-Income data, pages 79-98
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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The San Francisco Chronicle

circulation is in the suburbs, and more of these larger, higher income families read The Chronicle than any other newspaper.

San Francisco Chronicle

Represented by Sawyer, Ferguson, Walker Co. Eastern Retail Representative: George M. Molloy

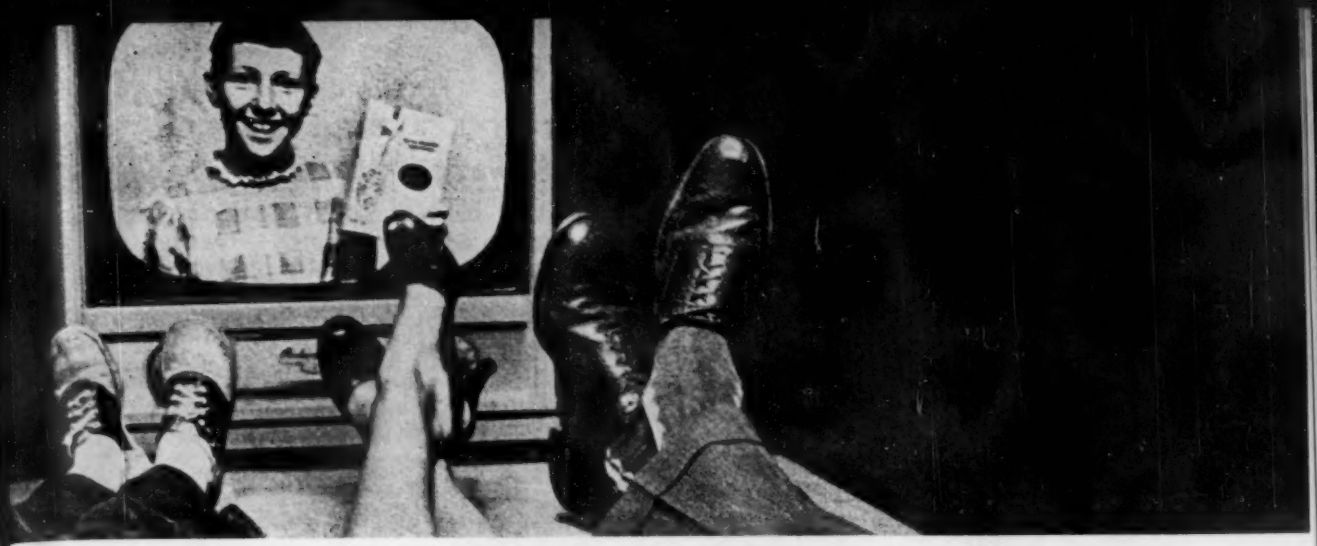
CALIFORNIA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Sacramento	134	738,865	.3417	5,040	.3178	121	130	170,294	58,628	94,170	39,716	54,762	130,947	52,802	53,335	28,904
North Sacramento		36,774	.0170		.0096	171	304	9,206	2,014	689	496	1,374	15,796	2,868	919	599
▲Sacramento		508,976	.2354		.1647	159	227	97,875	40,594	79,461	32,470	45,311	85,158	32,421	37,449	21,650
San Benito		17,564	.0081	3,903	.0063	101	99	4,985	1,570	1,373	656	474	2,761	1,456	1,688	801
San Bernardino	141	568,350	.2721	3,863	.2738	102	102	151,398	42,536	59,844	22,746	34,511	102,369	62,400	42,881	17,611
Barstow		28,261	.0121		.0086	125	175	5,813	2,461	2,514	953	1,805	4,377	4,653	1,219	628
Colton		19,545	.0090		.0101	91	81	5,110	1,314	662	1,086	784	3,465	2,997	1,652	606
Ontario-Upland		*89,352*	*.0418*		*.0385*	*113*	*120*	*25,958*	*4,086*	*4,981*	*5,699*	*5,951*	*20,509*	*6,879*	*10,125*	*3,691*
▲Ontario		71,962	.0333		.0301	116	128	19,840	3,068	4,609	3,221	4,750	18,257	4,960	6,939	3,103
Redlands		43,278	.0200		.0177	112	127	12,574	1,501	3,350	1,469	3,335	7,260	5,689	1,711	1,370
▲San Bernardino		208,110	.0962		.0701	137	188	43,835	11,522	40,540	11,675	13,532	41,651	13,709	9,045	6,820
Upland		17,370	.0080		.0084	100	95	6,112	998	312	471	492	2,252	1,912	3,184	588
San Diego	142	1,283,812	.5938	4,424	.6042	110	108	287,586	100,305	152,474	76,226	88,566	245,266	89,295	83,465	46,034
Chula Vista		57,979	.0268		.0252	104	111	21,321	3,812	2,942	2,553	4,638	8,566	3,478	2,763	1,154
Coronado		13,112	.0061		.0111	104	57	3,364	1,638	670	1,078	537	2,348	857	422	709
El Cajon		65,226	.0302		.0212	108	154	19,229	2,466	4,505	3,240	3,463	12,119	6,551	4,994	2,882
Escondido		43,327	.0200		.0115	147	256	9,190	2,009	5,398	1,939	2,704	9,700	2,248	4,728	1,215
La Mesa		38,466	.0178		.0154	96	111	7,345	2,214	1,174	1,460	2,769	15 763	2,664	2,439	1,069
National City		64,670	.0299		.0216	112	155	13,663	3,458	7,366	3,708	3,846	16,883	4,321	5,907	2,567
Oceanside		43,662	.0202		.0160	119	151	8,550	4,333	2,721	3,069	3,173	11,900	3,403	1,634	1,031
▲San Diego		821,157	.3798		.3613	115	121	161,584	68,685	122,014	55,262	59,991	155,048	51,728	42,190	30,559
San Francisco	143	1,278,095	.5911	4,648	.5962	138	136	255,800	181,388	227,189	120,807	84,176	155,850	56,029	28,057	37,525

California Population-Income data, pages 79-98
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.





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San Mateo-California's Newest Billion $$$ County

One of the TOP 4 MARKETS in Northern California

		PER CAPITA INCOME	FAMILY INCOME
EFFECTIVE BUYING INCOME	$1,087,225,000		
POPULATION:	409,200		
RETAIL SALES:	$619,314,000	$2,657	$8,350
FOOD SALES:	$157,620,000		
AUTOMOTIVE SALES:	$103,973,000	3rd	14th in USA

SAN MATEO TIMES

THE LARGEST DAILY NEWSPAPER IN SAN MATEO COUNTY
REPRESENTED NATIONALLY BY WARD-GRIFFITH COMPANY, INC.

CALIFORNIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
▲San Francisco		1,278,095	.5911		.5962	138	136	255,800	181,368	227,189	120,607	84,176	155,850	56,029	28,057	37,525
San Joaquin	159	**329,083**	**.1522**	**4,447**	**.1457**	**110**	**115**	**72,518**	**29,245**	**33,623**	**18,999**	**18,701**	**57,717**	**23,490**	**26,958**	**10,335**
Lodi		41,781	.0193		.0144	125	168	8,700	2,396	3,536	1,930	1,784	9,195	2,597	4,779	1,312
▲Stockton		215,454	.0996		.0697	140	200	42,677	18,972	27,208	14,947	14,222	39,697	12,502	13,819	7,531
Tracy		19,271	.0089		.0076	119	139	5,341	2,383	1,355	1,008	776	3,125	2,363	539	564
San Luis Obispo		**113,234**	**.0523**	**4,699**	**.0484**	**114**	**129**	**24,526**	**10,742**	**6,492**	**5,890**	**6,912**	**19,236**	**12,561**	**10,912**	**3,706**
Paso Robles		19,347	.0089		.0073	118	144	3,702	1,314	500	1,333	1,134	3,926	2,871	3,047	606
San Luis Obispo		45,478	.0210		.0157	141	189	8,675	3,340	4,698	3,655	4,953	10,082	3,623	2,024	1,474
San Mateo	143	**619,314**	**.2864**	**4,757**	**.2948**	**129**	**125**	**157,620**	**49,434**	**55,606**	**26,294**	**26,299**	**103,973**	**108,574**	**28,822**	**20,005**
Burlingame		59,015	.0273		.0218	163	204	15,373	2,682	3,119	2,085	1,420	24,106	2,479	1,343	2,302
Daly City		54,548	.0252		.0267	119	113	13,087	3,601	4,910	2,113	1,801	19,736	3,318	1,890	1,510
Menlo Park		34,239	.0158		.0216	135	99	13,561	2,521	489	1,456	1,979	2,364	3,647	3,882	1,258
Millbrae		17,757	.0082		.0108	119	90	7,289	2,063	683	991	1,033	603	1,569	1,073	1,221
Redwood City		84,916	.0393		.0341	133	154	25,938	6,374	5,624	3,106	3,753	22,004	5,778	2,218	4,026
San Bruno		30,669	.0142		.0167	111	94	6,501	3,036	1,715	1,549	1,294	10,227	2,509	1,515	859
San Carlos		32,337	.0150		.0157	127	121	8,727	2,122	2,290	1,705	2,034	6,192	2,235	3,644	1,102
San Mateo		127,496	.0590		.0547	142	149	26,622	8,665	32,664	11,480	7,373	7,129	10,844	7,967	3,827
South San Francisco		36,791	.0170		.0242	108	76	14,659	3,640	935	950	2,332	6,166	3,257	711	1,082
Santa Barbara	145	**243,501**	**.1127**	**5,137**	**.0984**	**120**	**138**	**50,433**	**19,825**	**14,265**	**17,601**	**18,270**	**42,101**	**21,921**	**26,943**	**9,056**
Santa Barbara		127,549	.0590		.0446	136	180	25,311	10,891	7,451	12,696	10,452	18,741	9,098	14,488	5,049
Santa Maria		58,439	.0270		.0160	152	257	13,800	3,040	3,631	3,373	5,306	14,794	6,075	3,906	1,490
Santa Clara	144	**888,645**	**.3971**	**4,553**	**.3639**	**112**	**116**	**199,039**	**58,358**	**116,245**	**53,773**	**52,747**	**142,653**	**65,150**	**66,026**	**30,036**
Gilroy		15,239	.0070		.0056	140	175	2,922	1,276	1,021	728	302	4,442	1,809	1,183	238
Los Gatos		23,403	.0108		.0074	142	208	6,733	979	787	637	709	7,895	1,965	1,144	807
Mountain View		62,919	.0291		.0216	139	174	16,415	3,978	13,918	960	4,407	8,959	4,266	5,090	1,802
Palo Alto		124,149	.0574		.0434	130	199	24,653	8,620	17,759	17,202	5,869	20,494	8,378	5,055	3,655
▲San Jose		390,442	.1806		.1288	140	196	72,826	26,721	63,315	26,090	27,663	70,037	24,683	30,471	13,971
Santa Clara		69,801	.0323		.0317	111	113	25,567	4,460	10,270	1,174	2,651	2,539	6,572	11,213	1,848
Sunnyvale		51,478	.0238		.0257	93	85	14,616	3,334	5,855	3,135	2,201	11,421	3,696	2,416	2,155
Santa Cruz		**115,654**	**.0535**	**4,190**	**.0478**	**115**	**129**	**34,554**	**9,828**	**10,407**	**4,818**	**5,352**	**18,956**	**7,693**	**7,149**	**4,272**
Santa Cruz		56,635	.0262		.0198	134	177	14,677	5,033	5,333	2,671	2,724	12,256	4,010	2,446	2,230
Watsonville		37,362	.0173		.0115	147	222	12,375	2,328	4,277	1,982	1,408	5,899	1,859	2,424	1,271
Shasta		**86,061**	**.0398**	**5,216**	**.0331**	**117**	**140**	**22,160**	**6,763**	**7,454**	**3,032**	**3,722**	**15,063**	**11,443**	**7,047**	**2,481**
Redding		59,064	.0273		.0144	206	390	13,120	4,016	6,021	2,636	2,950	13,322	6,733	4,204	1,837
Sierra		**1,844**	**.0008**	**3,073**	**.0012**	**100**	**67**	**621**	**299**	**157**	**86**	**52**	**151**	**125**	**128**	**118**
Siskiyou		**42,093**	**.0195**	**4,385**	**.0186**	**115**	**120**	**11,390**	**4,131**	**2,725**	**1,300**	**1,431**	**5,852**	**5,085**	**6,466**	**1,079**
Yreka City		11,848	.0055		.0037	148	220	2,815	544	1,486	394	443	1,989	1,221	1,583	373
Solano	143	**161,277**	**.0746**	**4,394**	**.0776**	**110**	**106**	**38,563**	**14,713**	**15,882**	**7,697**	**11,476**	**32,607**	**14,936**	**8,069**	**4,156**
Fairfield		21,357	.0099		.0104	141	134	5,723	1,262	1,575	1,241	1,081	5,515	1,984	1,006	411
Vallejo		102,234	.0473		.0474	116	116	24,659	8,216	12,759	5,386	8,521	20,437	8,555	2,517	2,877
Sonoma	263	**216,940**	**.1003**	**4,482**	**.0899**	**111**	**124**	**51,952**	**18,230**	**21,334**	**8,796**	**9,024**	**31,514**	**13,739**	**18,925**	**8,147**
Petaluma		43,164	.0200		.0132	150	227	7,394	1,777	2,483	1,524	1,629	5,505	1,683	2,565	1,033
△Santa Rosa		89,551	.0414		.0294	141	199	18,306	5,455	14,946	5,782	5,111	12,508	5,039	6,952	4,481
Stanislaus	255	**246,941**	**.1142**	**5,481**	**.0911**	**111**	**139**	**65,762**	**14,325**	**22,906**	**11,543**	**9,734**	**41,424**	**15,626**	**22,452**	**8,434**
△Modesto		139,466	.0645		.0381	177	300	39,763	7,974	17,276	7,928	6,279	25,606	7,020	10,091	5,187
Turlock		35,517	.0164		.0086	176	335	5,170	1,445	2,347	1,697	2,037	5,090	1,724	4,060	783
Sutter		**30,702**	**.0142**	**3,266**	**.0166**	**98**	**84**	**10,050**	**2,252**	**1,203**	**721**	**797**	**2,839**	**2,355**	**4,756**	**677**
Yuba City		18,920	.0088		.0074	119	142	5,546	1,180	648	674	363	2,790	1,941	1,794	579
See Marysville-Yuba City																
Tehama		**31,244**	**.0145**	**4,166**	**.0139**	**108**	**112**	**7,961**	**2,472**	**2,519**	**1,159**	**1,245**	**5,269**	**3,229**	**3,542**	**942**
Red Bluff		18,939	.0088		.0058	138	210	3,417	1,399	1,982	877	945	3,405	2,090	1,951	553
Trinity		**6,187**	**.0028**	**2,127**	**.0039**	**89**	**64**	**2,312**	**785**	**859**	**94**	**72**	**225**	**841**	**472**	**235**
Tulare		**210,477**	**.0974**	**4,773**	**.0834**	**101**	**118**	**49,931**	**12,168**	**18,348**	**8,744**	**10,201**	**33,388**	**15,813**	**23,096**	**6,254**
Dinuba		11,996	.0055		.0039	122	172	2,564	519	1,405	338	874	2,763	640	1,223	363
Porterville		38,535	.0178		.0090	184	363	8,623	1,529	3,297	1,789	1,928	7,581	1,658	4,761	1,583
Tulare		38,517	.0178		.0110	136	220	5,795	1,437	2,806	1,621	1,579	6,045	2,133	4,757	1,070
Visalia		51,838	.0240		.0145	169	279	8,369	3,040	6,656	3,994	2,811	11,107	3,062	4,565	1,773

California Population-Income data, pages 79-98
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Something Missing



... like California without the Billion-Dollar Valley of the Bees

- **Actually, total effective buying income of more than $3.0 billion**
- **Greater retail sales than each of 23 entire states**
- **Not covered by San Francisco and Los Angeles newspapers**

INLAND California holds the Western marketing gold! Here in the famous Valley of the Bees buying power is about half again greater than San Francisco's, for example. And for print advertising messages the Bee Newspapers are your *only* natural, efficient medium. Coast newspapers don't have anything for Valley people. Or for you!

Data source: Sales Management's 1959 copyrighted survey



THE SACRAMENTO BEE

Leading newspaper, reaching approximately 4 of 5 families in ABC city zone, 1 of 2 in 19-county market with more than $1.7 billion buying power.

THE MODESTO BEE

Only newspaper covering Modesto area, reaching approximately 9 of 10 families in ABC city zone, over one-half the families in trading area with effective buying income of $274 million.

THE FRESNO BEE

Only newspaper covering Fresno area reaching more than 4 of 5 families in ABC city zone, 1 of 2 families in trading area with $966 million in buying power.

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a **combined bulk-frequency.** Check O'Mara & Ormsbee for details.

HERE'S A "TOP 200" MARKET

Saturation-covered by ONE NEWSPAPER



THE PRESS DEMOCRAT

SANTA ROSA, CALIFORNIA

Now in its 103d year

Nationally represented by

WARD-GRIFFITH CO., INC.

San Francisco • Los Angeles • New York
Chicago • Detroit • Portland, Ore.
Atlanta • Boston • Philadelphia
Charlotte, N. C.

* Three-county population **203,400**

*EBI **$399,249,000**

*EBI five year increase **32%**

**From Sales Management's May 10, 1960 Survey of Buying Power*

Press Democrat circulation **32,000 plus**

Largest in the world for papers published in cities of its size.

YOU'RE BUYING . . . . . .

• A three county market — Sonoma, Lake and Mendocino Counties — in Northern California's prosperous "fast-growth" area.

• A retail trade center — Santa Rosa — where 1959 retail sales *exceeded* spendable income by more than seven million dollars.

• A single newspaper — Santa Rosa Press Democrat — that blankets the market and leads the world in classified lineage for cities below 50,000 population.

CALIFORNIA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Tuolumne		15,403	.0085	3,916	.0084	112	113	5,828	2,176	934	599	533	1,988	2,198	1,739	395
Ventura	293	214,334	.0991	4,044	.1044	104	98	50,522	15,364	23,822	11,228	11,244	42,992	16,891	15,470	7,512
△Oxnard		65,935	.0305		.0228	118	157	15,330	4,954	4,691	3,425	3,535	14,500	4,447	6,401	2,281
Santa Paula		16,434	.0076		.0074	103	106	3,479	1,003	1,114	1,092	1,393	3,934	1,278	895	599
△Ventura		79,836	.0369		.0247	165	246	15,235	5,534	13,279	5,744	5,358	17,100	5,991	2,940	2,804
Yolo		81,210	.0376	4,667	.0356	111	117	26,543	5,654	4,125	2,355	1,407	18,711	5,694	5,718	3,217
Woodland		35,321	.0163		.0111	146	214	9,539	2,001	2,939	1,932	902	7,965	1,553	3,102	1,680
Yuba		60,268	.0279	7,629	.0191	123	180	11,226	4,934	8,143	4,248	2,032	12,797	3,793	6,995	1,880
Marysville-Yuba City		*71,520*	*.0331*		*.0191*	*169*	*295*	*14,108*	*5,422*	*7,373*	*4,888*	*2,560*	*15,551*	*4,469*	*8,644*	*2,208*
Marysville		52,600	.0243		.0117	229	476	8,562	4,242	6,725	4,214	1,997	12,761	2,528	6,850	1,629
Total Above Cities		17,825,569	8.2443		7.1457	128	148	3,920,162	1,439,874	2,494,873	1,147,330	1,152,257	3,276,994	1,214,005	938,533	669,707
State Total		21,908,853	10.1317	4,469	9.8441	116	120	5,123,092	1,828,732	2,751,539	1,256,031	1,305,303	3,795,743	1,705,518	1,341,239	801,475

California Population-Income data, pages 79-98
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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$76 MILLION IN NEW BUILDING!

Ventura County Has Market Story Of The Year

Homes make markets . . . and last year Ventura County built 4,832 new ones, enough to make a city for 17,000 people. Ventura County in 1959 outbuilt 5 states, adding new homes at the rate of one every 75 minutes. Continuing and expanding growth assures plus market advantages in 1960.

ONE and ONLY ONE Newspaper Covers ALL Ventura County

VENTURA COUNTY STAR-FREE PRESS

Ventura, Calif.—A John P. Scripps newspaper represented by West-Holliday Co., Inc.

CALIFORNIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

METRO. AREAS (continued)	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bakersfield	418,351	.1935	5,071	.1739	112	124	91,103	32,444	47,998	16,056	24,163	71,600	41,867	44,693	12,682
Fresno	540,826	.2499	5,047	2,147	109	127	120,328	35,440	62,110	29,245	26,970	95,293	40,514	49,559	18,508
Los Angeles-Long Beach	9,796,184	4.5306	4,411	4.3882	119	122	2,271,874	802,327	1,340,938	583,112	619,944	1,736,638	713,379	495,742	393,724
△Modesto	246,941	.1142	5,451	.0911	111	139	65,762	14,326	22,806	11,543	9,734	41,424	15,626	22,452	8,434
Sacramento	738,865	.3417	5,040	.3178	121	130	170,254	58,628	94,170	39,716	54,782	130,947	52,802	53,335	28,904
San Bernardino	976,163	.4515	4,004	.4357	103	107	243,011	76,102	94,687	43,454	55,752	169,846	101,001	73,317	31,473
San Diego	1,283,812	.5938	4,424	.6042	110	106	287,586	100,305	152,474	76,226	86,566	245,266	89,295	83,485	46,034
San Francisco-Oakland	3,901,614	1.8043	4,360	1.8826	123	118	913,361	392,659	543,339	261,095	230,071	623,878	315,059	152,813	130,935
San Jose	858,645	.3971	4,553	.3839	112	116	199,039	58,358	116,245	53,773	52,747	142,653	65,150	66,026	30,036
Santa Barbara	243,501	.1127	5,137	.0894	120	138	50,433	19,825	14,265	17,601	18,270	42,101	21,921	26,943	9,056
△Santa Rosa	216,940	.1003	4,482	.0899	111	124	51,952	16,230	21,334	5,796	9,024	31,514	13,739	18,925	8,147
Stockton	329,083	.1522	4,447	.1457	110	115	72,518	29,245	33,623	18,999	18,701	57,717	23,490	26,956	10,335
△Ventura-Oxnard	214,334	.0991	4,044	.1044	104	98	50,522	15,364	23,822	11,228	11,244	42,992	16,891	15,470	7,512
Total Above Areas	19,784,959	9.1409	4,451	8.9405	117	120	4,587,643	1,651,252	2,567,811	1,170,844	1,217,948	3,431,869	1,510,734	1,129,696	735,780

COLORADO—

(Other Mountain States: Arizona, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming)

Map, page 102

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sat.	L-B-H	Drugs
Alamosa	Alamosa	8.0	105	8	18	8	8	7	7	13	10	4
Aurora	Adams	44.0	201	26	28	15	15	9	10	33	13	13
Boulder	Boulder	38.7	353	34	54	28	34	32	28	51	23	12
Colorado Springs	El Paso	83.0	897	96	146	62	65	77	75	104	59	44
Denver	Denver	520.0	4,700	674	957	364	286	383	258	603	213	218
Durango	La Plata	15.0	164	7	36	14	8	10	18	19	14	6
Englewood	Arapahoe	35.7	265	34	37	17	17	33	26	45	13	7
Fort Collins	Larimer	19.9	260	22	37	12	16	28	30	44	26	8
Fort Morgan	Morgan	7.0	120	17	10	10	11	10	10	17	12	4
Grand Junction	Mesa	25.3	310	31	33	27	27	24	26	44	24	8
Greeley	Weld	27.1	340	34	48	25	30	30	29	51	25	14
La Junta	Otero	9.0	136	24	27	8	15	7	7	13	7	5
Lamar	Prowers	8.8	121	18	20	6	12	7	9	16	15	3
Longmont	Boulder	14.5	196	16	25	21	18	23	12	22	25	5
Loveland	Larimer	11.5	166	19	31	8	9	21	11	24	11	4
Pueblo	Pueblo	99.8	855	142	210	48	55	63	54	100	36	25
Sterling	Logan	12.7	152	24	28	5	10	16	17	16	14	7
Trinidad	Las Animas	12.9	184	29	39	11	12	9	18	16	15	4

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams	43	61,795	.0285	2,641	.0419	84	57	20,839	4,584	3,505	1,223	1,788	6,057	9,188	5,923	4,740
Aurora		36,470	.0169		.0210	85	69	11,086	2,862	5,342	1,428	661	4,324	3,601	1,900	3,025
Alamosa		15,131	.0070	6,305	.0056	110	137	2,906	944	2,682	603	713	2,813	977	1,645	488
Alamosa		14,273	.0066		.0043	126	194	2,732	824	2,681	603	713	2,642	978	1,614	489
Arapahoe	43	112,616	.0521	3,575	.0566	95	88	30,547	6,131	12,588	2,903	4,530	25,862	8,662	10,232	5,454
Englewood		59,337	.0274		.0227	114	137	13,819	1,435	5,417	1,541	3,669	20,763	3,679	4,600	1,986
Archuleta		3,274	.0015	4,093	.0014	74	79	626	236	391	59	136	479	550	445	53
Baca		8,130	.0038	4,782	.0035	109	119	1,385	319	621	99	23	1,696	850	2,604	262
Bent		7,585	.0035	3,448	.0039	80	71	1,718	355	393	503	287	1,977	518	853	227
Boulder	43	92,798	.0429	4,759	.0383	105	118	20,226	5,522	5,811	4,987	4,890	17,872	6,815	15,142	4,189
Boulder		50,790	.0235		.0231	106	108	12,021	2,407	3,787	3,732	3,176	11,117	3,904	4,569	2,475
Longmont		21,958	.0102		.0087	107	126	5,072	817	1,515	1,017	1,393	4,275	1,269	4,130	945
Chaffee		11,521	.0053	4,608	.0044	102	123	2,817	1,438	593	322	244	2,531	1,189	1,169	371
Cheyenne		3,260	.0015	4,075	.0016	107	100	569	369	207	22	65	126	726	515	228
Clear Creek		5,156	.0024	5,156	.0020	105	126	913	1,456	293	178	126	563	799	106	209
Conejos		4,568	.0021	2,283	.0031	66	45	1,394	237	830	33		589	606	200	225
Costilla		1,651	.0008	1,651	.0015	54	29	432	95	258	20	41		801	52	102
Crowley		4,119	.0019	4,119	.0019	86	86	601	126	69	32	21	1,873	281	611	96
Custer		784	.0003	2,613	.0005	71	43	142	50	89	33			283	120	
Delta		15,467	.0072	3,222	.0073	82	81	3,896	654	1,551	433	653	2,832	1,146	2,414	673

California Population-Income data, pages 79-98.
Colorado Population-Income data, pages 100-103.

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COLORADO

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drug ($000)
Denver	43	899,113	.4158	5,270	.3595	124	143	148,187	67,881	209,587	45,202	49,722	185,406	49,639	49,370	36,518
1▲Denver		899,113	.4158		.3595	124	143	148,187	67,881	209,587	45,202	49,722	185,406	49,639	49,370	36,518
Dolores		2,792	.0013	4,653	.0014	88	81	649	217	174			216	468	125	49
Douglas		3,739	.0017	3,116	.0020	83	71	610	458		61	41	1,130	551	669	179
Eagle		3,052	.0015	3,052	.0018	86	71	877	183	251	83	42	533	389	321	182
Elbert		1,877	.0008	2,086	.0014	74	42	474	122	155			230	238	364	58
El Paso	209	170,756	.0790	4,770	.0748	104	110	32,765	13,134	20,573	10,539	10,306	31,063	14,532	16,537	6,887
△Colorado Springs		145,407	.0672		.0545	117	145	23,996	9,155	19,397	10,426	9,620	30,059	11,490	14,409	5,970
Fremont		17,360	.0080	3,472	.0081	81	80	4,186	1,464	1,725	324	827	3,367	2,093	1,696	740
Garfield		17,743	.0082	4,436	.0075	103	112	3,891	1,440	1,079	709	630	3,569	2,212	1,966	940
Gilpin		1,169	.0006	3,897	.0006	100	100	170	449	11	13			138	17	155
Grand		6,118	.0028	4,706	.0025	109	122	1,047	1,320	111	126	140	1,345	849	518	333
Gunnison		7,075	.0033	4,162	.0033	100	100	1,855	697	479	152	216	823	1,087	889	331
Hinsdale		290	.0001	1,450	.0002	100	50		24					127	45	
Huerfano		7,309	.0034	3,045	.0036	75	71	2,074	705	373	123	100	1,492	1,175	646	277
Jackson		1,899	.0009	2,713	.0013	106	75	528	259	201	31	22	301	306	86	124
Jefferson	43	127,924	.0591	3,740	.0625	97	92	40,187	7,257	12,951	2,509	4,907	24,069	11,548	8,622	8,388
Kiowa		2,401	.0011	3,430	.0015	107	79	481	90	382	19	69	58	527	598	101
Kit Carson		12,964	.0060	5,402	.0050	106	128	3,392	671	514	145	117	1,789	1,073	3,440	467
Lake		9,299	.0043	4,043	.0042	108	110	2,039	570	1,729	158	72	1,796	765	833	635
La Plata		29,526	.0137	5,905	.0105	88	112	5,899	1,657	2,647	1,303	1,741	6,018	2,895	3,457	844
Durango		24,973	.0115		.0075	89	137	5,216	1,373	2,133	1,124	1,640	5,353	2,254	3,015	714
Larimer		71,565	.0331	4,473	.0295	103	116	14,138	5,296	5,467	2,686	3,457	14,364	6,599	11,148	2,436
Fort Collins		38,467	.0178		.0138	124	160	7,989	2,008	3,554	1,591	2,049	8,856	3,178	5,664	1,270
Loveland		16,395	.0076		.0069	108	119	3,448	686	1,031	459	993	4,736	1,409	1,655	802
Las Animas		18,256	.0084	2,608	.0105	75	60	4,884	1,207	2,878	578	386	3,456	1,596	1,382	513
Trinidad		14,908	.0069		.0063	88	96	3,800	868	1,978	579	385	3,426	915	1,210	501
Lincoln		6,923	.0032	4,945	.0029	107	119	1,145	712	389	194	20	1,185	1,482	1,274	330
Logan		26,200	.0122	4,943	.0108	103	118	5,392	1,400	2,273	662	1,233	6,226	2 499	3,285	1,083
Sterling		22,294	.0103		.0082	115	145	4,978	1,165	2,213	616	1,180	5,396	1,912	2,263	859
Mesa		65,344	.0302	3,994	.0286	96	101	13,868	2,881	7,026	2,795	3,001	15,386	5,421	7,357	2,130
Grand Junction		54,098	.0250		.0175	123	176	9,269	2,124	6,289	2,626	2,863	14,389	4,042	6,122	1,800
Mineral		486	.0002	2,440	.0003	75	50	108	31	33				126	129	
Moffat		11,009	.0051	6,111	.0039	118	155	1,501	791	787	265	509	2,492	1,062	2,146	350
Montezuma		29,046	.0134	6,916	.0092	110	160	6,654	1,828	2,067	455	1,246	6,532	2,971	4,729	875
Montrose		21,343	.0099	4,185	.0089	91	101	4,823	1,020	1,351	1,340	1,093	4,200	1,953	2,998	548
Morgan		26,811	.0124	4,469	.0119	101	105	5,831	1,175	1,638	1,234	1,151	4,364	2,290	5,979	934
Fort Morgan		16,152	.0075		.0052	133	192	3,732	603	1,129	619	747	2,765	1,523	3,354	504
Otero		25,436	.0118	3,261	.0129	85	78	6,251	1,745	2,728	1,376	1,049	4,406	1,998	3,039	979
La Junta		12,207	.0056		.0052	104	112	2,487	796	1,761	794	636	2,644	721	946	499
Ouray		963	.0004	1,376	.0009	82	36	379	175	40			67	154	29	67
Park		1,580	.0007	3,950	.0008	100	88	131	213	539			90	278	105	127
Phillips		8,455	.0039	7,046	.0030	115	150	1,555	207	181	150	362	2,293	275	2,691	257
Pitkin		5,612	.0026	4,317	.0023	100	113	611	1,537	263	242	49	655	340	925	154
Prowers		20,582	.0096	5,020	.0080	98	117	3,833	1,713	1,376	1,057	614	4,113	2,612	3,668	705
Lamar		16,213	.0075		.0054	110	153	3,147	1,312	1,266	875	573	3,161	1,933	2,617	497
Pueblo	128	121,586	.0562	3,753	.0586	92	88	29,353	8,689	15,862	6,720	6,395	28,231	8,513	8,329	4,101
▲Pueblo		113,330	.0524		.0524	94	94	26,475	7,479	15,699	6,720	6,384	25,435	7,764	6,261	4,039
Rio Blanco		6,314	.0029	4,857	.0030	120	116	911	316	547	212	129	1,720	695	931	317
Rio Grande		13,207	.0061	4,402	.0057	79	85	3,186	632	1,803	444	350	2,157	1,025	1,462	498
Routt		7,584	.0035	3,616	.0036	95	92	1,537	444	1,077	170	153	1,708	1,214	888	277
Saguache		3,408	.0016	3,408	.0019	83	70	663	75	278	495		637	399	343	195
San Juan		778	.0004	2,587	.0006	86	67	295	103				109	98	42	55
San Miguel		2,180	.0010	2,725	.0014	88	63	486	175	175	22	43	1,107		76	53
Sedgwick		7,465	.0034	5,332	.0029	107	126	1,360	264	418	88	450	1,738	388	2,349	183
Summit		1,782	.0009	3,564	.0009	100	100	295	639	225				292	126	59
Teller		1,566	.0007	2,237	.0010	83	58	504	265		22	30		293	120	149
Washington		6,338	.0029	2,881	.0037	86	67	1,292	537	620		291	1,308	722	1,037	96
Weld		83,672	.0388	3,883	.0385	92	92	18,277	4,762	6,593	3,731	4,160	14,062	6,161	13,900	3,989
Greeley		53,722	.0244		.0179	118	161	11,585	2,069	5,472	3,238	3,842	9,630	3,088	6,367	2,979
Yuma		12,395	.0058	3,873	.0061	103	98	2,333	599	743	243	428	2,402	1,645	2,966	555
Total Above Cities		1,609,107	.7441		.6401	115	134	299,039	105,864	290,251	83,190	90,246	344,377	103,299	120,066	66,172
State Total		2,278,356	1.0537	4,427	.9973	104	109	469,870	160,544	340,207	98,103	109,118	451,503	176,764	215,481	96,842

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Colorado Springs	170,756	.0790	4,770	.0748	104	110	32,765	13,134	20,573	10,539	10,306	31,063	14,532	16,537	6,887
Denver	1,294,246	.5984	4,636	.5588	112	119	259,986	91,375	244,442	56,804	65,917	259,266	85,850	89,289	59,589
Pueblo	121,586	.0562	3,753	.0586	92	88	29,353	8,689	15,862	6,720	6,395	28,231	8,513	8,329	4,101
Total Above Areas	1,586,588	.7336	4,567	.6922	109	115	322,104	113,198	280,877	74,060	82,618	316,560	108,895	114,155	70,577

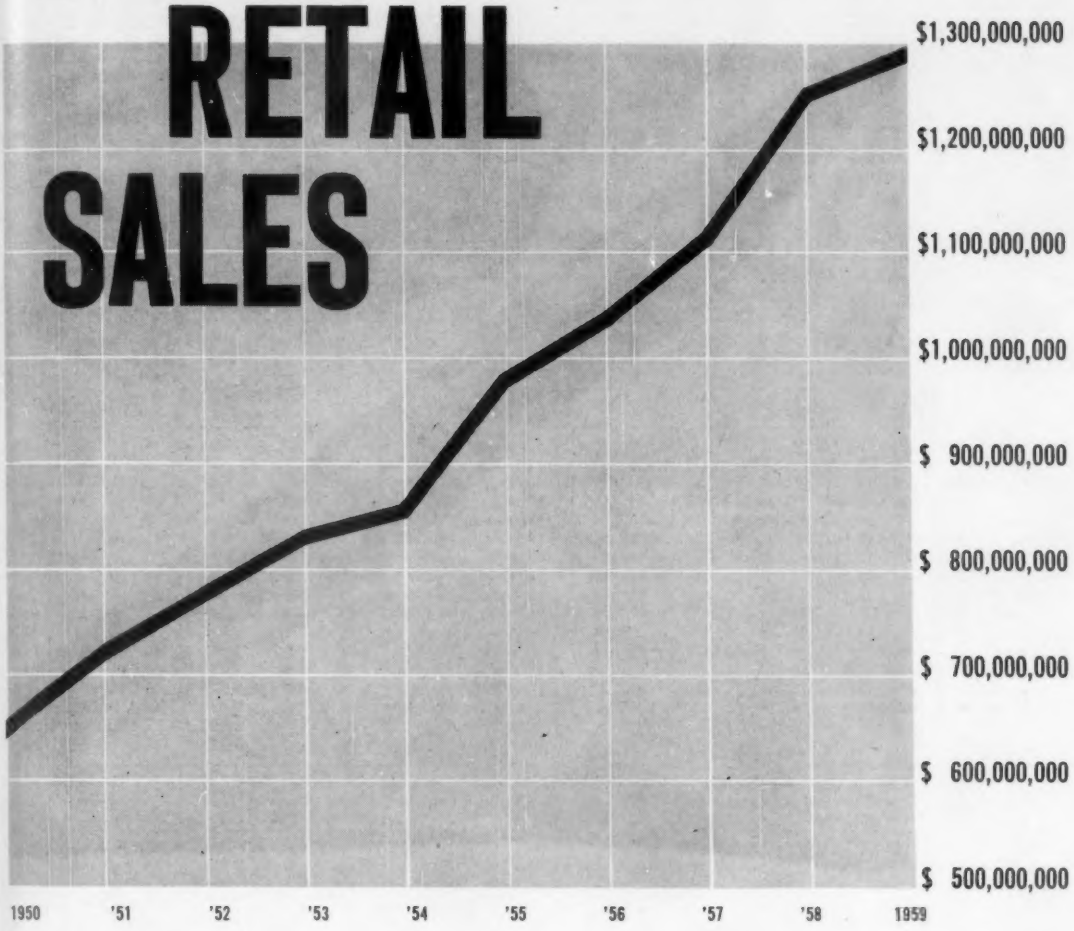
1 General merchandise sales include sales of "non-store retailers". This category was first included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, page 464, under heading "Mail Order".

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Colorado Population-Income data, pages 100-103.
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.

DENVER STANDARD METROPOLITAN AREA

RETAIL SALES



Retail sales in the Denver market are growing more steadily, more consistently, and more than twice as fast as the national rate of increase.

And in this busy, bustling market, you can reach more than two out of three families daily, four out of five Sunday, through The Denver Post—one of America's great newspapers.

CIRCULATION

Evening, except Saturday . . .	**256,513**
Sunday	**338,263**
Empire Magazine and Comics .	**362,040**

A. B. C. Publisher's Statement September 30, 1959

Source: SURVEY OF BUYING POWER. 1959 sales, as reported in 1960 issue, include sales for Boulder County which has been added to the Denver Metropolitan Area by the Bureau of the Census.



Editor and Publisher: Palmer Hoyt

Represented Nationally by: Moloney, Regan & Schmitt, Inc.

Your Share Gets Bigger and Bigger Every Year . . . in

STAMFORD—Connecticut's Richest Large Market

Among Conn. Cities over 75 M Population, Stamford is . . .

1st in Income Per Hshld. $9,452	4th in Gasoline Sta. $9,005,000	5th in Eating & Drinking $9,399,000
2nd in Sales Activity .....Index, 145	5th in Population 90,000	5th in Apparel $14,237,000
2nd in Quality .....Index, 136	5th in Total Income $242,924,000	5th in Furn-Appliance $11,071,000
2nd in Lumber-Bldg. $12,149,000	5th in Retail Sales $158,511,000	5th in Automotive $21,033,000
4th in General Mdse. $24,354,000	5th in Food $36,708,000	5th in Drug $4,948,000

Stamford Advocate

Represented by The Julius Mathews Special Agency, Inc.

UNMATCHED 97% COVERAGE

CONNECTICUT—

(Other New England States: Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 106 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ansonia	New Haven	19.5	321	70	67	19	37	19	11	13	12	7
Bridgeport	Fairfield	170.1	2,129	476	408	136	199	140	51	176	78	87
Bristol	Hartford	46.9	466	79	77	27	47	35	21	38	19	17
Danbury	Fairfield	23.9	480	82	86	24	55	39	23	38	20	15
Derby	New Haven	11.0	186	44	37	11	18	12	13	11	7	8
East Hartford	Hartford	37.9	311	45	62	19	12	18	24	45	26	15
Greenwich	Fairfield	51.5	492	55	61	26	52	37	24	44	19	19
Hartford	Hartford	185.9	2,338	428	497	161	201	180	75	178	93	98
Manchester	Hartford	41.4	369	50	59	34	35	34	20	37	20	11
Meriden	New Haven	52.0	592	107	112	42	51	45	25	61	31	11
Middletown	Middlesex	39.0	376	68	73	31	32	24	19	28	16	12
Naugatuck	New Haven	19.3	189	28	45	10	8	10	11	17	10	10
New Britain	Hartford	88.2	848	170	161	58	73	53	29	62	28	32
New Haven	New Haven	168.5	2,336	513	434	171	250	185	80	138	74	90
New London	New London	31.9	515	78	109	45	64	44	24	33	16	17
Norwalk	Fairfield	65.6	737	130	109	68	84	42	27	74	37	16
Norwich	New London	40.2	490	95	70	34	50	41	20	38	34	16
Putnam	Windham	10.2		31	19	12		12	13	13	13	4
Rockville	Tolland	9.1	169	23	16	12	12	19	9	20	13	4
Shelton	Fairfield	17.2	158	39	31	17	9	5	5	12	9	5
Stamford	Fairfield	90.0	1,105	204	193	89	115	78	34	106	46	32
Stratford	Fairfield	44.7	268	87	41	15	17	15	13	35	15	14
Torrington	Litchfield	30.4	441	85	60	19	43	30	28	47	32	13
Wallingford	New Haven	27.2	305	62	51	27	24	25	14	25	12	7
Waterbury	New Haven	114.9	1,379	266	271	94	113	108	62	97	64	55
West Hartford	Hartford	60.1	428	47	54	64	53	38	20	29	24	18
West Haven	New Haven	38.1	370	61	95	29	15	23	17	42	12	16
Willimantic	Windham	17.1	263	39	47	13	29	23	14	19	16	9
Winsted	Litchfield	11.0	136	19	12	8	13	5	16	15	14	4

RETAIL SALES—SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Fairfield	22	894,574	.4136	4,823	.4828	131	117	229,985	60,393	97,532	66,656	45,651	133,033	54,637	61,553	30,612
▲Bridgeport		269,298	.1245		.1195	126	131	69,794	19,978	42,444	24,634	15,222	31,282	14,174	12,252	11,485
Danbury		66,101	.0306		.0302	151	228	18,455	3,472	6,926	4,885	4,259	11,171	3,432	3,893	1,592
Greenwich		77,089	.0357		.0452	157	124	18,786	5,642	3,013	4,692	3,523	15,810	4,248	1,828	2,483
▲Norwalk		91,829	.0425		.0474	129	116	22,324	5,733	11,106	6,748	4,134	15,783	6,565	6,426	2,067
Shelton		12,953	.0060		.0094	98	63	3,588	1,428	1,812	348	186	1,402	823	2,267	324
▲Stamford		158,511	.0733		.0685	136	145	36,708	9,399	24,354	14,237	11,071	21,033	9,005	12,149	4,948
Stratford		35,406	.0164		.0258	103	66	10,878	2,449	239	746	572	10,614	2,586	2,464	1,866
Hartford	67	948,516	.4387	4,943	.4562	123	119	226,781	71,821	134,070	56,684	52,647	157,990	58,979	46,862	35,783

Connecticut Population-Income data, pages 103-110.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

LOOK! 2nd IN THE U.S.A.

$8941* HOUSEHOLD EFFECTIVE BUYING INCOME

*Sales Management May, 1959 M C A.

Bridgeport, the County Seat of Fairfield County. You cannot afford to be out of this lucrative market. Back your Jobber and Retailer in these publications.

BRIDGEPORT, CONNECTICUT

POST-TELEGRAM & SUNDAY POST

THE ONLY DAILY M. E. & S. NEWSPAPER IN BRIDGEPORT
COVERING 98% ABC CITY, 81% ABC CITY & RETAIL
Represented Nationally by MOLONEY, REGAN & SCHMITT, Inc.

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



IN CONNECTICUT, QUALITY IN HORSEMANSHIP IS REPRESENTED BY THE GOVERNOR'S HORSE GUARD IN RICH, RICH SOUTHERN NEW ENGLAND. QUALITY TELEVISION IS THE HALLMARK OF WTIC-TV. OH YES, WTIC-TV PROGRAMS ARE HIGHEST RATED, TOO.

WTIC-TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN



Nothing interests people like **LOCAL NEWS**... and only the **BRISTOL, CONN. PRESS** gets this news home to Bristol families!

GALLAGHER DeLISSER, INC.
National Representatives

Bristol's 45,600 families have high average income of $7,737 which gives real sales potential for your product. The annual total retail sales are in excess of $40,000,000!

Be sure to get your share of this lucrative central Conn. market by advertising in the Bristol Press. The Press hits home in the evening —and is read by nine out of ten Bristol families! They shop its pages, respond to its ads.



The Bristol Press

CONN. — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bristol		61,841	.0286		.0308	118	109	19,367	3,596	3,513	3,060	3,183	12,814	4,689	2,932	1,784
East Hartford		51,995	.0240		.0244	118	113	11,763	3,683	2,312	800	926	16,944	4,300	3,201	2,289
▲Hartford		358,636	.1650		.1428	137	160	63,296	30,118	55,696	26,355	24,089	47,487	15,966	11,138	13,657
Manchester		68,556	.0317		.0285	123	137	17,224	3,179	10,252	3,282	3,190	12,365	3,689	3,908	2,238
▲New Britain		108,325	.0501		.0579	117	101	30,931	6,826	8,902	11,509	8,226	14,636	5,316	3,284	3,537
West Hartford		87,860	.0406		.0490	146	121	24,354	4,215	11,821	5,602	3,669	19,746	3,948	4,308	3,917

Connecticut Population-Income data, pages 103-110.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

Northwest Connecticut sales soar

Litchfield County Up 20%
(Connecticut Sales up only 2%)

And Torrington is the shopping center.

	Litchfield County	Torrington
Population	111,000	30,400
Households	33,400	9,100
Income	$253,398,000	$67,381,000
Income per household	7,587	7,405
Retail Sales	155,341,000	49,446,000
Food	42,028,000	12,607,000
Eating & Drinking	7,563,000	1,896,000
Gen'l Merchandise	9,255,000	4,975,000
Apparel	8,345,000	4,736,000
Furn.-Hshld.-Appl.	5,563,000	2,005,000
Automotive	29,324,000	8,069,000
Gas Stations	10,928,000	3,543,000
Lum.-Bldg.-Hdwe.	15,529,000	4,529,000
Drugs	5,627,000	1,326,000

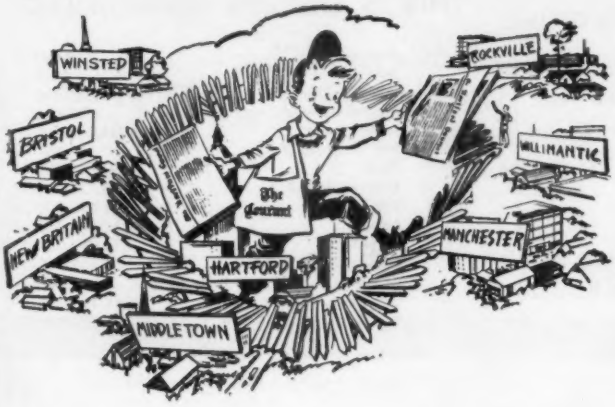
Torrington's position as buying center for Northwest Connecticut is becoming more and more dominant. Gas Station sales increased 47% over last year; Lumber-Building-Hardware is up 55%; Drugs 18%; General Merchandise 15%.

To sell Litchfield County, you must sell Torrington . . . to sell Torrington, you must use the REGISTER!

TORRINGTON REGISTER
Torrington, Conn.

Represented by The Julius Mathews Special Agency, Inc.

The Courant Has Broken The Fence Down To Cover The Hartford 4 County Market



With Effective Buying Income Of

$2,000,000,000

Courant 4 County Circulation covers Hartford, Middlesex, Windham and Tolland counties. This enables you to cover, with just one newspaper, Greater Hartford plus New Britain, Bristol, Manchester, Middletown and Willimantic.

This Prosperous Growing 4 County Market Shows—

***Daily Courant Circulation 110,819**
Circulation up 42% since 1950
Advertising up 60% since 1950

***Sunday Courant Circulation 152,944**
Circulation up 39% since 1950
Advertising up 29% since 1950

*Circulation from ABC Publishers Interim Statement 3 months ending December 31, 1959



Industrial Payrolls Up 85% since 1950
Population Up 23% since 1950, compared with 17% nationwide

Represented Nationally by Moloney, Regan & Schmitt

THE HARTFORD COURANT

CONN. — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Litchfield		155,341	.0719	4,651	.0720	116	116	42,028	7,563	9,255	8,345	5,563	29,324	10,928	15,529	5,627
Torrington		49,446	.0229		.0204	120	135	12,607	1,896	4,975	4,736	2,005	8,069	3,543	4,529	1,326
Winstead		14,522	.0067		.0070	113	108	5,133	614	963	823	317	3,352	900	632	421
Middlesex	253	101,728	.0470	4,385	.0505	110	102	27,595	6,596	9,908	5,703	4,492	17,262	7,609	7,517	3,850
△Middletown		49,176	.0227		.0234	107	104	11,758	2,763	7,397	4,513	2,426	8,181	2,930	3,413	1,381

Connecticut Population-Income data, pages 103-110.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

- Better than 2 to 1 choice of experienced advertisers
- Nearly 80% choice of consumer families

in America's richest big market.

The Hartford Times.

See pages 105 and 495.

EASTERN CONNECTICUT is the Norwich Bulletin

MARKET

with $397,056,000 income

Reach Eastern Connecticut and you reach 52,200 families with an average $7,606 income . . . $1,220 above national average.

Effective coverage of this market that earns $397,056,000 is through the Norwich Bulletin, which reaches the heart of this important Eastern Connecticut market.

THIS IS EASTERN CONNECTICUT

Population	178,500
Households	52,200
Income	$397,056,000
Inc./household	$7,606
Retail Sales	$216,697,000
Ret Sls/housld	$4,151
Food	$51,693,000
Eating, drinking	13,511,000
Gen. Mdse.	21,038,000
Apparel	14,583,000
Furn-Appl	10,753,000
Automotive	35,982,000
Gasoline	12,071,000
Lum-Bldg-Hdwe	15,351,000
Drugs	6,811,000

NORWICH BULLETIN

Norwich, Conn.

Represented by The Julius Mathews Special Agency, Inc.

CONN. — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
New Haven	107	866,985	.4010	4,689	.4179	119	114	224,376	65,976	95,723	70,330	54,766	134,464	51,388	50,180	29,520
Ansonia		27,384	.0127		.0126	116	117	9,268	1,793	2,134	2,221	1,719	3,349	776	1,533	600
Derby		20,485	.0095		.0076	123	153	2,958	1,127	1,426	1,718	995	6,262	822	847	429
Meriden-Wallingford		*98,418*	*.0455*		*.0530*	*119*	*102*	*27,570*	*8,845*	*7,398*	*6,036*	*5,729*	*17,504*	*7,827*	*5,099*	*2,534*
▲Meriden		63,891	.0295		.0337	116	101	16,368	5,878	6,605	4,602	4,221	9,008	5,819	3,406	1,757
Naugatuck		21,516	.0100		.0129	119	93	5,750	1,693	706	1,572	802	5,348	1,160	1,020	797
▲New Haven		268,716	.1243		.1181	125	132	57,335	20,314	32,958	29,974	22,309	39,231	13,082	11,391	9,484
Wallingford		34,527	.0160		.0193	126	105	11,202	2,967	1,393	1,434	1,508	8,496	2,008	1,693	777
▲Waterbury		173,602	.0803		.0782	122	125	45,988	11,625	20,551	17,097	12,080	27,218	7,116	9,431	5,588
West Haven		37,155	.0172		.0239	112	81	12,796	3,576	1,104	1,243	1,966	6,195	2,813	2,747	1,957
New London	261	216,697	.1002	4,151	.1086	110	100	51,693	13,511	21,038	14,583	10,753	35,982	12,071	15,351	6,811
△New London		71,676	.0331		.0248	139	185	15,635	4,690	11,740	6,650	3,821	13,989	3,035	2,983	2,349
△Norwich		62,854	.0291		.0262	116	129	15,090	2,495	6,492	4,698	4,441	10,219	3,320	5,562	1,686
Tolland		42,443	.0196	2,620	.0344	101	57	13,387	2,817	2,564	861	1,215	7,183	3,955	2,946	1,385
Rockville		18,233	.0084		.0072	141	165	7,080	600	668	470	890	2,708	1,177	1,021	699
Windham		95,296	.0442	4,671	.0431	113	116	25,361	3,878	5,928	3,384	4,327	17,019	5,567	6,132	1,709
Putnam City		16,066	.0074		.0065	114	130	4,614	414	1,567	575	660	2,997	750	1,008	250
Willimantic		36,116	.0167		.0131	136	174	10,192	1,536	2,252	1,902	2,090	8,458	1,616	2,014	785
Total Above Cities		2,413,770	1.1164		1.1043	126	128	591,242	163,699	315,321	191,126	144,470	394,167	129,628	123,280	82,463
State Total		3,321,580	1.5362	4,693	1.6465	121	113	840,206	232,555	371,018	228,548	179,414	532,257	205,134	206,070	115,267

Connecticut Population-Income data, pages 103-110.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

WATERBURY, CONN. . . . Leading Metropolitan Area

In New Haven County with $8299 per family Buying Income

One of New England's fastest growing markets with more money to spend per household than any other metropolitan area in New Haven County.

Completely covered by

THE WATERBURY REPUBLICAN-AMERICAN

Represented by Ward Griffith

No combination of newspapers can break through the market barrier of

There are 23,200 families in Middlesex County with a spendable income over $181,000,000.
This was a 10% gain over last year.
There is only one newspaper that covers this market and it reaches 70% of the homes in the county.

In Middletown, Conn. it's **The MIDDLETOWN PRESS**

Represented by The Julius Mathews Special Agency, Inc.

MIDDLETOWN

The metro county area of Middlesex County spends as follows:

	Per Family Sales
FOOD	$1,189.
GEN MDSE	427.
APPAREL	246.
AUTOMOTIVE	743.
GAS STATIONS	328.
LUM BLDG HWRE	324.
DRUGS	166.

CONN.

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bridgeport-Stamford-Norwalk	894,574	.4136	4,823	.4628	131	117	229,985	60,393	97,532	66,656	45,651	133,033	54,637	61,553	30,612
Hartford-New Britain	948,516	.4387	4,943	.4562	123	119	225,781	71,821	134,070	56,684	52,647	157,990	58,979	46,862	35,753
△Middletown	101,728	.0470	4,385	.0505	110	102	27,595	6,596	9,908	5,703	4,492	17,262	7,609	7,517	3,850
New Haven-Waterbury-Meriden	866,985	.4010	4,689	.4179	119	114	224,376	65,976	90,723	70,330	54,766	134,484	51,388	50,180	29,520
△New London-Norwich	216,697	.1002	4,151	.1096	110	100	51,693	13,511	21,038	14,583	10,753	35,982	12,071	15,351	6,811
Total Above Areas	3,028,500	1.4005	4,749	1.4970	123	115	759,430	218,297	353,271	213,956	168,309	478,731	184,684	181,463	106,546
CONNECTICUT STATISTICAL AREAS															
Bridgeport	414,183	.1916		.2096	113	103	111,864	31,235	51,494	30,520	21,420	59,490	28,470	23,203	16,801
Hartford	747,970	.3459		.3381	126	129	171,419	56,637	119,830	40,148	39,890	125,454	44,683	36,703	30,269
New Britain	153,759	.0711		.0794	109	97	41,959	12,136	10,452	13,940	10,249	22,488	10,316	7,890	4,887
New Haven	437,330	.2023		.2016	119	119	107,733	32,140	52,948	38,947	28,028	60,706	25,848	25,505	16,428
Stamford	272,917	.1262		.1298	135	132	66,978	16,002	27,846	20,571	15,811	41,332	15,842	19,811	8,500
Waterbury	241,194	.1116		.1125	115	114	65,369	17,419	22,200	19,665	15,194	40,376	11,990	15,283	8,573
Total Above Areas	2,267,353	1.0487		1.0711	120	118	565,322	165,569	284,860	163,791	130,592	349,827	135,155	128,405	85,458

Connecticut Population-Income data, pages 103-110

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

Reach the Biggest:

with the Biggest:

and the Best:

See pages 105 and 493

Hartford Metropolitan Area, second only to Boston in all New England and biggest in Connecticut by any measure of sales, centered by the highest income big city in the U.S.

The Hartford Times with the largest daily circulation in Connecticut will carry your advertising into 77.9% of all the homes in the Area . . . 55% more than does any other daily.

Advertisers proclaim the Hartford Times the best advertising medium in the market by a two to one vote of their advertising investments.

The Hartford Times

Hartford Member: The Gannett Group of Newspapers Conn.

THIS...is DELAWARE



$8,267 Per Family Buying Power
a Quality Market...3rd Highest in the USA

Read more about the outstanding qualities of the Delaware State Market . . . call or write the NEWS-JOURNAL PAPERS or your nearest Story, Brooks & Finley office for a copy of this very revealing study.

THE NEWS-JOURNAL PAPERS
WILMINGTON • DELAWARE

DELAWARE— (Other South Atlantic States: District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 113 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Dover	Kent	7.6	193	24	29	13	33	14	10	15	7	8
Milford	Sussex	6.0	141	20	15	19	12	12	12	18	7	2
Newark	New Castle	10.0	136	20	14	17	14	9	10	20	5	7
Wilmington	New Castle	115.0	1,802	384	370	108	178	117	49	128	51	75

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg Hdwre. ($000)	Drugs ($000)
Kent		93,155	.0438	5,233	.0375	111	127	15,048	4,925	10,955	5,025	3,694	20,155	5,382	7,272	2,216
Dover		37,492	.0173		.0087	202	402	7,400	1,690	6,987	3,517	1,922	6,800	845	2,649	758
1Milford																
New Castle	178	429,534	.1987	4,903	.2143	125	116	96,427	27,906	61,736	26,906	26,087	67,715	31,344	22,750	14,902
Newark		35,962	.0166		.0102	182	296	10,009	735	1,649	1,870	2,240	10,648	1,453	1,993	1,985
▲Wilmington		250,089	.1157		.0937	144	178	50,791	14,592	34,624	22,937	19,493	42,592	12,201	12,649	8,657
Sussex		116,520	.0539	5,420	.0432	110	138	22,570	3,951	5,462	3,650	3,286	18,470	7,129	8,903	2,297
1Milford		20,990	.0097		.0084	150	285	4,104	664	1,047	1,273	400	7,288	863	1,646	655
Total Above Cities		344,542	.1593		.1180	151	204	72,364	17,681	44,307	29,597	24,055	67,328	15,362	18,937	12,055
State Total		639,209	.2956	5,037	.2950	120	121	134,045	36,782	78,153	35,581	33,067	106,340	43,855	38,925	19,415

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
Wilmington	497,683	.2302	4,744	.2476	121	113	112,799	32,359	65,285	29,873	29,313	81,574	36,182	26,884	16,359
Total Above Areas	497,683	.2302	4,744	.2476	121	113	112,799	32,359	65,285	29,873	29,313	81,574	36,182	26,884	16,359

DISTRICT OF COLUMBIA— (Other South Atlantic States: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

Map, page 113 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Washington, D. C.	District of Columbia	830.0	6,326	1,253	1417	401	609	336	221	443	170	288

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
District of Columbia	171	1,411,414	.6527	5,796	.5866	126	141	244,640	133,454	228,926	126,975	96,191	215,801	67,905	36,631	65,586
▲Washington		1,411,414	.6527		.5866	126	141	244,640	133,454	228,926	126,975	96,191	215,801	67,905	36,631	65,586
Total Above Cities		1,411,414	.6527		.5866	126	141	244,640	133,454	228,926	126,975	96,191	215,801	67,905	36,631	65,586
State Total		1,411,414	.6527	5,796	.5866	126	141	244,640	133,454	228,926	126,975	96,191	215,801	67,905	36,631	65,586

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
District of Columbia	2,825,891	1.3069	4,904	1.3281	117	115	658,888	218,379	410,278	197,857	151,042	466,362	181,256	115,027	138,800
Total Above Area	2,825,891	1.3069	4,904	1.3281	117	115	658,888	218,379	410,278	197,857	151,042	466,362	181,256	115,027	138,800

Delaware Population-Income data, pages 110-112
1 Milford is in both Kent and Sussex Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

District of Columbia Population-Income data, pages 112-113
Before using these figures see page 464.

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The Washington Post with 44,491,000 lines of advertising during 1959 was first in Washington, seventh in the United States and fourth among newspapers in America's top ten markets.

Year 1959
Media Records
First 50 Report
Total Advertising
7-Day Newspapers

1.	Los Angeles Times	78,690,743
2.	Miami Herald	60,267,704
3.	New York Times	60,056,995
4.	Chicago Tribune	56,237,322
5.	Milwaukee Journal	55,689,107
6.	Clev. Plain Dealer	47,589,274
7.	Washington Post	44,491,452
8.	Washington Star	44,270,539
9.	New Orleans Ti-P.	43,745,555
10.	Cincinnati Enquirer	42,328,964

The Washington Post has 50% more circulation, daily and Sunday, than any other Washington newspaper . . . more home delivered circulation than the second newspaper has total . . . and the lowest advertising cost per 1,000 circulation.

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White

Represented by: Sawyer, Ferguson, Walker Co.—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Associates—Toronto and Montreal; The Hal Winter Co., Florida Hotel and Resorts, Miami Beach; Tom McGill, New England Hotel and Resorts, West Roxbury, Mass.; Lou Robbins, N. Y. and N. J. Hotel and Resorts, 1265 B'way, N. Y.; Grant Webb Co., Financial Adv., N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; Puck, The Comic Weekly

LATEST U.S. CENSUS OF
RETAIL BUSINESS CONFIRMS
THE FACT THAT

MIAMI IS THE #1 MARKET IN THE SOUTH



AMERICA'S FASTEST GROWING MAJOR MARKET . .
SALES MANAGEMENT ESTIMATES EFFECTIVE BUYING INCOME FOR 1959 TO BE $1,923,074,000

1 of the most effective ways to cover Metropolitan Miami is to use

FOR MIAMI MARKET FACTS SEE
SAWYER-FERGUSON-WALKER *Representing*

THE MIAMI NEWS

FLORIDA—

(Other South Atlantic States: Delaware, District of Columbia, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 114

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sat.	L-B-H	Drugs
Bartow	Polk	13.8	130	18	23	6	14	9	15	15	9	5
Bradenton	Manatee	21.5	368	18	47	35	25	31	23	49	22	13
Clearwater	Pinellas	44.0	585	73	82	23	60	62	46	79	36	24
Coral Gables	Dade	35.1	435	38	59	29	105	47	7	26	14	22
Daytona Beach	Volusia	45.0	792	99	169	48	85	55	47	89	26	36
De Land	Volusia	14.0	184	27	25	9	13	17	12	30	14	6
Delray Beach	Palm Beach	11.0	225	21	36	11	42	20	14	20	12	7
Fort Myers	Lee	23.7	393	42	57	19	37	32	31	48	36	13
Fort Pierce	St. Lucie	25.4	347	56	40	29	34	26	31	44	18	13
Fort Lauderdale	Broward	97.5	1,550	138	296	106	211	138	119	146	69	49
Gainesville	Alachua	33.2	365	66	55	34	29	37	30	39	21	16
Hialeah	Dade	59.0	435	47	88	55	31	36	18	38	37	19
Hollywood	Broward	44.2	509	77	90	33	72	42	26	38	26	19
Homestead	Dade	9.0	200	23	27	16	34	16	12	25	11	8
Jacksonville	Duval	237.2	2,884	616	421	262	237	185	153	314	102	139
Key West	Monroe	51.3	330	50	87	24	29	21	20	23	15	11
Lake City	Columbia	9.3	164	27	12	12	14	11	14	30	11	5
Lake Worth	Palm Beach	17.9	283	38	58	19	22	28	11	28	18	9
Lakeland	Polk	43.6	572	78	67	51	57	48	57	73	26	22
Leesburg	Lake	10.6	204	28	26	14	13	12	19	31	15	8
Marianna	Jackson	7.0	128	20	19	10	10	11	10	13	12	5
Melbourne	Brevard	17.1	204	25	30	15	18	19	17	26	9	11
Miami	Dade	300.7	5,288	736	1120	430	413	405	321	540	212	216
Miami Beach	Dade	55.9	1,385	161	315	229	359	41	18	46	26	55
Miami Shores	Dade	9.6	51	4	4	5	4	4	1	10	3	3
North Miami	Dade	26.1	303	33	59	41	21	40	9	32	16	17
Ocala	Marion	16.4	311	59	43	15	25	23	26	48	11	14
Orlando	Orange	96.0	1,373	174	192	141	134	128	110	136	74	53
Palatka	Putnam	14.0	210	35	28	12	18	19	15	33	15	9
Palm Beach	Palm Beach	6.0	238	19	39	12	71	14	3	9	1	6
Panama City	Bay	34.2	437	68	70	35	39	32	36	73	13	16
Pensacola	Escambia	56.3	815	137	128	43	81	60	73	97	37	29
Plant City	Hillsborough	15.1	246	45	32	24	19	14	19	40	13	7
Pompano Beach	Broward	20.7	353	35	69	21	41	21	24	39	27	12
Quincy	Gadsden	8.4	129	25	12	8	13	14	6	18	9	4
Sanford	Seminole	19.0	239	44	39	18	12	17	15	40	12	6

Continued on page 508

FLORIDA — RETAIL SALES—SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Alachua	224	78,741	.0354	3,895	.0362	82	80	20,356	4,102	7,161	4,781	3,882	15,498	6,479	6,047	2,797
△Gainesville		62,123	.0287		.0214	115	154	15,856	3,314	6,499	4,525	3,301	13,736	4,233	4,611	2,266
Baker		6,181	.0029	4,755	.0025	68	78	1,668	357	448	802	185	848	607	327	472
Bay	286	80,254	.0371	4,410	.0347	91	97	17,515	4,887	10,145	4,845	4,739	18,658	7,216	2,932	2,686
△Panama City		68,359	.0316		.0218	114	165	14,511	3,370	9,613	4,634	4,097	17,745	4,529	1,980	2,488
Bradford		10,553	.0049	3,199	.0051	66	64	3,534	635	239	651	709	1,133	2,260	402	503
Brevard		120,239	.0556	3,589	.0528	91	98	30,116	8,304	6,641	4,222	6,992	20,301	13,273	10,238	5,531
Melbourne		22,294	.0149		.0102	106	155	7,341	1,354	1,881	1,191	1,823	9,583	2,845	2,011	1,509
Broward	223	506,708	.2343	5,526	.1857	112	141	114,774	49,891	46,485	32,857	31,864	102,995	32,621	34,097	17,448
△Fort Lauderdale		266,009	.1230		.0779	143	228	38,177	24,694	36,543	22,576	18,023	66,462	12,934	17,633	7,529
Hollywood		60,737	.0281		.0272	110	114	17,872	4,834	2,858	5,024	5,066	8,790	3,185	5,085	3,560
Pompano Beach		56,130	.0260		.0144	124	224	12,090	4,448	1,376	2,839	1,956	13,466	4,055	4,314	2,486
Calhoun		5,885	.0028	2,802	.0030	66	61	1,304	252	1,189	307	51	1,086	434	409	100
Charlotte		12,107	.0056	3,783	.0047	90	108	2,097	1,140	1,518	168	1,464	1,237	1,323	1,603	708
Citrus		7,968	.0036	3,793	.0034	79	84	1,754	1,360	317	68	410	807	1,650	866	296
Clay		13,833	.0064	2,882	.0062	72	56	4,094	734	513	375	477	4,851	1,378	568	320
Collier		21,402	.0098	3,690	.0095	90	93	5,524	1,812	1,132	970	1,144	2,186	2,446	3,406	488
Columbia		23,883	.0110	4,564	.0093	82	97	4,893	1,630	2,011	1,185	1,256	4,571	3,136	1,581	647
Lake City		20,053	.0093		.0059	113	179	3,678	764	1,792	1,185	1,255	4,571	2,592	1,081	647
Dade	98	1,504,964	.6960	5,346	.5906	117	136	314,851	155,644	179,094	123,537	82,334	297,977	88,243	79,440	68,878
Coral Gables		70,097	.0324		.0281	143	165	13,086	6,239	4,847	10,908	5,877	12,381	3,437	3,369	2,563
Hialeah		68,964	.0319		.0320	97	97	20,606	6,487	5,836	4,853	2,541	3,158	6,581	6,667	4,105
Homestead		26,117	.0121		.0089	139	242	6,871	1,438	1,089	1,750	1,338	4,714	1,902	2,700	1,16

Florida Population-Income data, pages 113-119.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ!

Only WTVJ with an UNDUPLICATED NETWORK SIGNAL DELIVERS TOTAL COVERAGE OF THIS RICH, 12-COUNTY AREA

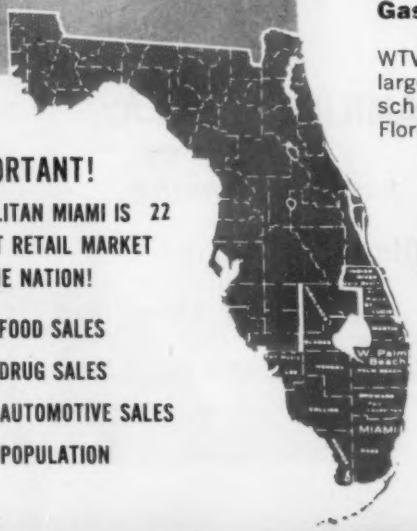
WTVJ CONSISTENTLY PULLS TOP RATINGS, TOO...delivers greatest share of audience in both Miami and Palm Beach!*

*March ARB

WTVJ SOUTH FLORIDA MARKET FACTS:

Population	**1,674,800**
Total Retail Sales	**$2,656,899,999**
Food Sales	**$ 579,417,000**
Automotive Sales	**$ 520,777,000**
Drug Sales	**$ 106,278,000**
Gas Stations	**$ 169,099,000**

WTVJ—among all media—delivers South Florida's largest daily circulation! Only WTVJ will give your schedule complete coverage of the South Florida market.



IMPORTANT!

METROPOLITAN MIAMI IS 22 LARGEST RETAIL MARKET IN THE NATION!

- 23 IN FOOD SALES
- 15 IN DRUG SALES
- 16 IN AUTOMOTIVE SALES
- 25 IN POPULATION

CBS **WTVJ**

South Florida's Largest Daily Circulation Medium

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

To Hit FLORIDA'S INDUSTRIAL CRESCENT

Buy Jacksonville's Dominant Newspapers



Here is a huge chunk of Florida business and industry. Here is the center of Florida finance. Here is the Insurance Capital of the South. Here is a steadily growing population of stable and relatively young family people.

Here is where you can make your advertising dollars sell more goods in this great, 32-county Industrial Crescent. No other medium or grouping of media can deliver this market at such a low rate as the Florida Times-Union and the Jacksonville Journal combination.

- Complete Family Coverage in Duval County
- 50% (And Above) Family Coverage in 12 Counties
- 20% (And Above) Family Coverage in 32 Counties

The Florida Times-Union EVERY MORNING — **The Jacksonville Journal** WEEKDAY AFTERNOONS

JACKSONVILLE, FLORIDA

Represented nationally by The Katz Agency, Inc.

FLORIDA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
▲Miami		796,965	.3686		.2406	143	219	128,324	70,056	127,760	48,508	55,738	202,918	40,755	38,090	28,544
Miami Beach		168,967	.0781		.0539	175	254	28,261	37,567	10,919	41,962	2,500	12,067	6,086	4,804	10,074
Miami Shores		18,939	.0088		.0076	141	163	3,972	648	343	309	202	9,055	1,081	2,068	648
North Miami		42,106	.0195		.0165	113	134	11,461	4,454	4,457	921	2,295	8,192	2,930	2,565	2,267
De Soto		11,088	.0052	3,823	.0049	78	83	2,367	413	1,030	467	348	2,409	1,390	1,227	471
Dixie		3,972	.0018	3,972	.0017	71	75	1,337	377	139	237	156	865	547	86	108
Duval	74	579,489	.2680	4,548	.2491	99	106	131,756	34,855	68,984	42,042	31,253	126,662	37,846	27,970	20,472
▲Jacksonville		473,017	.2188		.1560	118	165	94,795	26,506	60,488	39,399	27,000	114,805	25,385	21,641	16,521
Escambia	117	208,137	.0962	4,400	.0916	92	97	44,734	10,332	26,028	13,191	13,210	54,938	12,903	10,922	7,416
▲Pensacola		139,328	.0644		.0391	124	204	24,732	6,482	16,057	11,581	9,608	42,994	7,330	5,712	4,868
Warrington		13,866	.0064		.0110	79	46	4,031	775	2,009	325	726	2,407	1,123	1,050	513
Flagler		5,783	.0027	3,168	.0027	77	77	985	722	227	185	295	1,876	557	359	207
Franklin		7,458	.0034	3,729	.0030	77	87	2,384	1,255	809	194	87	818	542	559	328

Florida Population-Income data, pages 113-119.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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SEE AD ON PAGE 117

THE BUYINGEST FAMILIES IN U.S.A.

. . . highest in retail purchases among multi-billion dollar Metro markets . . . can be reached at low cost thru The Miami Herald *TOTAL SELLING MEDIUM IN SOUTH FLORIDA*

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

WFGA-TV IS THE STATION TO WATCH IN GROWING JACKSONVILLE!



MARCH NIELSEN SHOWS WFGA-TV WITH A WHOPPING 49% METRO SHARE OF AUDIENCE

9:00 a.m. to midnight
Sunday through Saturday

The following 1960 "Survey of Buying Power" figures show why you must place the Jacksonville market and WFGA-TV on your schedule.

Population	**1,638,400**
Total Retail Sales	**$1,697,242,000**
Food Sales	**$ 399,474,000**
Automotive Sales	**$ 343,302,000**
Drug Sales	**$ 57,374,000**
Gas Stations	**$ 152,256,000**



WFGA-TV

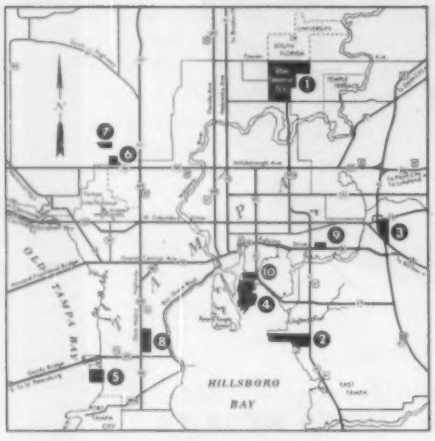
JACKSONVILLE abc NBC



REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

Growing TAMPA
has a planned industrial area to fit your needs!



1. Tampa Industrial Park 2. Port Sutton 3. Summit Corporation Industrial Park 4. Hookers Point 5. Interbay Port Development Company 6. West Hillsborough Terminals, Inc. 7. Airport Industrial Park 8. Interbay Industrial Park 9. Overmeyer Industrial Park 10. Maritime Industrial Center.

In Tampa, you can choose from a wide variety of industrial sites. Areas ranging in size from a city block to hundreds of acres are available. Many are along the rights of way of Tampa's two railroads; adjacent to deepwater port and barge line service, or interior, high ground locations—all with quick access to arterial highways.

Whatever your needs are—for a main or branch plant, research or engineering laboratory, distribution warehouse or regional office—*get the facts on growing Tampa!*

WRITE FOR FREE BROCHURE
Designed expressly for industrialists, manufacturers and plant site engineers.

Tampa
HILLSBOROUGH COUNTY, FLORIDA



For your free copy of brochure—"Tampa—Industrial Hub of Florida," or Tampa Industrial Park folder, write S. Paine Kelly, Chairman, Committee of 100, Greater Tampa Chamber of Commerce.

FLORIDA

RETAIL SALES—SM ESTIMATES, 1959

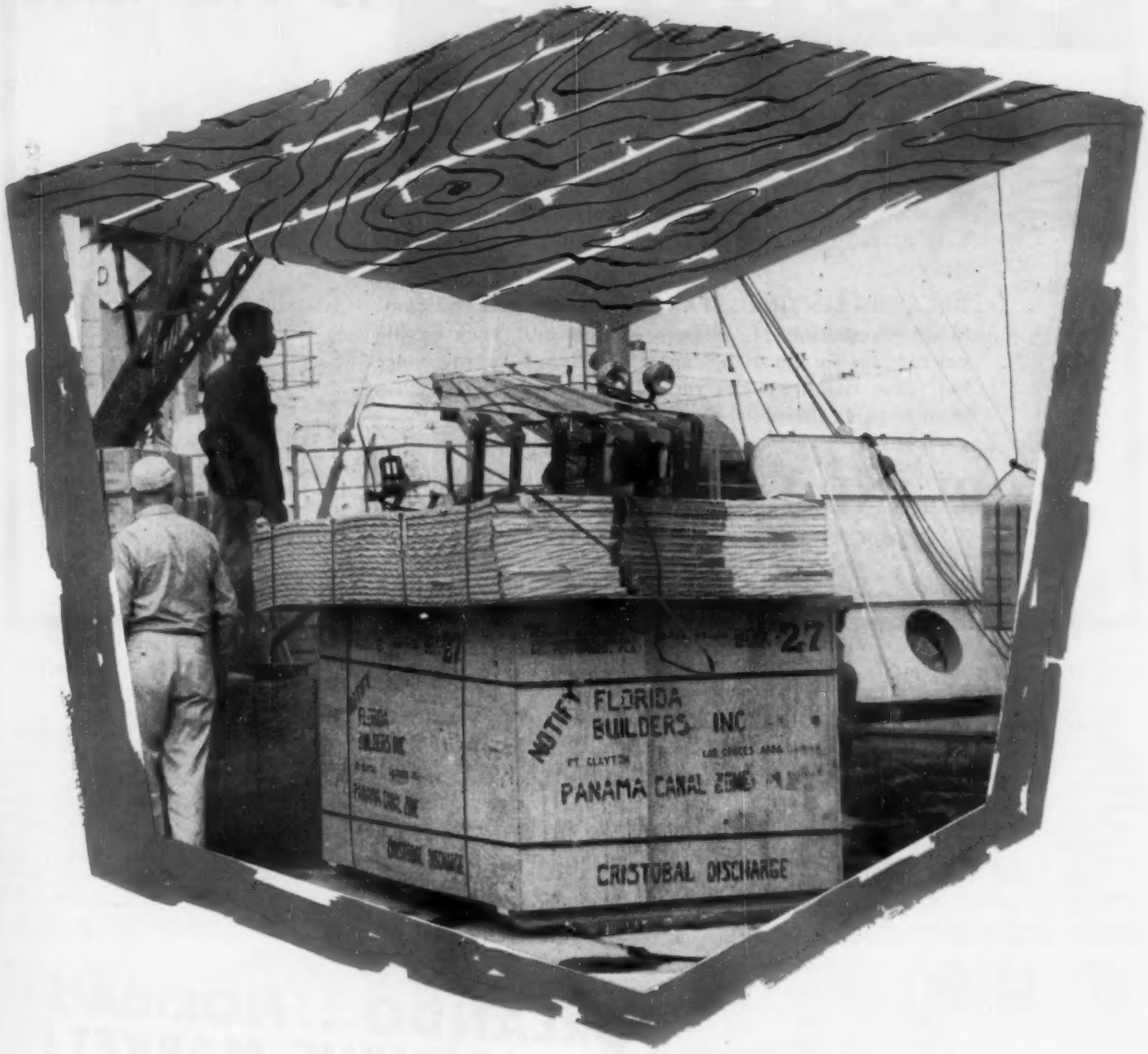
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Gadsden		29,084	.0135	2,690	.0160	63	53	6,930	651	2,215	1,815	1,776	5,325	2,536	5,114	914
Quincy		15,318	.0071		.0048	102	151	4,122	354	685	1,499	1,206	3,052	1,159	1,374	518
Gilchrist		3,892	.0018	5,560	.0014	82	106	1,300	188	507		82	213	251	786	1 9
Glades		1,575	.0007	1,969	.0011	61	39	550	112	95				557	79	
Gulf		11,734	.0054	4,046	.0048	80	90	3,040	298	432	597	492	1,600	1,098	2,154	312
Hamilton		5,660	.0026	2,695	.0029	63	57	1,712	395	653	168	91	873	879	450	155
Hardee		15,954	.0074	4,198	.0064	85	99	3,787	568	1,334	428	381	2,837	1,408	2,948	273
Hendry		11,666	.0054	5,555	.0044	98	120	2,182	1,023	955	191	272	2,034	1,307	2,804	285
Hernando		10,541	.0049	3,514	.0047	82	86	3,597	736	582	181	226	1,804	1,038	1,161	163
Highlands		27,683	.0128	4,465	.0108	93	110	7,291	1,445	524	1,004	1,316	5,537	3,184	[illegible]	929
Hillsborough	162	515,238	.2383	4,265	.2114	98	110	114,497	35,608	75,448	26,730	24,538	112,582	38,118	[illegible]	17,384
Plant City		32,909	.0152		.0096	113	179	8,149	705	2,943	1,696	1,652	8,056	2,431	2,358	1,002
▲Tampa		449,976	.2081		.1661	106	133	95,785	31,593	68,858	24,530	22,396	102,361	32,005	23,865	15,612
Holmes		5,644	.0026	1,821	.0041	56	38	1,555	218	696	587	296	1,096	560	220	162
Indian River		32,137	.0149	4,526	.0126	93	110	8,397	2,652	2,141	1,459	1,501	5,371	3,693	3,514	873
Vero Beach		27,820	.0129		.0073	146	258	6,188	2,207	1,780	1,418	1,478	5,371	2,657	3,365	828
Jackson		30,318	.0140	3,225	.0145	66	64	6,010	951	4,129	1,067	1,364	7,729	2,305	2,997	707
Marianna		18,070	.0084		.0048	123	215	3,607	566	1,452	816	1,018	5,656	744	1,950	619
Jefferson		6,925	.0032	2,663	.0036	63	56	2,160	253	700	344	403	1,406	649	767	142
Lafayette		2,076	.0009	2,966	.0010	59	53	434	78	196	86	162	227	348	328	159
Lake		71,338	.0330	4,297	.0290	91	104	17,847	3,815	3,993	3,126	2,317	14,132	5,474	8,048	2,450
Leesburg		30,424	.0141		.0081	137	239	6,097	1,296	1,891	1,461	919	7,436	1,893	3,568	849
Lee		84,016	.0389	5,675	.0283	107	147	18,144	5,065	9,760	3,771	4,680	16,831	5,460	9,988	2,834
Fort Myers		67,414	.0312		.0182	137	235	13,717	3,175	7,615	3,622	3,918	14,139	4,025	8,614	2,282
Leon	288	89,489	.0414	4,473	.0404	88	90	19,735	6,430	9,633	7,424	5,287	16,375	8,953	6,727	2,320
△Tallahassee		81,612	.0377		.0302	109	136	16,670	6,134	9,063	7,424	5,199	15,430	7,868	6,002	2,320
Levy		12,428	.0057	4,143	.0049	77	89	2,512	940	721	89	189	1,976	3,782	624	213
Liberty		1,577	.0007	1,971	.0009	56	44	546	41	236		191		242	282	
Madison		9,973	.0047	2,849	.0051	61	56	2,516	369	954	478	625	2,039	888	723	291
Manatee		84,928	.0392	4,460	.0324	94	114	21,592	4,514	5,014	4,533	5,434	18,664	6,634	7,276	3,681
Bradenton		56,728	.0262		.0158	139	218	15,864	2,009	4,130	3,907	4,407	12,740	3,434	3,772	2,847
Marion		72,138	.0334	4,841	.0262	89	114	14,884	5,227	6,226	3,178	3,457	13,478	7,865	7,386	2,139
Ocala		52,981	.0245		.0130	141	266	9,903	2,897	4,533	3,073	2,618	12,650	4,619	4,698	1,842
Martin		18,429	.0078	3,421	.0073	85	88	5,110	1,262	995	748	843	2,490	1,349	1,916	584
Monroe		49,819	.0230	3,638	.0292	87	68	12,946	7,273	3,520	3,231	1,732	8,012	3,777	3,364	1,700
Key West		37,611	.0174		.0238	83	61	11,089	4,602	2,738	2,879	1,299	7,304	1,943	1,848	997
Nassau		17,428	.0081	4,357	.0072	77	87	4,674	1,281	1,457	569	551	2,320	3,443	904	466

Florida Population-Income data, pages 113-119.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

PREFABRICATED MATERIALS for Uncle Sam in Panama—
from the market on the move **TAMPA-ST. PETERSBURG**



Typical of mushrooming industry in the Tampa Bay area is Florida Builders, Inc.—St. Petersburg, Florida. Expanding into the international field, this company is now engaged in constructing 330 Capehart military housing units for the U.S. Army Engineer Corps in the Panama Canal Zone.

Reminder: This rich, healthy market is *dominated* by WTVT, the station on the move—your most profitable buy in the entire Southeast.

SHARE OF AUDIENCE

44.3% . . . Latest ARB 9:00 A.M.-Midnight

CHECK THE TOP 50 SHOWS!

ARB		NIELSEN	
WTVT	**34**	**WTVT**	**34**
Station B	16	Station B	16
Station C	0	Station C	0

station on the move **WTVT** CBS Channel **13**

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO • Oklahoma City • *Represented by the Katz Agency*

ORLANDO IS BIG TIME

LEADS THE NATION IN BUILDING INCREASE

Greater Orlando will lead the nation in percentage increase in residential construction this year [75% increase over 1958], according to University of Miami researchers forecast. Housing analyst, Paul Meredith, said Orlando's boom was based on solid and diversified growth.

ORLANDO SENTINEL-STAR has over 6 times the combined circulation of Miami, Tampa and Jacksonville newspapers in the rich Central Florida 5-county market. For dominant coverage there is no other way—even at twice the cost.



ORLANDO SENTINEL-STAR

ASK BRANHAM ABOUT SENTINEL-STAR COLOR

FLORIDA — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Okaloosa		51,944	.0240	3,110	.0290	81	87	10,008	4,308	3,213	2,589	3,926	12,414	5,776	3,727	1,750
Okeechobee		7,835	.0036	5,596	.0027	84	113	1,952	928	490	232	781	1,163	1,129	518	183
Orange	115	397,478	.1839	4,900	.1545	107	127	78,031	19,962	63,477	20,199	22,215	88,122	22,305	37,130	13,474
▲Orlando		305,239	.1412		.0818	152	263	45,879	12,309	59,149	17,867	19,674	81,540	11,561	23,262	10,063
Winter Park		27,819	.0129		.0120	121	130	11,081	3,075	634	1,441	923	639	1,926	3,117	1,383
Osceola		19,476	.0090	3,193	.0093	83	88	4,991	1,274	1,155	1,039	1,379	3,356	1,904	1,572	607
Palm Beach	173	348,236	.1810	4,406	.1377	107	125	77,164	28,443	38,390	24,471	21,460	64,126	23,442	25,137	10,602
Delray Beach		29,116	.0135		.0082	132	218	6,277	2,113	726	2,437	1,943	9,089	1,168	1,783	1,073

Florida Population-Income data, pages 113-119.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.



ORLANDO... FLORIDA'S FASTEST GROWING MARKET!

In fact, Orlando is one of the *nation's fastest growing markets!* Check the current market data in this book. You'll agree... Orlando is a *must buy!* And, to effectively penetrate the Orlando-Central Florida market, use the dominant Cherry Broadcasting Company stations – WDBO-TV and WDBO Radio

WDBO · **WDBO-TV**

580 Kc - 5000 WATTS
CBS Radio Network

CHANNEL 6 - 100,000 WATTS
CBS Television Network

Ask Blair!



The St. Petersburg Times now has more than 100,000 circulation. See ABC.

Big Key among Florida's key markets . . .

St. Petersburg

(Pinellas County)

Circulation Score

2-County Metropolitan Area

St. Petersburg Times
91,446

Tampa Tribune
83,715

ABC Audit 3/31/59. See ABC Audit, 3/31/60 for Times gains

Growth score in the Tampa-St. Petersburg Metropolitan Area

	St. Petersburg (Pinellas)	Tampa (Hillsborough)
Building - 1959	*$56,100,000 (City)	$53,200,000 (City)
Passenger Cars - 1959	162,709 (County)	153,739 (County)
Retail Sales - 1959	$544,797,000	$515,238,000
Per Capita Effective Buying Income -1959	$1,933	$1,666

Or choose any category - look at growth picture.
Write for exciting market data
*St. Petersburg topped all cities in Florida, including Miami.

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER

FLORIDA — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lake Worth		29,911	.0138		.0111	111	138	7,911	3,173	1,021	1,605	1,904	5,251	2,114	2,501	932
Palm Beach		24,486	.0113		.0072	212	332	4,575	3,851	645	7,941	1,137	116	910	161	786
▲West Palm Beach		164,918	.0763		.0475	135	216	25,667	9,901	31,119	9,521	11,709	41,501	8,342	11,360	4,731
Pasco		31,217	.0145	3,091	.0149	80	78	8,250	2,120	1,885	977	1,508	3,995	3,852	3,562	1,262
Pinellas	162	544,797	.2519	4,697	.2085	113	136	109,404	43,158	88,457	27,771	35,056	101,198	33,150	46,538	19,107
Clearwater		102,405	.0474		.0326	133	193	18,445	6,802	7,498	6,916	10,281	23,719	5,827	13,388	3,912
▲St. Petersburg		338,864	.1567		.1206	123	160	55,067	24,733	77,174	16,647	19,538	64,094	16,349	27,082	11,143

BIG INDUSTRY IN FLORIDA . . . CORNERED





in the PENSACOLA AREA!

Fastest growing city in the country's fastest growing state! Due to the rapid influx of big industries, Pensacola is rapidly becoming the industrial empire of Florida. Coupled with whopping military payrolls, Pensacola is a multi-million dollar market. Cover it in Northwest Florida's largest newspaper . . .

A Few of Pensacola's LARGE INDUSTRIES

St. Regis Paper Co. • Chemstrand Corp. • American Cyanamid • Escambia Chemical Co. • Hayden-Newport Industries • Armstrong Cork • Container Corp. of America • Weis-Fricker Mahogany Co.

The Pensacola News-Journal A John H. Perry Florida Newspaper



FLORIDA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Polk	241	**243,349**	**.1126**	**4,299**	**.0995**	**95**	**108**	**62,336**	**11,369**	**20,019**	**13,416**	**13,438**	**53,515**	**20,582**	**23,618**	**8,599**
Bartow		20,571	.0095		.0080	104	123	5,525	720	626	837	552	6,701	1,429	2,772	673
△Lakeland		101,578	.0470		.0314	129	193	20,645	3,958	13,437	6,818	6,215	25,203	5,975	6,842	3,405
Winter Haven		41,358	.0191		.0129	122	180	10,140	1,883	2,613	3,723	2,579	10,153	1,837	4,596	1,612
Putnam		**33,645**	**.0155**	**3,618**	**.0152**	**80**	**82**	**9,149**	**1,614**	**2,053**	**1,478**	**1,768**	**5,950**	**3,349**	**1,944**	**1,177**
Palatka		25,921	.0120		.0083	106	154	6,628	857	1,581	1,302	1,663	4,962	2,172	1,487	1,134
St. Johns		**34,680**	**.0161**	**3,572**	**.0181**	**85**	**85**	**8,775**	**2,391**	**1,698**	**1,648**	**1,399**	**6,748**	**4,493**	**2,218**	**1,502**
St. Augustine		28,425	.0131		.0110	98	117	7,738	1,781	1,061	1,493	1,373	6,244	2,930	1,296	1,453
St. Lucie		**82,255**	**.0241**	**5,387**	**.0197**	**99**	**121**	**12,514**	**3,035**	**3,497**	**2,819**	**2,450**	**13,218**	**3,120**	**5,579**	**1,656**
Fort Pierce		47,913	.0222		.0158	111	156	11,781	2,343	3,392	2,766	2,450	13,004	2,514	4,546	1,656
Santa Rosa	117	**19,680**	**.0091**	**2,811**	**.0107**	**68**	**58**	**6,481**	**626**	**840**	**911**	**903**	**5,089**	**1,582**	**1,837**	**757**
Sarasota	284	**126,582**	**.0585**	**5,818**	**.0441**	**117**	**158**	**28,483**	**9,826**	**12,330**	**7,268**	**10,561**	**22,692**	**8,283**	**13,696**	**4,432**
△Sarasota		105,184	.0486		.0307	138	218	23,958	7,666	11,811	6,715	8,348	21,404	5,162	8,419	3,496
Seminole		**39,102**	**.0181**	**2,986**	**.0203**	**77**	**68**	**12,376**	**2,721**	**2,728**	**1,000**	**1,701**	**6,636**	**4,419**	**2,322**	**1,549**
Sanford		29,685	.0137		.0105	99	129	8,838	1,381	2,172	923	1,426	6,556	2,781	1,778	1,164
Sumter		**9,094**	**.0042**	**2,756**	**.0048**	**72**	**63**	**3,443**	**348**	**673**	**52**	**351**	**1,110**	**1,068**	**727**	**219**

Florida Population-Income data, pages 113-119.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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WESH TV
ORLANDO — DAYTONA BEACH
CHANNEL 2 NBC
Max. Power & Tower
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Food and Automobile

SALES* IN METROPOLITAN FORT LAUDERDALE (BROWARD COUNTY)

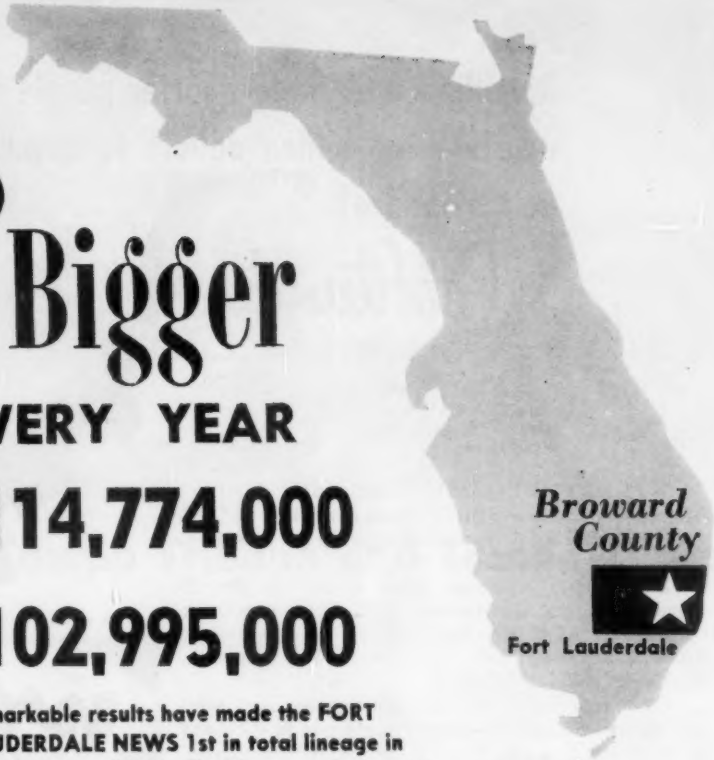
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1959

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*Sales Management - Survey of Buying Power - JULY 10th, 1960

Represented Nationally: WARD GRIFFITH CO., INC.
Represented in Florida: PUBLISHERS' REPRESENTATIVES OF FLORIDA, Jacksonville, Fla.

FLORIDA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Suwannee		14,678	.0068	3,966	.0061	74	83	3,130	495	571	976	551	3,168	1,657	1,590	500
Taylor		13,689	.0063	3,339	.0062	73	74	3,656	867	864	497	610	2,008	2,329	205	343
Union		3,195	.0015	2,905	.0022	43	29	600	208	927		91	162	396	93	68
Volusia	213	181,720	.0840	4,624	.0898	103	124	41,944	16,365	18,696	12,602	8,701	33,261	13,867	13,942	6,923
△Daytona Beach		112,048	.0518		.0333	132	206	24,649	9,956	15,336	10,409	5,594	22,421	6,059	5,046	3,800
De Land		23,426	.0108		.0085	109	138	7,414	650	1,351	1,183	1,046	4,207	2,117	2,179	1,004
Wakulla		3,099	.0015	2,214	.0019	61	48	1,363	303	679			115	483	86	35
Walton		15,168	.0070	3,699	.0065	71	77	4,257	558	1,025	534	819	2,187	1,705	2,571	360
Washington		6,357	.0030	2,119	.0040	60	45	1,826	446	874	242	332	472	737	899	148
Total Above Cities		4,813,861	2.2263		1.5636	124	177	942,063	356,120	631,400	355,449	288,428	1,088,042	274,929	308,410	174,887
State Total		6,625,213	3.0641	4,574	2.7012	100	114	1,479,974	511,520	749,708	413,509	368,968	1,340,968	479,723	477,705	244,386

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Daytona Beach	181,720	.0840	4,624	.0898	103	124	41,944	16,365	18,696	12,602	8,701	33,261	13,867	13,942	6,923
△Fort Lauderdale	506,706	.2343	5,526	.1857	112	141	114,774	49,891	46,485	32,857	31,864	102,995	32,621	34,097	17,448
△Gainesville	76,741	.0354	3,895	.0362	82	80	20,356	4,102	7,161	4,781	3,882	15,498	6,479	6,047	2,797
Jacksonville	579,459	.2680	4,548	.2491	99	108	131,758	34,855	68,984	42,042	31,253	126,662	37,648	27,970	20,472
△Lakeland	243,349	.1126	4,299	.0995	95	108	62,336	11,389	20,019	13,416	13,438	53,515	20,582	23,618	8,599
Miami	1,504,984	.6960	5,346	.5996	117	136	314,851	155,644	179,084	123,537	82,334	297,977	88,243	79,440	68,878
Orlando	436,580	.2020	4,534	.1748	102	118	90,407	22,683	66,205	21,199	23,916	94,758	26,724	39,452	15,023

Florida Population-Income data, pages 113-119.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

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NATIONAL REPRESENTATIVES-BLAIR-TV

All figures from Sales Management 1960 Survey of Buying Power.

NBC

wfla-tv CHANNEL 8

TAMPA - ST. PETERSBURG

FLORIDA

Cont. from page 498

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Sarasota	Sarasota	39.8	644	77	114	45	63	77	40	54	49	17
St. Augustine	St. Johns	176.0	332	50	60	17	22	28	13	52	12	12
St. Petersburg	Pinellas	20.0	1,927	243	378	189	170	130	112	220	86	84
Tallahassee	Leon	49.8	481	87	61	34	47	37	23	82	31	17
Tampa	Hillsborough	279.7	3,078	505	519	208	161	193	188	407	156	124
Vero Beach	Indian River	9.0	206	20	26	12	22	28	12	29	13	7
Warrington	Escambia	25.0	•	•	•	•	•	•	•	•	•	•
West Palm Beach	Palm Beach	83.1	951	103	189	62	75	93	67	117	52	35
Winter Haven	Polk	18.9	264	43	32	16	30	25	29	23	19	11
Winter Park	Orange	17.7	208	26	24	13	24	15	5	20	21	13

Florida Population-Income data, pages 113-119.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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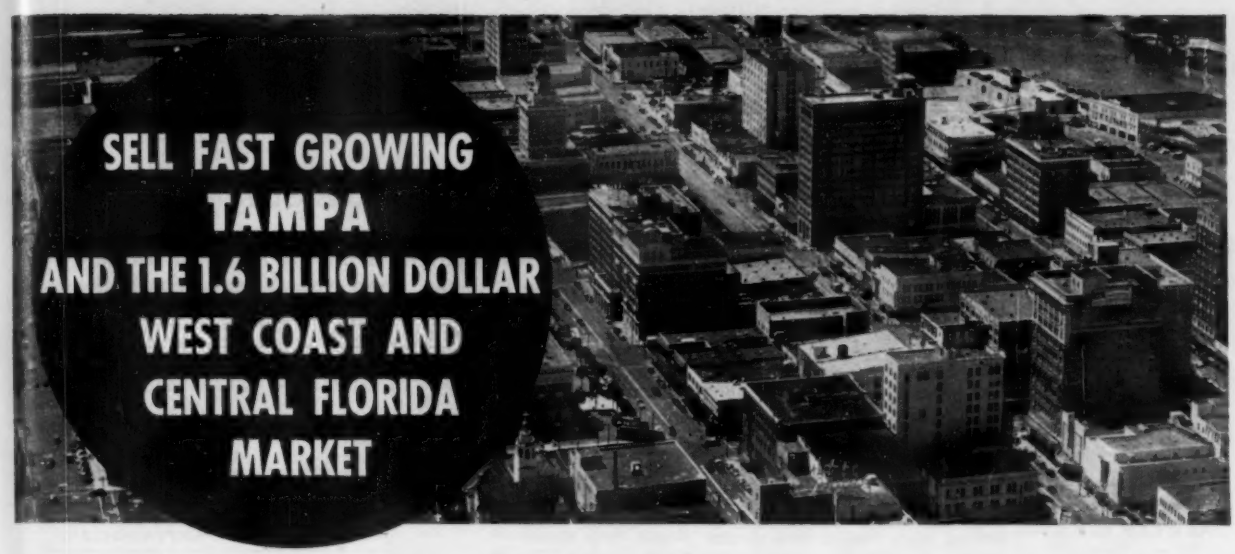
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Our 24-County Market Data

Retail Sales	$1,623,417,000
Food Sales	$385,004,000
Automotive Sales	$320,125,000
Population	1,204,900
E. B. I.	$1,924,428,000

**Market figures from SM 1960 Survey of Buying Power. (Note: Pinellas County figures are less City of St. Petersburg.)*



THE TAMPA TRIBUNE / THE TAMPA TIMES

MORNING AND SUNDAY — EVENING

Represented Nationally by Sawyer-Ferguson-Walker Company

FLORIDA METRO. AREAS (continued)	RETAIL SALES— SM ESTIMATES, 1959														
	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Panama City	80,254	.0371	4,410	.0347	91	97	17,515	4,887	10,145	4,845	4,739	18,656	7,216	2,932	2,898
Pensacola	227,817	.1053	4,196	.1023	89	92	51,215	10,958	26,868	14,102	14,113	60,025	14,485	12,759	8,173
△Sarasota	128,582	.0595	5,818	.0441	117	158	28,483	9,826	12,330	7,268	10,561	22,692	8,283	13,696	4,432
△Tallahassee	89,459	.0414	4,473	.0404	88	90	19,735	6,430	9,633	7,424	5,287	16,375	8,953	6,727	2,320
Tampa-St. Petersburg	1,060,035	.4902	4,476	.4199	105	122	223,901	78,786	163,905	54,501	58,584	213,780	71,268	77,051	36,491
West Palm Beach	348,216	.1610	4,408	.1377	107	125	77,164	28,443	36,390	24,471	21,460	64,126	23,442	25,137	10,603
Total Above Areas	5,463,922	2.5268	4,781	2.1938	105	121	1,194,437	434,219	665,915	363,045	311,142	1,120,320	359,809	362,868	204,845

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.

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MACON AREA DEVELOPMENT COMMISSION

GEORGIA— (Other South Atlantic States: Delaware, District of Columbia, Florida, Maryland, North Carolina, South Carolina, Virginia, West Virginia)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 124 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Dougherty	50.1	508	85	70	24	48	53	40	82	20	15
Americus	Sumter	13.0	166	40	18	13	23	6	9	22	9	5
Athens	Clarke	37.8	357	74	56	31	35	27	26	51	17	12
Atlanta	Fulton	510.8	4,569	923	794	410	329	231	235	588	151	196
Augusta	Richmond	100.5	973	206	163	48	72	52	70	129	31	26
Bainbridge	Decatur	9.5	163	39	23	13	21	9	9	19	14	5
Brunswick	Glynn	26.1	277	58	37	21	23	27	25	23	10	9
Carrollton	Carroll	12.1	185	31	17	27	12	13	15	34	6	9
Cartersville	Bartow	10.5	116	22	7	11	16	9	10	16	7	5
Cedartown	Polk	11.1	152	41	15	9	14	10	13	29	7	5
College Park	Fulton	19.9	126	38	12	18	4	6	1	20	9	6
Columbus	Muscogee	135.0	1,214	298	178	88	88	106	73	146	34	47
Cordele	Crisp	10.9	151	25	13	14	9	10	8	31	10	6
Dalton	Whitfield	19.1	293	64	25	21	27	21	36	41	15	11
Decatur	De Kalb	27.5	331	50	30	59	20	28	17	47	22	13
Douglas	Coffee	9.4	119	17	10	14	13	7	9	18	8	5
Dublin	Laurens	13.6	223	55	23	16	13	16	27	33	9	6
East Point	Fulton	35.5	206	34	25	16	8	15	22	38	18	7
Fitzgerald	Ben Hill	9.5	140	37	14	17	8	8	12	15	6	7
Gainesville	Hall	17.7	264	47	22	16	19	22	36	38	15	5
Griffin	Spaulding	21.9	305	63	38	23	35	26	24	43	15	7
La Grange	Troup	25.0	248	63	26	19	24	21	17	33	7	8
Macon	Bibb	87.0	953	224	127	80	59	54	59	130	31	32
Marietta	Cobb	43.0	311	39	30	30	32	27	37	53	13	12
Milledgeville	Baldwin	11.0	149	34	21	16	7	13	15	17	7	7
Moultrie	Colquitt	15.5	200	44	13	7	25	19	19	22	8	6
Newnan	Coweta	12.6	160	39	13	12	18	11	13	20	7	6
Rome	Floyd	38.5	454	82	66	40	30	39	39	75	13	14
Savannah	Chatham	140.2	1,377	324	188	111	95	86	75	165	39	64
Statesboro	Bulloch	10.0	154	33	8	14	16	12	9	21	13	7
Thomaston	Upson	11.0	191	37	10	29	27	11	18	26	5	7
Thomasville	Thomas	20.1	256	57	27	22	23	17	16	36	10	10
Tifton	Tift	12.5	166	33	14	15	19	13	11	24	11	6
Valdosta	Lowndes	33.8	375	80	39	21	38	26	32	82	14	14
Waycross	Ware	24.4	278	50	31	19	24	17	24	47	10	12
West Point	Troup	▲ 4.7	89	15	4	6	19	10	17	12	4	3

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Appling		9,330	.0043	3,110	.0045	63	60	2,300	141	594	310	286	1,867	1,062	1,291	313
Atkinson		1,747	.0009	1,165	.0018	50	22	465	96	234	29	29	23	367	202	95
Bacon		8,069	.0037	3,508	.0035	70	74	1,646	202	347	504	119	2,536	729	737	323
Baker		1,438	.0007	1,198	.0015	50	23	445	15	142		20		79	125	9
Baldwin		17,987	.0083	3,394	.0102	53	43	4,717	830	2,671	541	704	2,951	1,881	1,011	871
Milledgeville		15,172	.0070		.0057	92	113	3,739	587	1,897	541	704	2,951	1,707	944	871
Banks		956	.0004	637	.0016	47	12	527	14	368		20				
Barrow		14,444	.0067	4,127	.0058	78	91	3,575	769	1,171	541	691	3,147	843	1,999	441
Bartow		22,785	.0106	3,452	.0107	74	74	6,236	824	1,782	1,229	940	4,938	2,732	2,301	691
Cartersville		15,838	.0073		.0058	98	124	4,530	370	679	1,155	940	4,185	1,020	1,606	568
Ben Hill		14,559	.0067	4,044	.0055	82	100	3,538	439	1,192	737	460	3,910	989	1,609	505
Fitzgerald		13,195	.0061		.0047	89	115	3,208	349	1,070	737	461	3,910	941	1,125	505
Berrien		12,196	.0056	3,811	.0052	69	75	2,205	524	805	309	212	2,493	1,657	1,360	261
Bibb	94	158,209	.0732	3,955	.0708	91	94	33,552	7,142	26,419	11,458	8,688	28,451	13,539	7,702	5,125
▲Macon		145,242	.0672		.0522	107	138	29,860	6,003	25,727	11,362	8,191	27,102	11,076	6,835	4,197
Bleckley		7,158	.0033	3,254	.0031	66	70	1,848	100	442	331	352	1,894	824	635	274
Brantley		2,301	.0011	1,644	.0019	51	30	684	223	113		265	30	856		
Brooks		11,075	.0051	3,076	.0064	72	57	2,729	233	897	719	375	2,481	1,151	1,085	318
Bryan		2,916	.0014	2,916	.0018	64	56	947	180	334		32	206	709	91	150
Bulloch		20,701	.0095	3,339	.0094	68	69	4,657	859	1,837	1,541	706	3,552	1,753	2,130	918
Statesboro		15,539	.0072		.0050	89	129	3,313	671	945	1,353	641	3,302	1,072	1,566	754
Burke		12,767	.0059	2,201	.0073	57	48	4,401	215	1,070	597	613	2,360	823	1,270	423
Butts		6,469	.0030	2,695	.0035	65	56	1,623	109	774	144	199	1,579	740	715	209
Calhoun		4,853	.0023	1,673	.0035	55	36	976	42	601	249	492	506	336	1,351	148
Camden		5,702	.0026	2,851	.0030	77	67	1,318	239	753	74	192	988	818	231	380
Candler		6,542	.0030	3,443	.0028	67	71	1,188	76	423	220	380	1,710	278	995	182

Georgia Population-Income data, pages 120-125.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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GEORGIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Carroll		29,393	.0136	3,062	.0143	71	68	6,617	743	3,253	2,253	2,124	6,499	2,380	2,372	1,230
Carrollton		17,359	.0080		.0062	91	118	3,736	452	1,425	1,723	1,192	3,949	1,508	1,409	644
Catoosa		8,204	.0038	1,709	.0068	67	38	3,073	414	601	162	264	1,076	1,006	709	478
Charlton		5,395	.0025	4,150	.0022	76	88	962	831	292	222	231	1,147	1,022	187	121
Chatham	148	204,683	.0947	3,797	.0924	90	92	45,384	11,308	26,193	20,869	11,722	38,725	15,496	12,361	8,985
▲Savannah		187,966	.0869		.0757	96	111	40,006	8,743	25,506	20,601	11,098	36,105	11,371	11,341	6,265
Chattahoochee	36	1,038	.0005	433	.0158	73	2	130	683	107				118		
Chattooga		15,536	.0071	2,877	.0089	72	58	3,832	378	2,667	815	1,680	2,875	1,319	813	421
Cherokee		21,267	.0099	4,013	.0089	75	84	4,053	595	4,011	201	891	2,515	1,653	172	542
Clarke		55,270	.0255	5,071	.0219	96	111	11,080	3,316	6,854	3,210	3,269	10,665	5,352	4,899	1,883
Athens		51,334	.0237		.0207	98	112	10,099	2,941	6,620	3,141	3,160	10,430	4,467	4,368	1,843
Clay		2,088	.0010	1,898	.0014	64	45	571	39	143	41	31	380	288	410	68
Clayton	10	19,107	.0088	1,516	.0192	71	33	5,932	1,270	1,376	523	1,108	1,310	4,133	1,449	707
Clinch		4,097	.0019	2,561	.0024	69	54	981	71	391	34	34	933	1,042	360	251
Cobb	10	105,129	.0487	3,516	.0520	84	79	28,519	5,775	13,979	5,394	4,499	15,133	9,344	13,141	4,587
Marietta		62,277	.0288		.0246	102	120	12,830	3,040	8,788	4,167	2,346	12,707	3,499	8,868	2,702
Coffee		22,413	.0103	3,448	.0103	66	68	4,972	530	1,791	1,083	577	4,497	1,493	3,050	846
Douglas		18,878	.0087		.0055	104	164	3,582	376	1,245	956	577	4,442	986	2,650	684
Colquitt		31,382	.0145	3,736	.0139	76	79	7,141	714	3,049	2,268	1,611	5,316	2,321	4,038	1,033
Moultrie		24,582	.0114		.0083	95	131	4,001	440	2,477	2,274	1,517	5,153	1,467	2,719	927
Columbia		3,479	.0016	1,513	.0029	58	32	1,102		913	61	61	244	689	155	109
Cook		9,045	.0042	3,015	.0044	68	65	2,108	260	799	278	194	1,991	963	1,248	339
Coweta		21,890	.0102	2,958	.0106	69	67	8,088	1,023	2,259	1,281	1,005	4,122	1,697	1,833	942
Newnan		18,208	.0084		.0063	89	118	4,952	509	1,201	1,271	919	4,073	1,414	1,317	928
Crawford		1,840	.0007	1,282	.0017	53	22	345	161	381	29		415	206		81
Crisp		17,885	.0083	3,888	.0068	83	101	3,960	743	2,086	451	910	3,643	1,534	2,337	422
Cordele		15,502	.0072		.0054	90	120	3,073	394	2,037	451	910	3,589	1,459	1,960	421
Dade		4,275	.0020	2,375	.0029	58	40	1,335	123	588	71	36	683	1,158	129	81
Dawson		972	.0004	1,080	.0010	60	20	186	42	239		59	153	175	80	
Decatur		19,626	.0091	2,764	.0101	68	61	5,467	841	2,144	1,137	595	3,433	1,651	2,786	531
Bainbridge		17,682	.0082		.0056	106	155	4,844	694	1,761	1,111	566	3,414	1,364	2,745	489
De Kalb	10	186,128	.0861	2,890	.1219	99	70	56,184	8,114	19,599	7,272	6,797	29,610	23,825	14,157	9,321
1,2▲Atlanta																
Decatur		65,487	.0303		.0217	141	197	14,042	1,149	6,351	2,443	2,162	20,890	5,933	4,648	3,113
Dodge		10,193	.0047	2,682	.0055	64	55	2,414	239	954	262	365	2,883	737	1,392	311
Dooly		5,760	.0026	1,886	.0037	57	40	1,495	139	859	69	145	1,022	783	377	245
Dougherty	154	78,816	.0365	4,777	.0311	95	112	16,436	3,986	10,553	4,802	4,696	14,256	6,290	6,973	2,541
▲Albany		73,569	.0340		.0274	98	121	15,220	2,623	10,386	4,803	4,621	13,595	5,479	6,916	2,502
Douglas		11,073	.0051	3,480	.0051	68	68	3,533	273	960	307	273	3,505	936	711	264
Early		11,288	.0052	3,528	.0050	70	73	1,636	253	568	52	3,330	2,295	1,197	1,419	295
Echols		322	.0002	644	.0007	47	13	172		51				99		
Effingham		3,500	.0016	1,842	.0026	60	37	1,035	15	209	31		843	397	333	142
Elbert		13,850	.0064	3,221	.0067	71	67	3,364	251	1,445	510	731	3,488	1,061	1,173	649
Emanuel		15,418	.0071	3,504	.0068	69	72	3,067	639	1,574	802	773	3,078	1,648	1,784	388
Evans		8,552	.0040	5,031	.0028	74	105	1,460	219	373	238	90	1,942	1,048	1,063	385
Fannin		8,384	.0039	2,395	.0052	64	48	1,691	155	762	423	383	1,899	922	1,050	239
Fayette		3,456	.0016	2,658	.0021	70	53	719	184	1,029	38	124	517	303	204	175
Floyd		65,148	.0301	3,522	.0317	82	78	16,123	3,128	10,057	4,691	4,578	10,766	5,751	2,503	2,488
Rome		55,999	.0259		.0216	100	120	13,000	2,510	8,610	4,526	4,373	9,654	4,257	2,384	1,973
Forsyth		11,161	.0052	3,720	.0044	68	80	2,534	231	579	288	489	924	496	728	90
Franklin		9,897	.0045	3,193	.0046	66	64	2,463	247	801	223	678	1,611	552	1,173	292

1 Atlanta is in DeKalb and Fulton counties.
2 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, on page 464, under heading "Mail Order".

Georgia Population-Income data, pages 120-125.
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.
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FOR THE MEANING OF

The solid and open Triangles, SM Trade-Mark, Bold Face Lines, Light Face Lines, Italic Lines in these tables, and for an explanation of the Maps . . .

See Page 67

GEORGIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Fulton	10	1,029,179	.4760	6,287	.3858	118	152	177,687	59,116	281,659	61,927	38,896	187,118	55,261	51,220	29,110
1▲Atlanta		965,097	.4463		.3421	120	156	157,445	58,440	279,641	63,280	36,680	161,436	51,413	46,381	27,776
College Park		11,858	.0055		.0102	92	50	5,937	506	217	201	323	201	1,402	2,309	417
East Point		40,567	.0188		.0205	103	94	7,512	724	1,569	510	2,252	19,754	2,832	2,463	1,218
Gilmer		6,802	.0031	3,042	.0032	60	58	1,106	80	554	286	241	1,266	302	867	177
Glascock		770	.0004	1,540	.0008	46	31	326	12	353			26	53		
Glynn		43,130	.0199	4,108	.0187	88	93	11,614	2,644	3,218	3,147	3,986	8,068	2,293	3,540	1,197
Brunswick		35,547	.0164		.0139	95	112	9,182	1,942	2,821	2,769	3,548	7,697	1,902	2,001	870
Gordon		14,487	.0067	3,018	.0069	67	65	3,400	710	1,341	553	701	2,949	1,526	1,036	752
Grady		12,617	.0059	2,629	.0067	64	57	3,270	199	1,034	633	486	2,513	735	1,960	450
Greene		7,005	.0032	2,694	.0036	63	56	1,467	106	1,099		333	1,502	859	762	296
Gwinnett	10	30,182	.0140	3,211	.0146	72	69	5,503	425	2,693	1,239	1,310	7,693	2,782	3,724	860
Habersham		17,822	.0081	3,916	.0075	74	80	3,016	662	2,075	806	770	3,331	1,021	3,093	556
Hall		53,802	.0249	4,598	.0209	85	101	9,161	1,336	5,018	2,831	2,866	13,057	4,175	3,414	957
Gainesville		44,689	.0207		.0122	123	209	5,738	676	3,944	2,823	2,356	12,402	2,403	3,414	957
Hancock		5,325	.0025	2,536	.0028	56	50	2,003	117	383	206	186	1,382	378	269	101
Haralson		10,422	.0048	3,158	.0052	72	67	2,308	494	1,402	428	661	2,238	904	991	844
Harris		4,739	.0022	1,755	.0034	58	37	919	167	914		31	1,221	648	193	82
Hart		9,113	.0042	2,463	.0051	63	52	2,226	148	1,125	347	613	1,419	1,217	700	177
Heard		1,543	.0007	1,029	.0018	53	21	162	63	957		30	82	137		69
Henry		9,200	.0043	2,359	.0053	59	48	2,177	118	1,355	162	449	1,304	1,082	1,738	154
Houston	94	26,191	.0121	2,878	.0161	72	54	7,324	1,229	1,365	1,118	1,668	4,907	2,230	4,098	1,180
Irwin		6,175	.0028	2,470	.0038	60	44	1,514	225	382	199	248	1,243	452	1,133	241
Jackson		17,661	.0082	4,107	.0071	72	84	3,427	573	1,955	645	453	3,698	1,469	1,131	504
Jasper		3,798	.0017	2,713	.0021	68	55	941	114	741	85	34	285	461	723	191
Jeff Davis		8,780	.0041	2,738	.0043	62	59	2,386	214	416	197	348	2,103	818	978	185
Jefferson		9,984	.0046	2,380	.0056	60	49	2,231	249	1,291	247	225	1,559	1,166	1,519	391
Jenkins		7,199	.0033	2,880	.0034	63	61	1,612	119	433	262	252	1,622	832	773	207
Johnson		4,471	.0021	2,032	.0028	60	45	1,172	97	598	156	313	1,049	422	104	102
Jones		2,388	.0011	1,327	.0022	55	28	592	53	424	190	32		233	221	115
Lamar		9,730	.0045	3,892	.0043	81	85	2,951	382	725	246	475	2,355	1,076	836	310
Lanier		2,600	.0012	1,857	.0017	59	41	540	15	260			998	182	417	102
Laurens		28,284	.0131	3,673	.0119	70	77	6,742	758	2,395	2,424	2,046	6,304	2,832	1,881	976
Dublin		22,761	.0105		.0071	93	138	5,433	510	1,619	2,409	2,042	5,918	1,758	1,030	882
Lee		1,463	.0007	975	.0018	48	21	516	34	100		30	218	412	84	69
Liberty		7,888	.0036	3,034	.0036	60	60	1,896	272	799	306	433	1,417	1,157	713	111
Lincoln		2,588	.0012	2,157	.0017	61	43	578	58	424	48	43	415	451	345	177
Long		1,936	.0009	2,150	.0012	60	45	462	165	205			239	505	196	163
Lowndes		53,280	.0247	4,067	.0224	81	90	11,751	1,881	3,676	4,418	2,460	12,966	3,832	5,339	1,662
Valdosta		48,448	.0224		.0176	93	119	10,382	1,711	3,159	4,243	2,257	12,425	3,335	4,924	1,436
Lumpkin		2,824	.0013	2,017	.0022	61	36	474	196	526	32	184	252	491	326	148
McDuffie		10,299	.0047	3,313	.0049	71	68	2,508	382	1,127	341	832	2,522	1,006	785	396
McIntosh		3,204	.0015	2,003	.0021	57	41	852	191	233	32	32	771	700	177	73
Macon		8,905	.0041	2,968	.0043	64	61	1,887	112	1,013	206	380	1,644	590	1,248	393
Madison		3,161	.0015	1,264	.0033	55	25	1,020	41	665	30		358	269	137	109
Marion		2,567	.0012	1,848	.0018	50	33	444	168	489	30		617	192	116	197
Meriwether		11,577	.0053	2,105	.0075	63	44	3,095	401	1,485	679	730	1,789	1,137	913	437
Miller		4,621	.0022	2,567	.0027	68	54	1,028	34	142	264	64	1,237	190	1,309	227
Mitchell		17,961	.0083	3,266	.0064	68	65	3,455	280	3,741	648	804	2,800	1,692	1,777	499
Monroe		6,785	.0031	2,610	.0039	70	55	1,901	65	737	324	74	1,991	598	578	262
Montgomery		2,229	.0010	1,393	.0020	51	28	695	15	398		61	338	366	167	128
Morgan		7,885	.0036	2,956	.0037	65	53	2,051	387	434	253	248	1,119	1,032	822	257
Murray		4,477	.0021	1,722	.0035	57	34	1,350	199	314	164	64	784	879	174	148
Muscogee	38	169,765	.0785	3,966	.0840	94	87	35,665	8,397	30,956	12,333	12,154	32,212	12,234	8,693	4,707
▲Columbus		161,517	.0747		.0721	95	99	32,815	7,440	30,109	11,855	11,805	31,035	11,695	8,579	4,585
Newton		17,128	.0079	3,723	.0079	77	77	5,612	447	1,483	1,023	1,286	3,027	1,316	1,261	380
Oconee		1,587	.0007	1,065	.0018	51	20	572		395		74	77	298		
Oglethorpe		1,732	.0008	912	.0022	54	20	461	15	328	29		447	278	82	68
Paulding		5,639	.0027	1,944	.0036	57	43	1,487	141	942	308	59	1,342	572	561	152
Peach		14,450	.0066	4,661	.0056	84	99	4,815	478	1,617	1,131	729	2,666	1,183	751	429
Pickens		6,730	.0031	3,059	.0031	66	66	1,613	210	677	58	209	576	531	495	371
Pierce		6,154	.0029	2,564	.0035	63	52	1,172	105	1,062	60	163	1,076	353	794	118
Pike		1,547	.0007	967	.0020	53	18	567	65	431		122	54	145	74	59
Polk		21,264	.0098	2,531	.0123	67	53	6,077	649	1,416	1,675	1,293	4,796	1,942	1,380	903
Cedartown		13,363	.0062		.0054	87	100	3,434	398	795	1,141	881	3,404	958	959	511
Pulaski		8,820	.0041	4,200	.0034	78	91	1,330	254	727	383	286	1,441	795	1,379	284
Putnam		6,480	.0030	3,812	.0028	70	75	1,683	103	263	122	223	979	578	559	140
Quitman		285	.0002	713	.0005	56	22	124		39			122			
Rabun		8,351	.0029	3,736	.0027	68	73	1,348	405	885	217	316	2,223	273	140	293
Randolph		7,110	.0033	2,539	.0040	62	51	2,063	151	583	382	383	1,355	540	1,048	257
Richmond	12	156,007	.0721	3,723	.0774	88	82	32,839	9,077	24,006	12,553	8,000	28,573	11,213	11,063	4,377
▲Augusta		137,275	.0635		.0540	96	113	26,891	7,687	22,585	12,498	7,532	26,053	7,796	10,269	4,099
Rockdale		5,911	.0028	2,687	.0033	67	57	1,695	188	520	34	457	1,025	300	506	316
Schley		1,685	.0007	1,839	.0012	57	33	417	53	185	60		131	185		48
Screven		11,173	.0052	2,539	.0067	59	54	2,425	601	1,013	320	354	2,221	1,143	1,432	340
Seminole		7,526	.0035	3,763	.0031	69	78	1,866	242	175	406	378	1,784	530	1,353	194
Spalding		38,207	.0178	4,443	.0169	90	100	10,748	1,790	2,444	3,674	2,840	6,678	2,789	2,128	1,138
Griffin		35,201	.0163		.0126	102	133	9,637	1,298	2,053	3,674	2,841	6,678	2,368	1,878	1,135
Stephens		17,161	.0080	3,900	.0076	90	94	3,446	543	1,797	826	1,085	4,070	961	1,513	384
Stewart		3,763	.0017	2,091	.0022	56	44	836	149	279	166	62	1,219	588	95	121

1 Atlanta is in both De Kalb and Fulton counties.

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Georgia Population-Income data, pages 120-125.

ATLANTA

– population now officially*

ONE MILLION

– continues growth beyond the

BILLION DOLLAR

retail sales bracket

Are you advertising adequately in Atlanta . . . where people can buy even more than they now are?

Now, more than ever, mass movement of goods in Atlanta and Georgia demands advertising in The Atlanta Journal and Constitution, the largest newspaper in the entire South.

When results of the '58 U.S. Census of Business were released, Atlanta was shown with more than a billion dollar retail business annually.

In ten post-war years Atlanta's retail sales expanded by 75%, a 27% greater increase than the national average. Now, S-M shows Atlanta's growth still accelerating. For instance: 32,800 manufacturing employees have been added to the Atlanta area since World War II. At 3.7 persons per household, this increase could be called a whole city in itself.

In addition to manufacturing, Atlanta is the distribution, financial, and transportation hub of the entire Southeast.

1959 Retail Sales for 5-county Metropolitan Atlanta $1,369,724,000 . . . up 4.8%

Gain over the previous year was $62,841,000. Atlanta's consistent economic growth is further reflected by these important factors:

Effective Buying Income	up	12.2%
Per Capita Income	up	7.2%
Per Household Income	up	6.1%

Sources: Sales Management Survey of Buying Power, July 10, 1960; Atlanta SMA population, Metropolitan Planning Commission estimate, as of 10/10/'59. *U.S. Bureau of Census.

The Atlanta Journal

Covers Dixie Like the Dew

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

Represented by Keily-Smith Co.

Circulation: 462,993 daily—511,131 Sunday (ABC Pub's. Statement, 3/31/60)

GEORGIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying &ower Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.- House- Appl. ($000)	Auto- motive ($000)	Gas Stations ($000)	Lumber- Bldg. Hwdre. ($000)	Drugs ($000)
Sumter		19,827	.0092	3,541	.0087	77	81	5,525	552	1,654	1,706	491	3,042	1,981	1,738	602
Americus		16,658	.0077		.0063	86	105	4,668	507	1,201	1,706	471	2,934	1,574	1,680	59
Talbot		2,712	.0012	1,427	.0021	51	29	323	15	583	80	161	384	520	249	93
Taliaferro		1,325	.0007	1,472	.0012	57	33	488	15	190	29	30	108	185	70	133
Tattnall		11,337	.0062	3,864	.0053	61	60	2,398	416	1,284	217	158	2,412	2,415	409	312
Taylor		4,681	.0022	2,229	.0027	60	49	1,044	63	527	132	154	1,168	607	155	233
Telfair		9,873	.0045	3,404	.0048	69	67	2,591	507	696	372	533	1,422	1,356	1,317	348
Terrell		11,348	.0053	3,546	.0050	67	71	2,570	170	1,341	232	217	2,534	1,068	1,795	335
Thomas		32,707	.0151	3,337	.0152	73	73	8,932	1,172	2,235	2,215	1,233	7,331	2,159	2,191	1,061
Thomasville		27,767	.0128		.0101	90	114	5,906	1,019	1,514	2,215	1,200	6,891	1,834	1,902	961
Tift		22,922	.0106	3,697	.0100	78	82	5,169	763	1,450	3,503	1,049	4,006	1,812	2,615	802
Tifton		20,768	.0096		.0068	97	137	4,208	732	1,317	3,364	1,013	3,896	1,488	2,504	705
Toombs		18,196	.0084	4,918	.0067	75	96	4,299	422	1,132	1,220	839	4,599	1,453	1,919	491
Towns		2,477	.0012	2,262	.0018	63	50	328	75	351	29	30	373	290	104	99
Treutlen		3,245	.0015	2,318	.0018	58	48	1,018	48	557		257	750	178	72	129
Troup		47,115	.0218	3,738	.0219	84	84	13,644	1,340	8,236	4,052	4,180	8,224	4,099	1,239	1,439
West Point (Ga.)-Lanett (Ala.)		*20,646*	*.0096*		*.0074*	*96*	*125*	*7,081*	*432*	*1,970*	*1,855*	*1,946*	*3,401*	*1,792*	*153*	*496*
La Grange		24,275	.0112		.0119	85	80	6,649	847	3,198	1,866	2,325	4,163	1,812	721	1,060
West Point		14,149	.0065		.0035	135	250	4,014	162	1,642	1,834	1,619	3,054	911	153	228
Turner		7,095	.0032	2,838	.0038	66	55	1,409	91	382	342	383	1,281	642	1,218	331
Twiggs		1,234	.0006	823	.0018	51	17	508	38	238		31	123	226		70
Union		3,066	.0014	1,804	.0021	51	34	319	42	747	65	32	461	311	781	
Upson		20,575	.0095	3,319	.0101	77	72	6,162	743	1,360	1,739	1,401	3,638	2,013	738	720
Thomaston		17,829	.0082		.0060	97	132	4,830	293	1,025	1,739	1,401	3,420	1,641	699	719
Walker	31	27,937	.0130	2,739	.0163	78	62	7,334	951	1,394	2,479	1,808	4,347	3,153	1,957	1,290
Walton		14,277	.0066	2,914	.0073	68	61	3,013	328	1,805	918	878	3,422	1,187	1,344	433
Ware		35,855	.0166	3,855	.0161	81	84	9,308	1,376	3,987	2,145	2,137	7,695	3,199	1,800	1,248
Waycross		32,868	.0152		.0129	94	111	8,583	1,273	3,527	2,145	1,945	7,303	3,008	1,359	1,249
Warren		3,870	.0017	2,037	.0025	58	40	951	446	204	31	200	878	283	319	203
Washington		12,668	.0059	1,891	.0083	55	39	3,479	174	1,579	585	556	1,315	1,288	1,445	318
Wayne		17,410	.0081	4,353	.0067	74	90	4,099	1,438	774	790	771	3,917	2,383	1,175	704
Webster		432	.0002	617	.0008	40	10	73		106			49	50		99
Wheeler		1,723	.0008	1,566	.0014	58	33	568	56	160	33	71		409	170	77
White		5,962	.0027	3,507	.0025	63	68	311	434	855	65	83	2,689	498	379	107
Whitfield		42,000	.0194	3,925	.0184	81	85	8,929	1,420	4,071	2,360	2,539	9,862	3,667	3,156	1,423
Dalton		34,714	.0161		.0113	106	150	7,089	783	3,203	2,360	2,457	9,044	2,618	2,746	1,423
Wilcox		3,593	.0017	1,633	.0028	56	34	865	68	542	62	215	449	567	361	143
Wilkes		8,873	.0041	3,169	.0041	67	67	2,136	303	1,600	222	150	1,627	663	1,581	207
Wilkinson		3,638	.0017	1,732	.0029	63	37	1,317	44	534	33	113	657	237	183	191
Worth		8,551	.0040	2,036	.0058	59	40	2,108	192	1,096	243	197	1,415	909	1,417	234
Total Above Cities		2,191,180	1.1649		.9389	105	131	494,388	118,799	471,864	185,247	129,320	497,159	161,768	159,372	80,196
State Total		3,848,459	1.7799	3,757	1.7914	83	82	849,258	174,208	612,055	277,490	185,548	719,006	312,568	283,848	125,432

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Albany	78,816	.0365	4,777	.0311	95	112	16,438	3,986	10,558	4,802	4,696	14,256	6,290	6,973	2,541
Atlanta	1,369,724	.6336	4,892	.5765	106	116	273,825	74,700	319,306	78,355	52,608	240,864	95,345	63,691	44,625
Augusta	205,819	.0951	3,123	.1147	93	99	49,809	10,878	27,453	14,501	10,179	38,867	16,786	13,137	6,352
Columbus	188,065	.0870	3,311	.1149	84	83	42,858	9,873	31,951	12,659	12,501	33,947	14,556	9,471	5,162
Macon	184,400	.0853	3,786	.0867	87	95	40,876	8,371	27,784	12,576	10,356	33,358	15,769	11,800	6,305
Savannah	204,683	.0947	3,797	.0924	90	92	45,364	11,308	26,193	20,669	11,722	36,725	15,496	12,361	6,985
Total Above Areas	2,231,507	1.0322	4,273	1.0163	96	98	469,163	119,116	443,245	141,562	102,062	398,017	164,242	137,433	71,970

HAWAII

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Hilo	Hawaii	27.1	303	84	63	34	31	24	13	22	5	5
Hawaii		49,866	.0230	2,819	.0299	79	63	19,609	2,761	5,794	2,627	2,402	8,286	3,687	835	887
Hilo		35,078	.0162		.0141	93	107	13,885	1,972	2,106	2,324	1,606	8,286	1,964	97	834
Honolulu	68	476,615	.2205	3,982	.2651	91	76	127,686	66,287	63,977	33,384	25,789	69,970	34,975	6,827	15,256
▲Honolulu		398,818	.1844		.1878	102	100	92,603	58,167	55,778	31,768	23,391	59,618	28,397	6,000	14,128
Kauai		24,127	.0111	2,672	.0129	81	69	6,788	1,868	6,790	483	651	3,920	1,492	304	80
Maui		28,420	.0132	2,256	.0191	76	53	11,990	1,381	4,516	897	663	4,480	2,001	104	771
Total Above Cities		433,896	.2006		.2019	101	100	106,488	60,139	57,884	34,092	24,997	67,904	30,361	6,097	14,962
State Total		579,058	.2678	3,656	.3260	88	73	166,073	72,297	81,077	37,391	29,505	86,656	42,155	8,070	16,994

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
Honolulu	476,615	.2205	3,982	.2651	91	76	127'686	66,287	63,977	33,384	25,789	69,970	34,975	6,827	15,256
Total Above Area	476,615	.2205	3,982	.2651	91	76	127,686	66,287	63,977	33,384	25,789	69,970	34,975	6,827	15,256

Hawaii Population-Income data, page 126
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

1
Honolulu families are larger than the U.S. average—4.3 per family over 3.4.

2
More Honolulu families have children than the average U.S. family—75% over 61%.

3
Honolulu families have more income—$7,836 over $6,386—one of the highest in the nation.

4
The Honolulu Star-Bulletin, Hawaii's leading newspaper, goes into more than 9 out of 10 newspaper homes in the Honolulu metropolitan area.

5
40% of Honolulu housewives work outside the home.

6
Honolulu household heads are younger than the U.S. average —men, 57% over 42%; women, 65% over 48%, are in the 20-40 age class.

7
Honolulu families consume more hot dogs than the average U.S. family. The same goes for instant coffee, cream shampoo, electric stoves, chopped baby foods, washing machines and refrigerators.

8
The Honolulu Star-Bulletin joined the select 100,000 plus circulation group in 1959.

9
Top industries in Hawaii are the military, sugar, pineapple and tourism, in that order.

10
Approximately 80% of Hawaii's population and total retail sales are in Honolulu.

11
The Honolulu Star-Bulletin has the lowest milline rate in Hawaii.

12
Honolulu enjoys ideal year-round weather with an all-year 75 degree average.

13
There are 12 commercial radio and 3 television stations in Honolulu alone.

14
The Honolulu Star-Bulletin carries 71% of all retail grocery linage; 67% of general grocery, 82% of drug, 71% of general toiletries and 68% of general liquor linage.

15
Metropolitan Honolulu has a total of 40 super markets, 22 chain drug stores and 145,000 passenger cars.

16
The State of Hawaii has a population of 659,200 — up 16,400 over last year.

Facts and figures about fabulous HAWAII —50th State

17
One of the nation's first two-decked shopping centers is located in Honolulu—the $25 million 80-store, 7,000-car parking Ala Moana Center.

18
More than 6,900 full-time students attend the University of Hawaii.

19
The Honolulu Star-Bulletin is one of the 22 Consumer Analysis papers—copies of the 1960 Honolulu report on request.

20
The Star-Bulletin prints later news than any newspaper in the world—because it is the last newspaper published each day anywhere in the world.

Honolulu Star-Bulletin

For more market and media facts about the 50th State, see

O'MARA & ORMSBEE, INC.

New York Detroit Chicago San Francisco Los Angeles

IDAHO—

(Other Mountain States: Arizona, Colorado, Montana, Nevada, New Mexico, Utah, Wyoming)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT

Map, page 128

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Blackfoot	Bingham	8.0	127	15	28	8	10	8	12	16	13	4
Boise	Ada	34.4	755	105	128	75	43	66	86	106	31	18
Burley	Cassia	7.2	100	15	23	7	10	14	12	23	16	4
Caldwell	Canyon	14.1	186	20	35	14	16	14	17	22	16	8
Coeur d'Alene	Kootenai	16.3	241	44	57	14	17	13	16	27	21	8
Idaho Falls	Bonneville	30.3	341	38	61	33	31	34	24	44	27	11
Lewiston	Nez Perce	16.7	275	29	68	13	23	22	30	37	18	9
Moscow	Latah	12.1	125	8	18	13	9	10	13	17	13	5
Nampa	Canyon	19.5	231	34	36	23	13	17	23	31	18	6
Pocatello	Bannock	30.6	356	50	82	28	29	28	26	48	15	11
Twin Falls	Twin Falls	23.4	305	21	51	21	21	29	31	51	33	10
Weiser	Washington	4.3	83	8	11	9	7	3	10	9	7	3

IDAHO — RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Ada	199	142,967	.0660	5,295	.0526	109	137	31,550	9,179	20,636	4,558	7,461	30,853	11,450	9,352	5,443
△Boise		114,982	.0532		.0308	160	276	22,994	6,747	18,371	4,558	6,052	27,572	9,263	4,772	4,487
Adams		2,374	.0011	2,638	.0014	82	85	159	151	773		75	216	353	262	219
Bannock		64,793	.0300	4,764	.0275	106	109	15,274	4,480	9,965	3,470	3,670	12,181	5,795	5,551	2,595
Pocatello		56,227	.0260		.0189	111	152	12,793	3,745	6,833	3,350	3,670	11,341	4,247	3,916	2,324
Bear Lake		10,114	.0047	5,619	.0036	95	124	1,586	524	823	475	124	3,158	631	1,142	664
Benewah		6,497	.0030	4,641	.0027	96	107	1,519	584	481	171	272	1,683	538	722	182
Bingham		28,224	.0130	3,783	.0140	81	76	5,315	1,856	2,661	822	913	5,277	1,952	5,930	841
Blackfoot		20,206	.0093		.0057	127	207	3,493	1,304	1,246	822	777	4,556	1,075	3,859	543
Blaine		6,992	.0033	4,994	.0029	104	118	549	649	2,263	125	99	1,278	518	417	191
Boise		718	.0003	1,795	.0005	71	43	205	224	58			83	26	74	
Bonner		18,769	.0087	4,171	.0072	88	106	4,776	1,727	1,945	557	505	4,486	1,524	1,291	560
Bonneville		81,930	.0379	6,888	.0264	114	164	14,061	4,242	9,278	3,773	5,575	22,801	4,382	9,585	2,351
Idaho Falls		77,266	.0357		.0223	131	210	13,313	4,023	8,925	3,672	5,265	20,878	3,764	9,339	2,350
Boundary		7,900	.0036	5,267	.0028	93	120	1,776	676	482	291	334	1,432	477	974	292
Butte		4,219	.0020	5,274	.0017	85	100	916	552	252	87	98	1,034	562	316	84
Camas		662	.0003	3,316	.0006	86	43	123	78	87				230		89
Canyon	199	77,462	.0358	4,280	.0313	91	104	16,223	3,105	8,625	2,025	4,248	17,415	5,704	8,801	2,795
Caldwell		32,655	.0151		.0098	124	191	5,704	1,310	4,300	1,032	1,613	8,619	2,388	3,985	1,409
Nampa		31,272	.0145		.0112	103	133	6,895	1,175	3,162	992	2,463	7,552	2,158	3,149	1,364
Caribou		5,457	.0025	3,032	.0033	85	64	1,029	409	377	43	26	674	615	1,769	292
Cassia		25,121	.0117	6,280	.0083	100	141	3,753	1,004	1,378	1,070	1,057	4,762	2,000	5,885	822
Burley		21,748	.0101		.0056	140	253	2,512	1,231	1,284	1,070	1,031	4,700	1,340	5,171	726
Clark		797	.0003	3,985	.0004	80	60	206	136	205			96	114		
Clearwater		8,225	.0038	3,917	.0039	96	93	2,113	862	954	225	97	2,092	657	311	324
Custer		2,687	.0013	2,986	.0014	78	72	616	393	372			337	179	446	123
Elmore		13,045	.0060	4,348	.0065	94	87	1,671	1,187	2,487	175	506	3,356	1,310	1,349	255
Franklin		9,788	.0045	4,247	.0041	98	88	1,387	307	777	358	677	2,278	586	2,382	299
Fremont		8,995	.0042	4,283	.0039	87	93	1,389	892	627	150	263	2,378	869	1,520	599
Gem		11,133	.0051	4,453	.0042	93	113	2,821	456	964	195	336	2,936	758	1,318	212
Gooding		9,542	.0044	3,534	.0045	85	83	2,161	443	655	345	380	1,996	1,143	1,334	418
Idaho		13,137	.0061	4,105	.0066	98	97	2,745	963	1,459	220	487	2,834	888	2,730	365
Jefferson		10,292	.0048	3,956	.0047	72	74	2,132	584	885	290	233	864	753	3,233	376
Jerome		11,296	.0052	3,634	.0053	92	80	2,344	991	471	559	572	1,389	900	3,190	463
Kootenai		34,272	.0158	3,725	.0152	93	96	7,960	4,614	3,586	1,063	1,072	6,189	3,662	2,533	989
Coeur d'Alene		25,590	.0118		.0094	109	137	6,353	2,184	2,425	1,006	1,039	5,468	2,256	2,012	927
Latah		24,657	.0114	3,522	.0129	93	82	4,448	1,522	3,739	521	720	5,094	1,827	4,374	1,031
Moscow		18,518	.0086		.0076	112	126	3,406	988	2,506	492	694	4,432	1,052	3,123	797
Lemhi		7,554	.0035	3,978	.0029	85	103	1,715	580	1,120	164	256	1,132	715	1,155	248
Lewis		3,932	.0018	3,277	.0023	109	83	848	480		189	52	212	206	1,569	231
Lincoln		2,362	.0010	2,362	.0014	74	53	582	235	222	30	41	323	619	157	99
Madison		11,972	.0056	5,205	.0047	87	104	1,674	289	919	549	180	2,589	1,000	1,987	320
Minidoka		16,788	.0077	6,707	.0064	102	145	3,274	917	1,031	443	424	3,396	1,101	4,560	370
Nez Perce		56,647	.0235	6,664	.0186	124	175	10,322	3,145	5,512	2,394	1,859	13,457	3,571	5,973	1,816
Lewiston		47,725	.0221		.0138	148	238	9,475	2,369	5,416	2,360	1,805	13,457	2,984	5,640	1,768
Oneida		3,806	.0017	4,756	.0016	89	94	725	162	343	105	43	913	278	893	134
Owyhee		6,016	.0028	3,539	.0023	78	78	1,175	773	881		159	237	350	1,790	182
Payette		12,903	.0060	3,667	.0056	94	90	2,732	606	1,061	294	383	3,667	1,217	1,106	129
Power		5,536	.0025	6,151	.0020	105	132	316	462	116	42	115	302	364	2,898	135
Shoshone		22,519	.0105	3,832	.0113	99	92	7,698	2,480	1,500	1,129	723	3,621	2,131	771	760
Teton		2,827	.0011	3,619	.0012	89	73	994	74	367		42	574	141	580	124
Twin Falls		72,380	.0336	5,133	.0270	105	130	11,787	3,098	8,902	2,843	3,801	14,860	6,491	12,005	2,648
Twin Falls		57,967	.0268		.0172	131	205	8,359	2,235	7,573	2,595	3,191	12,877	4,685	9,087	2,144
Valley		5,515	.0025	5,014	.0022	96	109	984	493	783	76	267	1,066	630	694	200

Idaho Population-Income data, pages 126-129.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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IDAHO

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Washington		12,835	.0080	5,348	.0045	98	130	1,907	677	1,243	357	802	3,242	908	2,376	281
Weiser		10,904	.0050		.0029	121	208	1,592	418	1,003	313	406	3,241	717	2,090	221
Total Above Cities		515,060	.2382		.1552	128	197	96,886	27,729	63,044	22,262	28,006	124,693	35,929	56,143	19,060
State Total		879,287	.4066	4,738	.3511	97	112	177,180	57,141	98,117	30,111	38,947	188,801	70,185	115,305	30,849

METRO. AREAS		RETAIL SALES— SM ESTIMATES, 1959														
△Boise		220,429	.1018	4,838	.0839	102	123	47,773	12,284	29,261	8,583	11,709	48,268	17,154	18,153	8,238
Total Above Area		220,429	.1018	4,838	.0839	102	123	47,773	12,284	29,261	8,583	11,709	48,268	17,154	18,153	8,238

ILLINOIS—

(Other East North Central States: Indiana, Michigan, Ohio, Wisconsin)

Map, pages 134, 136

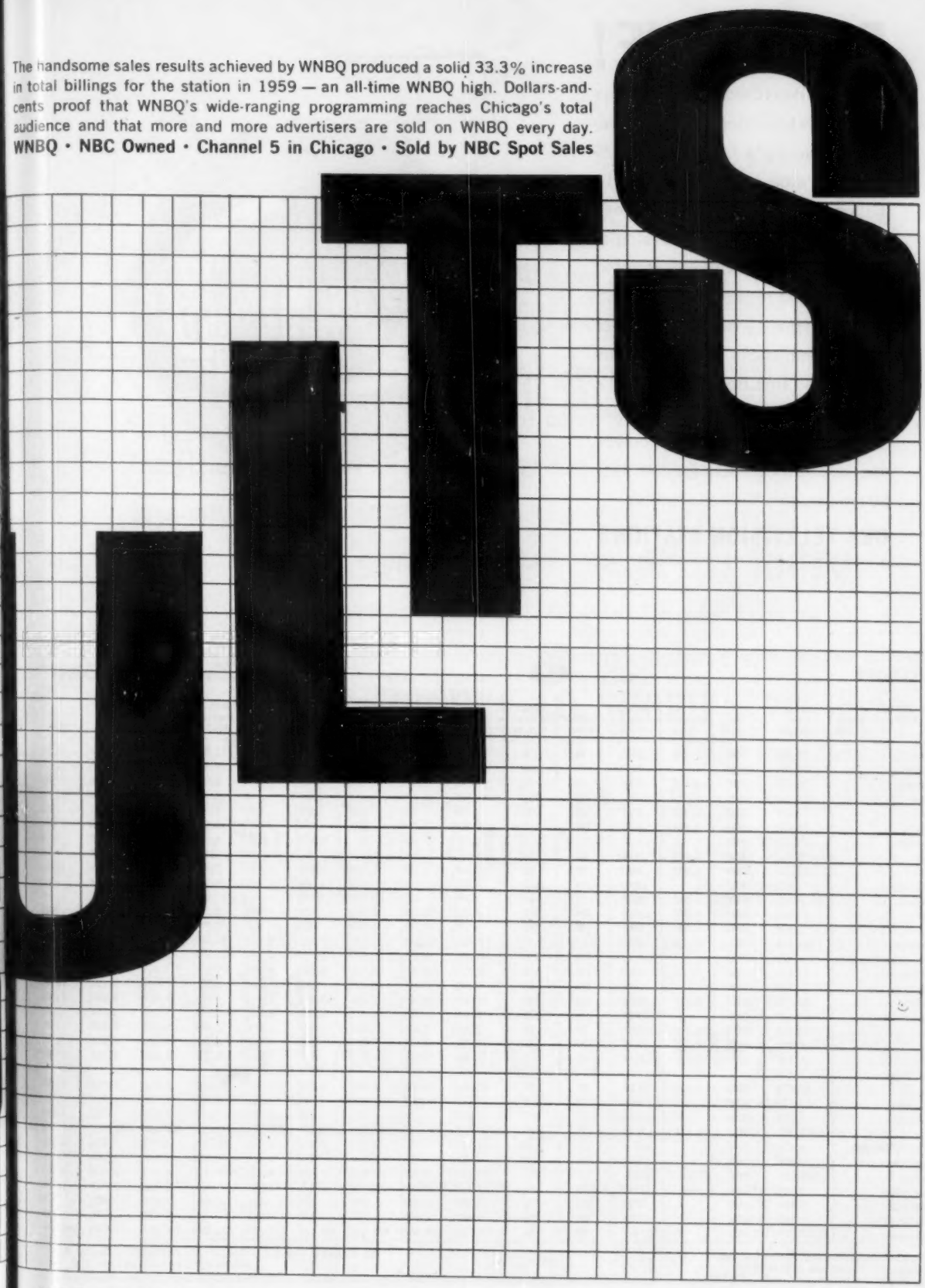
City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alton	Madison	45.1	453	71	103	25	42	24	30	41	21	20
Arlington Heights	Cook	31.7	174	26	18	10	22	22	7	25	15	9
Aurora	Kane	59.5	625	123	111	33	48	45	43	77	37	17
Barrington	Cook and Lake	5.4	104	8	14	5	7	6	9	14	14	3
Belleville	St. Clair	39.1	535	83	124	35	37	36	36	53	37	15
Belvidere	Boone	10.7	76	15	8	3	6	8	8	8	9	2
Berwyn	Cook	53.2	527	117	100	34	69	25	26	48	17	19
Bloomington	McLean	37.6	464	54	113	37	40	30	27	63	30	11
Blue Island	Cook	18.8	248	37	65	16	17	14	17	31	14	5
Brookfield	Cook	20.8	146	31	28	14	8	6	7	17	5	7
Cairo	Alexander	11.2	174	45	25	13	20	11	11	19	7	8
Calumet City	Cook	22.7	225	29	109	5	5	6	1	27	10	5
Canton	Fulton	12.9	182	30	26	12	13	13	15	24	17	6
Carbondale	Jackson	12.8	183	29	27	7	21	14	18	17	14	8
Carmi	White	6.8	116	16	14	6	15	12	9	14	12	3
Centralia	Marion	13.6	266	62	50	22	21	19	18	29	10	5
Champaign	Champaign	51.8	401	33	91	34	41	38	27	47	17	14
Charleston	Coles	10.2	137	19	28	9	10	7	14	19	9	3
Chicago	Cook	3811.4	35910	7739	8941	2786	3407	1834	854	2197	1352	1378
Chicago Heights	Cook	30.2	382	67	69	29	23	31	23	55	17	10
Cicero	Cook	68.7	757	173	260	31	55	33	20	54	24	16
Clinton	De Witt	8.2	130	17	25	9	8	5	15	18	11	2
Collinsville	Madison	14.5	184	20	45	17	11	11	10	21	13	6
Crystal Lake	McHenry	8.4	99	14	15	4	7	3	10	12	10	3
Danville	Vermilion	41.8	473	67	101	31	44	27	33	70	23	15
De Kalb	De Kalb	16.8	183	18	38	14	17	11	15	19	19	4
Decatur	Macon	79.8	806	97	193	62	60	59	56	100	48	22
Des Plaines	Cook	33.6	256	33	43	29	33	16	11	36	16	10
Dixon	Lee	19.2	161	16	31	14	21	16	24	21	15	4
Downers Grove	Du Page	20.8	165	25	18	16	15	16	10	21	14	5
East Moline	Rock Island	17.4	168	26	62	6	14	7	5	16	8	6
East Peoria	Tazewell	13.3	124	18	29	2	6	11	11	24	7	2
East St. Louis	St. Clair	91.9	1,104	254	286	45	54	54	57	124	54	33
Edwardsville	Madison	10.5	137	21	22	13	13	8	11	18	16	4
Effingham	Effingham	8.2	145	17	31	7	12	10	17	20	11	4
Elgin	Kane	49.5	447	68	75	34	39	39	27	55	25	21
Elmhurst	Du Page	37.0	233	40	27	20	22	13	18	25	11	8
Elmwood Park	Cook	24.2	184	36	26	16	17	19	9	15	9	5
Evanston	Cook	77.0	649	105	68	73	79	59	28	56	32	25
Evergreen Park	Cook	27.1	158	26	35	18	19	10	2	13	15	6
Fairfield	Wayne	6.4	128	29	13	7	10	12	9	16	9	3
Forest Park	Cook	16.2	179	31	55	12	7	5	10	10	6	6
Freeport	Stephenson	25.8	336	44	65	19	30	26	19	44	26	5
Galesburg	Knox	36.0	396	55	66	33	41	29	35	50	14	10
Glen Ellyn	Du Page	15.6	104	21	14	8	12	6	4	16	8	3
Glenview	Cook	15.8	100	12	15	8	9	7	1	16	7	3
Granite City	Madison	38.4	370	83	79	28	25	19	27	44	21	9
Harrisburg	Saline	11.0	169	34	18	8	12	13	15	21	16	8
Harvey	Cook	25.8	287	47	62	15	17	15	16	43	16	8
Herrin	Williamson	10.2	124	27	30	7	11	8	14	13	5	3
Highland Park	Lake	25.3	188	24	16	14	20	27	9	18	20	8
Hinsdale	Cook and Du Page	13.7	107	17	13	4	13	10	9	11	4	6
Jacksonville	Morgan	22.7	289	46	41	24	28	16	21	37	20	6
Jerseyville	Jersey	7.7	115	21	15	4	11	8	9	11	13	2
Joliet	Will	61.3	822	147	184	69	69	52	34	95	34	26
Kankakee	Kankakee	28.7	401	35	110	29	38	24	27	44	26	12
Kewanee	Henry	18.2	242	33	45	20	19	18	23	25	19	4
La Grange	Cook	14.1	205	28	28	13	27	15	12	26	12	8
La Salle	La Salle	12.9	220	31	50	14	29	19	14	19	9	4
Lake Forest	Lake	9.7	82	15	8	5	11	8	4	6	3	4
Lansing	Cook	17.6	129	23	16	5	15	11	10	17	14	3
Libertyville	Lake	8.0	104	12	18	6	10	11	6	16	6	3
Lincoln	Logan	17.8	184	25	36	14	15	15	15	21	16	5
Lombard	Du Page	23.0	97	20	9	10	7	5	2	14	12	4
Macomb	McDonough	13.4	167	22	27	16	16	13	12	13	12	7
Marion	Williamson	12.5	183	42	20	13	11	13	22	21	10	4
Mattoon	Coles	19.4	284	39	45	25	26	23	27	33	16	8
Maywood	Cook	29.2	201	44	27	17	12	11	11	36	8	7
Melrose Park	Cook	22.9	214	41	57	18	20	8	2	18	17	7
Metropolis	Massac	7.3	146	29	31	4	8	11	9	19	11	5
Moline	Rock Island	44.5	496	60	121	37	46	44	30	65	18	15
Monmouth	Warren	11.7	162	17	24	14	18	15	17	13	12	5
Morris	Grundy	7.6	160	17	35	10	15	5	10	20	19	3
Mount Carmel	Wabash	10.0	144	24	21	6	15	13	10	16	14	6
Mount Vernon	Jefferson	17.8	299	56	57	23	19	16	20	45	15	10
Murphysboro	Jackson	10.1	146	23	24	6	14	12	10	13	16	4
Naperville	Du Page	12.1	82	16	7	3	10	8	5	12	8	4
North Chicago	Lake	18.3	123	23	55	2	5	2	1	14	5	2
Oak Lawn	Cook	27.3	256	32	68	29	17	13	16	30	25	7
Oak Park	Cook	61.1	512	92	53	45	75	43	29	48	22	29
Olney	Richland	9.7	138	27	20	9	13	11	13	16	11	3
Ottawa	La Salle	19.3	278	34	74	16	29	25	17	20	13	10
Paris	Edgar	11.1	154	22	27	10	13	7	16	20	12	4
Park Forest	Cook	29.7	68	14	4	10	14	2	1	3	4	5
Park Ridge	Cook	29.7	168	38	29	9	25	12	10	18	9	6
Pekin	Tazewell	26.5	317	59	56	16	29	19	31	37	26	6
Peoria	Peoria	119.9	1,310	199	307	115	89	57	78	139	68	48
Pontiac	Livingston	8.9	130	22	21	5	14	9	9	8	21	3
Princeton	Bureau	6.4	130	11	19	9	17	11	17	11	14	2
Quincy	Adams	45.6	525	84	137	36	34	38	30	46	36	12
River Forest	Cook	12.0	69	7	9	8	4	9	2	10	3	3
Rock Island	Rock Island	50.5	552	80	151	45	31	31	47	51	24	23
Rockford	Winnebago	120.4	1,330	226	278	106	117	80	77	138	80	47
Salem	Marion	7.1	127	25	21	4	14	9	9	18	5	3
Skokie	Cook	57.5	379	56	65	51	43	28	9	47	24	15
Springfield	Sangamon	89.2	1,115	177	278	92	69	74	57	128	49	35
St. Charles	Kane	8.5	113	16	28	4	11	7	7	16	9	4
Sterling	Whiteside	15.3	205	39	27	18	23	14	11	22	14	5
Streator	La Salle	18.0	250	47	53	10	27	13	22	19	18	5
Taylorville	Christian	10.3	173	19	46	9	15	13	14	17	13	5
Urbana	Champaign	28.1	184	28	36	12	7	15	6	33	16	7
Watseka	Iroquois	5.9	93	9	16	9	9	6	15	9	8	3
Waukegan	Lake	52.0	563	63	127	39	49	53	28	66	36	18
West Frankfurt	Franklin	11.4	162	29	22	7	16	16	16	19	15	5
Wheaton	Du Page	22.3	132	19	8	18	19	10	8	14	15	7
Wilmette	Cook	25.8	191	33	20	23	22	16	10	25	10	5
Winnetka	Cook	13.7	138	16	13	8	23	15	6	13	6	5
Wood River	Madison	12.9	152	25	30	4	21	9	15	23	9	3
Woodstock	McHenry	8.9	117	16	22	9	10	11	6	14	10	3

Idaho Population-Income data, pages 126-129.
Illinois Population-Income data, pages 129-142.

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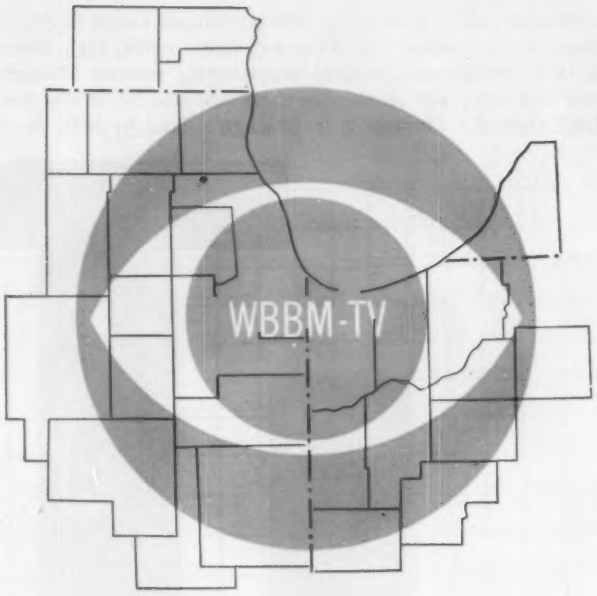
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.


RES


The handsome sales results achieved by WNBQ produced a solid 33.3% increase in total billings for the station in 1959 — an all-time WNBQ high. Dollars-and-cents proof that WNBQ's wide-ranging programming reaches Chicago's total audience and that more and more advertisers are sold on WNBQ every day.
WNBQ • NBC Owned • Channel 5 in Chicago • Sold by NBC Spot Sales

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In the fabulous Chicago market, your best buy is television . . . and WBBM-TV. Blanketing a far-flung area 29 counties wide and more than $11 billion strong (in total retail sales), only television combines single-medium economy with unsurpassed coverage and results. And only CBS Owned WBBM-TV achieves a direct hit with audiences throughout this widespread area. Because Channel 2 (represented by CBS Television Spot Sales) rates as Chicago's number one television station for the past 59 consecutive Nielsen reports!



CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.

ILLINOIS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams	274	83,453	.0386	3,936	.0368	99	104	16,712	6,668	11,453	3,986	6,584	9,955	4,940	11,378	3,01r
△Quincy		70,291	.0325		.0281	110	127	14,313	5,482	11,138	3,908	6,066	7,483	2,771	8,785	2,977
Alexander		20,298	.0093	3,172	.0083	85	85	3,185	2,377	892	1,485	848	6,002	2,157	1,059	564
Cairo		16,543	.0077		.0062	98	122	3,070	1,349	622	1,485	848	5,827	1,567	853	564
Bond		13,578	.0063	3,158	.0067	89	94	3,328	953	837	691	290	1,916	1,173	1,962	203
Boone		23,974	.0111	4,323	.0105	106	112	5,206	1,757	921	1,037	732	5,020	2,224	3,583	466
Belvidere		19,444	.0090		.0074	123	150	4,709	1,098	531	1,036	732	4,601	1,712	2,009	466
Brown		8,324	.0039	3,819	.0038	97	109	1,290	350	142	271	42	1,452	657	2,359	49
Bureau		43,207	.0199	3,376	.0220	98	99	8,046	3,787	1,716	1,651	1,125	7,923	3,954	8,395	1,180
Princeton		14,462	.0067		.0049	136	186	3,507	533	814	1,302	598	2,581	1,038	2,754	312
Calhoun		5,330	.0025	2,985	.0030	77	84	685	412	1,128	65		801	426	1,118	169
Carroll		26,095	.0121	4,077	.0118	106	111	4,412	1,639	1,245	423	824	3,252	2,203	5,659	423
Cass		17,889	.0083	4,066	.0081	100	102	4,328	1,715	1,350	706	429	2,775	1,614	3,617	504
Champaign	27	154,075	.0712	4,505	.0795	110	98	31,179	11,949	21,874	7,881	6,223	28,535	11,298	16,689	4,°40
Champaign-Urbana		*111,454*	*.0616*		*.0589*	*118*	*115*	*23,894*	*8,350*	*20,008*	*7,128*	*5,479*	*18,617*	*7,969*	*7,681*	*4,0s9*
▲Champaign		84,372	.0390		.0357	123	134	13,794	5,707	15,731	6,611	4,767	17,601	5,251	5,330	2,959
▲Urbana		27,082	.0125		.0172	110	80	9,500	2,643	4,277	517	706	1,016	2,718	2,191	1,140
Christian		52,750	.0244	4,121	.0233	105	110	12,316	3,480	3,264	2,745	1,911	7,789	3,471	9,225	1,154
Taylorville		21,426	.0099		.0076	131	171	6,403	962	1,421	2,052	1,282	4,660	989	1,024	643
Clark		18,556	.0086	3,314	.0091	94	89	3,682	1,022	1,018	334	474	2,980	1,712	2,997	438
Clay		19,528	.0090	3,367	.0083	90	87	4,082	1,521	1,242	902	957	4,546	1,366	1,974	311
Clinton		21,611	.0100	3,377	.0110	95	77	5,106	1,911	1,207	531	855	3,331	1,301	4,246	541
1Centralia																
Coles		62,670	.0290	4,575	.0256	107	121	13,045	3,378	5,666	4,939	2,331	13,080	4,833	5,769	2,100
Charleston		15,784	.0073		.0063	111	128	3,489	853	1,078	736	354	4,110	1,178	1,134	632
Mattoon		40,046	.0185		.0134	123	170	8,568	2,165	4,363	4,026	1,899	8,515	2,943	2,257	1,440
Cook	32	7,718,437	3.5697	4,831	3.5858	124	125	1,607,162	686,925	1,679,622	577,841	387,597	1,023,261	400,548	295,772	280,013
Arlington Heights		45,627	.0211		.0214	121	119	12,173	1,670	1,880	2,359	3,648	11,735	3,344	2,202	2,675
2Barrington		28,354	.0133		.0067	223	443	3,868	634	10,997	655	471	3,642	1,993	3,260	1,106
Berwyn		103,822	.0480		.0420	141	161	30,422	5,176	10,390	7,473	4,172	18,254	5,650	11,026	5,436
Blue Island		42,847	.0198		.0145	138	189	7,868	2,932	3,668	1,433	2,780	11,159	3,033	3,335	1,989
Brookfield		19,036	.0088		.0125	108	76	7,237	1,135	556	483	559	2,492	1,963	1,362	730
Calumet City		16,080	.0074		.0128	101	58	2,992	4,899	167	332	415	98	1,638	726	312
▲Chicago		5,766,799	2.6671		2.6432	124	125	1,109,750	534,553	1,437,732	453,579	307,782	698,205	259,827	170,298	205,998

1 Centralia is in Clinton and Marion Counties.
2 Barrington is in Cook and Lake Counties.
Illinois Population-Income data, pages 129-142

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.
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The Chicago Daily News is enjoying the most dynamic advertising growth in its entire 84-year history. **Chicagoans** are consistently seeing in its pages more total advertising, more total display, more retail, more financial, more retail grocery and more color advertising than the Daily News has ever carried in any comparable period before. This advertising brings results because research shows it is read in the ideal environment of the home... **with more** than 93% of adult readers saying they read the Daily News at home. There is another important difference about Daily News readers – they have **money to spend**... Median income of Daily News families is $1070 a year higher than for Metropolitan Chicago as a whole. And finally, these adult readers **spend more time** with the Daily News– at least 35% more time than readers of the other Chicago dailies. Join the trend. Add more power to your advertising

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SAN FRANCISCO: Sawyer-Ferguson-Walker Co., Russ Bldg.
FLORIDA: The Hal Winter Co., 7450 Ocean Terrace, Miami Beach

ILLINOIS

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Chicago Heights		65,139	.0301		.0219	120	178	15,181	3,393	7,201	2,137	5,228	16,291	5,954	2,744	1,443
Cicero		89,312	.0413		.0454	118	108	20,634	11,541	3,201	5,039	2,863	21,540	5,873	4,041	1,847
Des Plaines		53,414	.0247		.0227	131	131	14,143	3,125	4,492	3,308	1,344	8,397	4,528	5,424	2,156
3Elgin																
Elmwood Park		29,097	.0135		.0158	117	100	6,981	4,015	3,912	2,317	745	5,108	1,314	1,734	1,007
Evanston		143,530	.0664		.0663	154	154	32,651	5,079	32,146	15,395	8,982	24,092	6,691	4,811	4,172
Evergreen Park		48,397	.0224		.0187	123	147	9,261	3,960	19,532	7,310	885	3,639	1,539	860	108
Forest Park		27,492	.0127		.0117	129	140	4,361	2,868	235	109	1,389	3,190	2,498	1,880	617
Glenview		19,520	.0090		.0109	124	102	6,550	1,479	1,231	881	394	914	2,758	1,859	442
Harvey		50,418	.0233		.0181	126	162	16,332	2,764	3,375	3,044	1,298	13,851	3,359	1,146	2,176
4Hinsdale																
La Grange		62,118	.0287		.0168	213	363	13,170	2,488	9,200	4,523	2,601	13,595	4,604	6,533	1,344
Lansing		18,605	.0086		.0103	103	86	2,826	749	426	860	1,072	6,214	1,811	2,428	378
Maywood		34,229	.0158		.0190	117	97	6,813	914	3,188	888	1,068	12,316	4,592	1,253	1,205
Melrose Park		36,487	.0169		.0150	117	132	9,346	3,537	5,369	1,929	1,150	870	2,095	7,348	2,131
Oak Lawn		41,827	.0193		.0177	116	126	12,260	5,097	1,384	1,180	1,095	11,899	3,025	3,906	871
Oak Park		136,921	.0633		.0558	163	185	21,121	4,117	18,830	20,162	4,990	50,363	5,901	2,518	4,145
Park Forest		28,471	.0132		.0188	113	80	11,989	708	7,564	1,852	2,271	678	447	420	1,286
Park Ridge		44,968	.0208		.0252	152	125	9,930	1,519	7,371	2,392	1,412	15,291	2,340	2,092	2,166
River Forest		35,329	.0163		.0127	190	243	3,942	777	17,372	402	2,387	3,121	1,418	5,196	319
Skokie		134,979	.0624		.0458	142	194	19,522	10,799	37,977	8,429	5,040	23,280	5,630	5,789	4,623
Wilmette		42,036	.0194		.0219	146	129	12,117	1,288	8,590	1,574	1,478	8,615	2,575	1,551	1,590
Winnetka		27,342	.0126		.0138	179	164	5,736	1,215	980	5,725	1,872	4,328	1,766	1,472	1,062
Crawford		**23,785**	**.0110**	**3,550**	**.0113**	**97**	**95**	**5,735**	**939**	**1,716**	**1,007**	**788**	**4,159**	**1,972**	**4,033**	**779**
Cumberland		**7,338**	**.0034**	**2,158**	**.0048**	**75**	**54**	**1,397**	**414**	**1,044**	**189**	**489**	**576**	**787**	**1,658**	**80**
De Kalb		**75,759**	**.0350**	**5,017**	**.0319**	**112**	**123**	**15,409**	**4,770**	**5,062**	**3,808**	**3,329**	**14,718**	**5,266**	**9,087**	**2,254**
De Kalb		30,866	.0143		.0116	123	152	6,045	1,905	3,733	2,308	1,536	6,853	1,933	2,935	1,099
De Witt		**22,322**	**.0104**	**3,986**	**.0106**	**112**	**109**	**4,899**	**1,780**	**1,395**	**846**	**788**	**5,678**	**1,925**	**3,397**	**375**
Clinton		14,268	.0066		.0059	128	143	2,573	925	1,112	675	237	4,145	1,246	2,209	270
Douglas		**26,807**	**.0119**	**4,032**	**.0113**	**97**	**102**	**5,406**	**1,405**	**869**	**621**	**538**	**4,548**	**1,825**	**7,279**	**628**
Du Page	32	**295,811**	**.1368**	**3,412**	**.1861**	**112**	**82**	**88,853**	**17,480**	**18,145**	**14,194**	**8,405**	**49,987**	**26,512**	**29,606**	**12,827**
Downers Grove		30,365	.0140		.0142	122	121	9,733	1,405	2,505	1,488	835	5,630	2,274	3,087	1,331
Elmhurst		54,651	.0253		.0291	141	122	15,663	1,372	5,187	4,613	2,451	13,065	2,730	1,775	3,357
Glen Ellyn		19,738	.0091		.0130	149	105	6,125	1,112	1,870	1,507	335	2,280	2,667	1,108	1,408
4Hinsdale		20,176	.0093		.0110	143	121	6,606	834	704	1,324	1,009	3,796	1,843	1,132	917
Lombard		16,539	.0076		.0132	102	59	6,886	349	1,452	520	249	547	1,534	2,647	1,071
Naperville		23,663	.0109		.0084	124	160	7,865	454	705	587	486	4,303	1,081	5,284	688
Wheaton		27,528	.0127		.0166	133	102	9,246	560	1,203	1,656	966	7,234	1,524	2,371	1,495
Edgar		**25,238**	**.0117**	**3,236**	**.0126**	**95**	**88**	**8,279**	**1,417**	**1,972**	**900**	**743**	**3,912**	**2,370**	**3,464**	**842**
Paris		17,423	.0081		.0068	110	131	4,600	895	1,809	708	580	2,995	1,287	1,153	684
Edwards		**6,320**	**.0029**	**2,528**	**.0037**	**79**	**62**	**1,131**	**276**	**263**	**48**	**170**	**1,401**	**1,101**	**1,186**	**50**
Effingham		**39,111**	**.0181**	**5,668**	**.0137**	**106**	**140**	**6,323**	**2,714**	**2,594**	**996**	**1,883**	**7,417**	**3,187**	**9,815**	**459**
Effingham		21,878	.0101		.0062	155	220	4,571	1,589	2,240	996	725	4,459	1,661	2,159	441
Fayette		**24,044**	**.0111**	**3,294**	**.0120**	**86**	**78**	**3,773**	**2,398**	**1,167**	**1,078**	**842**	**5,098**	**1,624**	**4,187**	**396**
Ford		**24,311**	**.0112**	**4,767**	**.0096**	**105**	**120**	**5,425**	**1,291**	**975**	**633**	**615**	**3,396**	**2,340**	**5,986**	**596**
Franklin		**39,899**	**.0185**	**2,696**	**.0212**	**85**	**74**	**11,384**	**2,234**	**1,717**	**3,708**	**3,254**	**6,812**	**3,089**	**3,730**	**1,590**
West Frankfort		14,713	.0068		.0062	97	106	3,901	587	554	1,826	1,238	2,768	992	1,291	511
Fulton		**52,588**	**.0243**	**3,350**	**.0263**	**99**	**91**	**11,246**	**3,176**	**3,485**	**1,715**	**2,009**	**10,858**	**4,755**	**6,067**	**1,291**
Canton		24,793	.0115		.0091	126	160	6,426	1,207	2,711	1,216	1,290	5,930	1,597	2,161	814
Gallatin		**6,628**	**.0031**	**2,882**	**.0035**	**78**	**69**	**1,227**	**484**	**860**	**40**	**358**	**1,049**	**500**	**1,638**	**139**
Greene		**21,243**	**.0098**	**3,426**	**.0098**	**91**	**91**	**4,787**	**1,045**	**944**	**881**	**527**	**3,369**	**1,467**	**3,725**	**739**
Grundy		**25,284**	**.0117**	**3,628**	**.0124**	**98**	**93**	**6,329**	**2,206**	**1,252**	**1,295**	**708**	**4,261**	**3,021**	**3,913**	**287**
Morris		14,631	.0068		.0053	123	158	4,008	1,066	611	975	340	2,856	1,669	2,230	221
Hamilton		**8,754**	**.0040**	**2,366**	**.0049**	**74**	**61**	**2,101**	**259**	**481**	**275**	**236**	**1,736**	**805**	**885**	**317**
Hancock		**25,673**	**.0119**	**2,951**	**.0133**	**90**	**80**	**4,165**	**1,284**	**881**	**325**	**730**	**4,317**	**2,034**	**6,253**	**548**
Hardin		**3,032**	**.0014**	**1,684**	**.0024**	**69**	**40**	**1,097**	**139**	**248**	**116**	**57**	**601**	**310**	**123**	**114**
Henderson		**7,803**	**.0036**	**3,001**	**.0044**	**90**	**73**	**1,380**	**1,018**	**198**	**109**	**359**	**134**	**747**	**2,394**	**60**
Henry		**66,432**	**.0306**	**4,126**	**.0294**	**104**	**109**	**12,453**	**3,427**	**6,228**	**2,618**	**2,299**	**13,728**	**4,148**	**10,637**	**1,902**
Kewanee		29,068	.0134		.0113	111	131	7,194	1,213	5,012	1,984	1,313	5,965	1,585	2,364	1,209
Iroquois		**38,957**	**.0180**	**3,478**	**.0192**	**95**	**89**	**7,849**	**4,597**	**2,270**	**974**	**1,016**	**5,385**	**3,428**	**8,812**	**636**
Watseka		12,866	.0060		.0043	130	182	3,197	412	1,407	676	570	2,704	969	1,811	326
Jackson		**49,011**	**.0226**	**3,741**	**.0223**	**95**	**97**	**10,834**	**3,439**	**2,347**	**3,283**	**2,119**	**10,782**	**3,285**	**5,688**	**1,261**
Carbondale-Herrin-Murphysboro		*29,174*	*.0874*		*.0818*	*114*	*147*	*13,958*	*5,188*	*2,168*	*5,453*	*4,078*	*14,384*	*3,535*	*5,557*	*1,620*
Carbondale		25,462	.0118		.0090	125	164	6,061	1,671	736	2,140	1,302	5,842	1,727	1,803	830
Murphysboro		17,934	.0083		.0062	109	146	2,924	897	729	1,107	752	4,902	919	3,183	375
Jasper		**9,801**	**.0045**	**2,288**	**.0059**	**78**	**59**	**1,716**	**424**	**900**	**359**	**494**	**963**	**1,183**	**2,418**	**113**
Jefferson		**37,506**	**.0173**	**3,182**	**.0188**	**90**	**83**	**7,937**	**2,469**	**4,894**	**2,305**	**1,462**	**9,130**	**2,752**	**3,129**	**1,036**
Mount Vernon		31,687	.0147		.0116	116	147	6,142	2,032	4,184	2,306	1,423	8,816	2,087	1,844	1,036
Jersey		**16,935**	**.0079**	**3,195**	**.0081**	**81**	**79**	**4,012**	**1,112**	**748**	**963**	**624**	**3,343**	**1,057**	**3,190**	**259**
Jerseyville		14,458	.0067		.0046	107	156	3,432	440	604	963	514	3,343	918	2,417	269
Jo Daviess		**24,821**	**.0114**	**3,846**	**.0121**	**93**	**88**	**5,449**	**2,783**	**594**	**290**	**725**	**3,097**	**2,271**	**4,220**	**621**
Johnson		**7,901**	**.0037**	**2,822**	**.0038**	**79**	**69**	**1,592**	**456**	**661**	**226**	**254**	**1,586**	**1,029**	**293**	**133**

3 Elgin is in Cook and Kane Counties.
4 Hinsdale is in Cook and DuPage Counties.
Illinois Population-Income data, pages 129-142

SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 463.
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The Golden Market Area — Bloomington-Normal, Illinois

"MAIN STREET" 79½ MILES WIDE

FACTS

- 178,000 prosperous people
- Incomes 20% above national average
- Balanced industry, agriculture, education
- 233 million dollars a year retail market

GOLD: for the taking from Illinois' richest counties. Made-to-order market smack in the middle of the golden central Illinois corn belt. Unique seven county area is literally a cross section of America. The perfect test area set-up. Blanketed by a single advertising medium . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

R.O.P. Spot Color—plus Full Color (black and 1, 2, or 3, colors available Daily and Sunday).

Bloomington-Normal, Illinois

PANTAGRAPH

Represented by: Ward-Griffith Co., Inc.

ILLINOIS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Kane	32	286,172	.1323	5,261	.1218	118	129	70,348	18,563	43,757	13,510	12,335	46,128	20,692	23,936	8,492
Aurora		110,753	.0512		.0432	130	154	28,737	5,162	19,125	6,428	5,154	19,813	7,835	5,511	3,994
3Elgin		83,797	.0388		.0329	119	140	18,299	3,569	19,353	3,364	4,321	16,114	5,016	5,914	2,624
St. Charles		16,064	.0074		.0066	138	154	3,019	1,377	509	487	456	4,329	1,955	2,238	745
Kankakee	235	111,030	.0514	4,665	.0500	96	99	22,502	8,411	18,214	6,071	4,594	17,601	7,597	12,609	3,611
△Kankakee		72,772	.0337		.0225	140	209	13,660	3,957	15,878	5,690	3,604	14,197	3,838	4,797	2,502
Kendall		15,976	.0074	3,550	.0084	97	95	3,589	1,498	1,909	229	536	2,373	2,010	2,351	349
Knox	225	82,650	.0382	4,420	.0356	111	119	17,273	5,356	10,397	4,288	3,866	15,546	5,164	8,494	2,794
△Galesburg		61,932	.0286		.0242	120	142	12,769	3,534	9,445	4,061	3,390	13,223	3,556	3,282	2,616
Lake	32	368,437	.1704	4,979	.1786	119	114	87,683	29,128	46,848	22,029	15,809	59,290	29,842	27,682	14,542
2Barrington																
Highland Park		46,869	.0217		.0209	147	153	10,785	1,770	5,236	3,806	2,246	10,655	3,003	3,274	1,593
Lake Forest		18,560	.0086		.0076	141	159	6,255	330	2,180	1,456	692	3,035	590	1,291	1,244
Libertyville		20,303	.0094		.0069	153	209	5,881	839	1,071	1,216	626	6,018	1,708	1,786	747
North Chicago		12,209	.0056		.0096	94	55	3,598	2,517	1,136	469	700	232	1,318	758	465
Waukegan-North Chicago		*138,466*	*.0640*		*.0590*	*139*	*163*	*29,761*	*10,103*	*23,798*	*11,828*	*9,620*	*20,706*	*9,410*	*5,383*	*5,905*
Waukegan		126,256	.0584		.0424	146	201	26,163	7,586	22,662	11,359	8,920	20,474	8,092	4,625	5,438
La Salle		147,264	.0681	4,196	.0682	108	106	35,018	13,026	12,730	9,846	8,245	25,884	10,669	16,207	4,219
La Salle-Peru Oglesby		*41,119*	*.0190*		*.0174*	*115*	*130*	*8,577*	*3,091*	*3,666*	*3,495*	*3,519*	*8,320*	*2,850*	*2,990*	*1,018*
La Salle		27,058	.0125		.0092	128	174	5,376	1,799	3,033	2,563	2,303	7,359	1,586	911	626
Ottawa		36,127	.0167		.0138	128	155	8,182	3,022	4,862	2,405	1,808	6,402	2,240	2,448	1,619
5Streator		30,630	.0142		.0119	118	141	8,462	2,054	2,500	3,039	1,072	5,746	2,184	2,442	629
Lawrence		17,068	.0079	2,844	.0096	89	73	4,320	1,544	1,301	563	815	2,082	2,052	2,303	679
Lee		45,259	.0209	4,270	.0214	99	97	8,122	3,226	3,750	1,865	1,838	10,482	3,261	6,207	1,057
Dixon		29,692	.0137		.0118	110	128	5,032	1,458	3,232	1,742	1,334	9,028	1,842	2,196	877
Livingston		55,831	.0259	4,075	.0259	101	101	12,594	3,888	4,697	1,758	2,175	8,635	3,772	10,155	1,230
Pontiac		19,675	.0091		.0064	128	182	4,031	986	3,116	1,297	845	2,453	923	3,472	441
5Streator																
Logan		37,562	.0173	4,083	.0177	92	90	7,859	2,640	3,086	1,739	1,286	6,267	3,775	5,887	678
Lincoln		24,313	.0112		.0097	97	112	5,716	1,409	2,699	1,610	1,095	5,078	2,326	2,354	557
McDonough		47,463	.0220	4,643	.0184	107	128	7,750	2,446	3,648	2,193	2,018	8,271	1,932	7,444	1,343
Macomb		26,055	.0121		.0091	121	161	4,806	1,464	2,750	1,989	1,388	5,604	951	3,185	1,121
McHenry	32	102,809	.0478	4,738	.0446	112	119	25,556	9,121	6,083	2,876	2,626	23,659	8,239	14,038	2,902
Crystal Lake		18,327	.0085		.0061	130	181	5,394	886	488	683	388	5,303	1,056	2,822	596
Woodstock		18,420	.0085		.0069	138	170	4,733	643	3,082	840	1,046	3,944	1,299	1,217	499
McLean	197	107,397	.0497	3,795	.0535	105	98	22,568	7,260	13,367	5,062	4,476	14,028	11,242	14,074	4,051
Bloomington-Normal		*77,978*	*.0361*		*.0389*	*120*	*131*	*16,357*	*5,490*	*12,830*	*4,681*	*4,045*	*10,706*	*7,174*	*6,868*	*3,796*
△Bloomington		71,094	.0329		.0269	128	157	13,929	4,791	12,634	4,527	3,666	10,306	6,432	6,013	3,477
Macon	42	164,737	.0762	4,440	.0725	112	117	35,460	12,830	25,415	8,363	8,271	31,873	12,222	11,333	4,199
▲Decatur		148,978	.0689		.0560	126	155	32,687	10,786	24,287	8,172	7,893	31,350	10,177	6,812	4,122
Macoupin		49,102	.0227	3,388	.0240	96	91	10,223	2,844	3,391	1,751	1,186	12,074	3,881	8,339	1,212
Madison		250,835	.1160	3,588	.1284	102	93	70,153	19,455	19,071	15,441	14,463	45,577	18,950	20,121	8,642
Alton-Woods River-East Alton		*115,378*	*.0534*		*.0461*	*123*	*146*	*29,978*	*7,577*	*9,327*	*8,015*	*8,878*	*22,637*	*7,355*	*7,528*	*4,465*
Alton		79,171	.0366		.0306	121	145	19,629	5,452	8,447	5,671	7,474	14,976	4,736	3,960	3,027
6Collinsville		25,210	.0117		.0096	119	144	5,133	1,832	1,033	2,312	1,145	6,855	1,622	1,982	780
Edwardsville		17,784	.0082		.0070	119	139	4,501	1,101	793	1,454	822	4,587	1,230	2,241	633
Granite City		45,479	.0210		.0227	106	98	15,149	3,561	4,201	2,955	1,974	7,732	3,764	2,202	1,616
Wood River		20,004	.0093		.0083	124	139	4,375	1,352	453	1,528	1,100	6,759	1,545	1,618	712
Marion		53,686	.0248	3,919	.0240	101	104	12,054	3,238	4,927	3,822	2,233	10,027	4,987	5,723	1,446
1Centralia		27,846	.0129		.0096	126	170	6,484	1,633	3,531	2,610	1,472	5,097	2,361	2,030	1,077
Salem		11,672	.0054		.0045	113	135	2,850	492	690	428	947	2,392	1,258	533	395
Marshall		18,029	.0084	4,193	.0081	105	109	2,989	1,439	2,381	298	328	2,454	1,149	5,594	422
Mason		21,410	.0099	4,117	.0093	106	113	4,128	2,015	1,426	807	601	2,804	2,609	4,051	576
Massac		15,989	.0074	2,579	.0083	78	69	3,349	1,076	341	928	499	4,109	1,912	1,794	514
Metropolis		13,551	.0063		.0043	105	154	3,027	649	186	928	499	4,110	1,003	1,350	486
Menard		9,987	.0048	3,444	.0052	95	84	1,995	700	152	188	91	1,773	599	3,358	367
Mercer		20,066	.0093	3,460	.0101	96	89	3,738	986	788	506	533	4,195	2,549	3,467	427

1 Centralia is in Clinton and Marion Counties.
2 Barrington is in Cook and Lake Counties.
3 Elgin is in Cook and Kane Counties.
5 Streator is in LaSalle and Livingston Counties.
6 Collinsville is in Madison and St. Clair Counties.

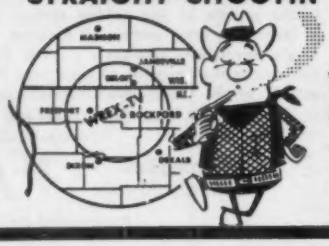
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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REX... Reports on the Population Explosion of the ROCKFORD MARKET ... the Rich Agricultural AND INDUSTRIAL HEARTLAND OF MID-AMERICA.

REMARKABLE
ROCKFORD NOW NUMBER ONE CITY IN ILLINOIS OUTSIDE CHICAGO
TOPS IN POPULATION . . . RETAIL SALES . . . NEW HOMES
STRAIGHT SHOOTIN' FOR RATINGS and RESULTS



ARB MAR. 1960 AND NIELSEN APR. 1960 AGREE!
WREX-TV DOMINATES THE ROCKFORD AREA TELEVISION AUDIENCE.
- 49 OF THE TOP 50 NIGHT TIME SHOWS
- ALL 20 OF THE TOP 20 DAYTIME SHOWS
- 7 OF THE TOP 8 WESTERNS

ABC and CBS TELEVISION
REPRESENTED BY
H-R TELEVISION INC.
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WREX-TV CHANNEL 13 ROCKFORD

ILLINOIS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Morgan		56,188	.0280	5,108	.0224	102	119	9,292	3,438	5,713	4,599	1,710	11,812	4,154	4,845	1,268
Jacksonville		42,330	.0196		.0143	115	154	7,541	2,200	5,053	4,446	1,444	10,468	2,677	3,048	773
Moultrie		13,648	.0063	3,174	.0074	95	81	2,921	836	619	325	356	2,041	932	4,128	249
Ogle		47,342	.0219	3,913	.0222	104	103	9,774	3,471	1,708	1,893	1,114	7,618	4,123	8,121	1,392
Peoria	118	291,976	.1351	4,687	.1301	115	120	57,150	21,416	52,997	15,811	18,344	53,424	19,311	19,529	11,032
▲Peoria		223,485	.1034		.0873	130	154	38,578	15,391	45,196	13,818	16,735	42,574	13,249	9,771	10,071
Perry		21,078	.0097	3,243	.0102	85	81	6,152	1,184	679	1,612	1,168	3,139	1,633	2,453	976
Piatt		14,913	.0069	2,814	.0088	96	75	3,299	646	433	274	314	2,597	1,038	4,464	252
Pike		22,881	.0106	3,051	.0114	88	82	4,564	1,241	1,217	904	903	4,874	2,113	4,060	404
Pope		2,473	.0011	1,546	.0019	63	37	578	109	398	75	55	571	140	293	67
Pulaski		6,724	.0031	1,817	.0046	67	45	2,198	406	687	86	211	958	675	747	218
Putnam		3,703	.0018	2,848	.0022	85	69	867	536	92		90	137	87	393	
Randolph		34,968	.0161	3,974	.0159	91	92	8,430	2,853	2,358	1,984	1,926	6,309	3,148	4,822	767
Richland		20,236	.0094	3,430	.0094	97	97	3,995	1,041	1,510	927	774	3,362	1,933	3,578	598
Olney		17,019	.0079		.0063	117	146	3,216	849	1,275	927	743	2,763	1,885	3,379	531
Rock Island	40	189,580	.0877	3,876	.0962	108	90	42,957	20,060	25,297	8,664	10,452	29,186	15,394	13,851	7,608
East Moline		15,415	.0071		.0067	90	73	3,928	2,239	886	943	887	903	1,407	1,878	907
▲Moline		77,166	.0357		.0318	128	143	18,326	5,538	12,712	4,004	4,967	11,993	5,904	4,063	2,899
Rock Island-Moline-East Moline		*166,685*	*.0770*		*.0737*	*117*	*122*	*38,287*	*15,188*	*24,818*	*8,487*	*9,875*	*27,413*	*12,500*	*9,508*	*7,207*
▲Rock Island		74,044	.0342		.0332	117	121	15,973	7,391	11,218	3,480	4,019	14,427	5,099	3,567	3,311
St. Clair		258,548	.1186	3,412	.1335	96	85	67,936	23,736	22,121	13,494	13,065	43,325	20,310	20,498	8,598
Belleville		66,550	.0308		.0254	116	141	15,936	4,658	5,554	4,875	5,562	14,501	3,633	6,038	2,263
East St. Louis		123,121	.0569		.0521	101	111	31,933	10,164	13,351	7,824	6,460	19,480	8,803	6,498	4,469
6Collinsville																
Saline		33,199	.0154	3,495	.0150	93	95	7,249	815	2,495	1,831	2,241	7,263	3,184	3,296	1,008
Harrisburg		17,963	.0083		.0068	110	134	3,239	449	1,598	1,097	1,422	4,998	1,494	1,053	730
Sangamon	154	221,988	.1026	4,713	.0930	115	126	49,608	20,717	28,747	16,422	12,922	31,830	18,569	17,353	8,148
▲Springfield		188,056	.0870		.0664	133	174	44,525	15,097	27,979	16,281	12,324	24,812	13,533	10,632	7,800

6 Collinsville is in Madisen and St. Clair Counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.



WORTH LOOKING AT *Remarkable* ROCKFORD

Already 2nd only to Chicago in Illinois in population and total retail sales, Remarkable Rockford continues to grow 11.3% faster than the national average in population and 5.6% faster in total retail sales. It's the fastest growing metropolitan area in the state. For sales-producing results advertise in . . .

ROCKFORD MORNING STAR Rockford Register-Republic

(See our Ad page 141)

High Sales Here!

Sales Management's Sales figures on a per Capita basis show Danville exceeds:	*Chicago* or	*All Illinois*
In Total Retail Sales by	27.8%	34%
In Food Store Sales by	35.7%	33%
In General Merchandise (Department) Stores by	7.2%	88%
In Apparel Stores by	2.4%	38%
In Furniture and Appliance Stores by	22.4%	51%
In Automotive Dealers Sales by	76.0%	60%
In Filling Station Sales by	89.0%	47%
In Drug Store Sales by	82.6%	91%

As a market Danville, Ill., rates far ahead of Chicago and the State Average on a per capita basis. The table at the left demonstrates this.

Danville's unusually large Trading Area totaling nearly 175,000 population (ABC authenticated) is the reason. Only three other cities in the State, of 50,000 or more population have as large a proportionate expansion of their market beyond the city . . . This makes Danville important far beyond its size as a city.

The evening Commercial-News is read in 66.4% of the homes in this 175,000 market . . . coverage comparable to that of many metropolitan city newspapers *within their city zones.* Thus is the interest and the shopping focused upon Danville.

Retail sales results well justify including the Danville Commercial-News on newspaper lists of "100,000 and over" markets. No other medium can reach these high sales potentials so effectively—so surely.

DANVILLE COMMERCIAL-NEWS

Represented by Gannett Advertising Sales, Inc., a Division of

The Gannett Newspapers

Offices: New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

ILLINOIS — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Monroe		16,461	.0076	3,429	.0083	94	88	2,916	1,108	2,073	195	252	3,233	1,364	2,923	236
Montgomery		36,227	.0167	3,418	.0169	94	93	7,948	3,042	2,358	2,250	1,495	7,193	2,581	5,826	845
Schuyler		10,136	.0047	3,168	.0047	85	85	2,684	497	686	422	197	882	1,391	2,629	88
Scott		8,153	.0038	3,545	.0040	95	90	1,241	484	443	284	230	2,263	669	1,844	84
Shelby		19,112	.0088	2,303	.0121	85	62	4,308	1,035	782	543	365	4,225	1,635	3,754	432
Stark		9,629	.0045	3,703	.0043	100	94	1,386	624	552	453	104	1,847	645	2,258	290
Stephenson		61,730	.0285	4,237	.0271	108	113	11,980	3,488	6,049	3,772	2,652	12,345	3,439	8,715	1,983
Freeport		49,864	.0231		.0179	124	160	10,531	2,772	4,544	3,722	2,142	11,182	2,632	5,904	1,865
Tazewell	118	99,374	.0460	3,427	.0533	102	88	29,992	7,438	4,117	3,586	3,905	18,899	8,017	11,142	2,359
East Peoria		13,998	.0065		.0075	101	88	6,198	1,453	819	188	368	804	2,236	721	345
Pekin		43,031	.0199		.0180	122	134	12,457	2,380	2,058	2,564	2,313	10,783	2,862	3,301	1,146
Union		16,131	.0075	3,044	.0079	74	70	3,336	991	525	966	603	3,545	1,511	2,069	448
Vermilion	211	124,385	.0575	3,911	.0581	104	103	27,534	7,808	19,549	5,903	4,878	19,298	9,635	11,169	4,997
△Danville		80,936	.0374		.0293	125	160	16,516	4,645	18,083	5,098	4,132	13,468	5,408	3,818	4,164
Wabash		16,157	.0075	3,757	.0080	101	95	3,495	698	728	847	771	3,515	1,342	2,685	556
Mount Carmel		14,860	.0069		.0063	113	123	3,149	660	729	847	713	3,515	1,085	2,400	555
Warren		32,157	.0148	3,874	.0149	101	100	5,590	1,741	1,459	1,170	1,337	6,182	2,958	5,139	575
Monmouth		20,095	.0093		.0075	115	143	4,844	1,160	1,357	1,107	1,056	4,940	994	2,948	526
Washington		13,237	.0061	2,816	.0069	83	73	2,287	1,503	1,789	252	595	1,237	620	3,228	167
Wayne		18,731	.0087	2,882	.0099	85	75	3,940	597	1,180	949	804	4,234	1,798	2,479	334
Fairfield		11,810	.0055		.0041	114	158	2,435	401	495	902	600	2,991	1,340	1,181	216
White		23,907	.0111	3,465	.0115	93	90	5,248	2,078	1,304	1,417	1,445	4,165	2,167	3,118	749
Carmi		12,849	.0059		.0046	121	155	2,095	738	673	1,213	1,062	3,109	805	1,844	514
Whiteside		77,450	.0358	4,376	.0330	105	114	16,527	5,380	5,389	3,532	2,467	13,842	6,127	10,980	1,932
Sterling-Rock Falls		*40,698*	*.0188*		*.0163*	*106*	*122*	*11,046*	*2,446*	*4,664*	*2,841*	*1,778*	*7,724*	*5,605*	*2,340*	*973*
Sterling		32,430	.0150		.0111	129	174	8,676	1,347	4,434	2,550	1,214	7,107	2,208	1,346	846
Will	34	214,392	.0991	4,171	.1037	17	100	52,682	16,386	29,301	9,489	11,683	35,000	17,800	16,936	7,672
Joliet		142,923	.0661		.0479	14	193	33,628	7,569	27,378	8,446	10,302	26,272	8,958	6,697	5,683
Williamson		48,211	.0223	3,032	.0231	87	84	12,560	2,485	2,965	4,061	3,735	8,493	3,811	4,704	1,336
Herrin		15,778	.0073		.0060	105	128	4,273	620	693	2,206	2,021	3,580	889	571	415
Marion		20,361	.0094		.0072	103	134	5,062	711	1,359	1,376	1,221	3,813	1,612	1,408	571
See Carbondale-Herrin-Murphysboro																
Winnebago	133	280,945	.1300	4,531	.1275	116	118	64,047	21,897	38,606	17,578	14,221	46,842	19,732	24,688	10,580
▲Rockford		230,102	.1064		.0898	133	158	48,236	15,985	35,832	16,972	13,691	44,090	13,125	15,937	9,363

Illinois Population-Income data, pages 129-142
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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46TH TV Market*

* TV Mag.



NIELSEN STATION INDEX

CHAMPAIGN - DANVILLE AREA
DECATUR - SPRINGFIELD AREA

PROVES

WCIA's DOMINANCE in Central Illinois

Nielsen Station Index Mar. 1960 Central Illinois Area

MONDAY THRU FRIDAY — SUNDAY THRU SATURDAY

STATIONS	CH.	MORNING 6 am-9 am Homes	MORNING 9 am-Noon Homes	AFTERNOON Noon-3 pm Homes	AFTERNOON 3 pm-6 pm Homes	NIGHT 6 pm-9 pm Homes	NIGHT 9 pm-Mid Homes
WCIA	**3**	**17,300**	**51,600**	**66,500**	**69,200**	**111,300**	**70,200**
Station	A	4,700	9,900	8,200	11,400	24,000	14,700
Station	B	.....	5,800	9,100	19,400	34,700	16,100
Station	C	.....	900	.....	700	2,300	1,500
Station	D	.....	.....	1,700	3,400	6,200	1,800

CBS

WCIA Channel 3

CHAMPAIGN, ILLINOIS

George P. Hollingbery • Representative

ILLINOIS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Mkt. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Woodford		37,724	.0175	4,600	.0162	100	114	4,732	1,613	3,391	581	855	6,660	2,155	10,476	360
Total Above Cities		10,759,630	4.9760		4.6585	125	134	2,247,663	844,594	2,129,901	796,983	568,571	1,684,684	587,920	509,782	388,078
State Total		13,732,109	6.3510	4,419	6.4404	114	113	2,974,285	1,139,383	2,295,372	880,389	653,893	2,071,972	873,989	986,783	468,764

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Bloomington	107,397	.0497	3,795	.0535	105	98	22,568	7,260	13,367	5,062	4,476	14,028	11,242	14,074	4,051
Champaign-Urbana	154,075	.0712	4,505	.0705	110	98	31,179	11,949	21,874	7,881	6,223	28,535	11,298	10,689	4,940
Chicago, Ill.-North-western Ind. Standard Consolidated Area	*9,681,490*	*4.4788*	*4,733*	*4.5899*	*121*	*120*	*2,119,758*	*841,900*	*1,918,973*	*687,021*	*478,961*	*1,338,889*	*560,589*	*454,843*	*360,067*
1Chicago	8,986,057	4.1558	4,765	4.2004	123	121	1,932,284	787,603	1,823,754	639,930	438,455	1,237,355	503,631	407,970	326,448
△Danville	124,385	.0575	3,911	.0581	104	103	27,534	7,906	19,549	5,903	4,878	19,298	9,635	11,169	4,997
Davenport-Rock Island-Moline	359,734	.1664	4,188	.1694	108	106	77,447	34,277	55,574	19,352	20,915	56,539	28,363	27,617	13,300

1 This is also the Illinois portion of Chicago, Ill.-Northwestern Indiana Consolidated area.

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

2 NEWSPAPERS + 2 METRO CITIES = ILLINOIS' #2 MARKET!

SELL ILLINOIS' LARGEST MARKET OUTSIDE CHICAGO AT 14% (6¢ PER LINE) SAVINGS WITH THE CENTRAL ILLINOIS GROUP

A BIG BUY IN A BIG MARKET

16-county coverage market statistics

546,400 Population
166,300 Households
$1,074,883,000 Effective Buying Income
$674,210,000 Total Retail Sales
$139,544,000 Food Sales
$125,722,000 Automotive Sales

Source: Sales Management 1960 Survey of Buying Power

The largest market in Illinois outside Chicago is the 16 counties covered by the Decatur Herald and Review and the Champaign-Urbana Courier—the Central Illinois Group. Save 6¢ a line by buying both papers . . . and reach 54% of the market. Check the facts, compare the figures . . . put the Central Illinois Group on your "A" schedules.

Combination rate: 36¢ per line.



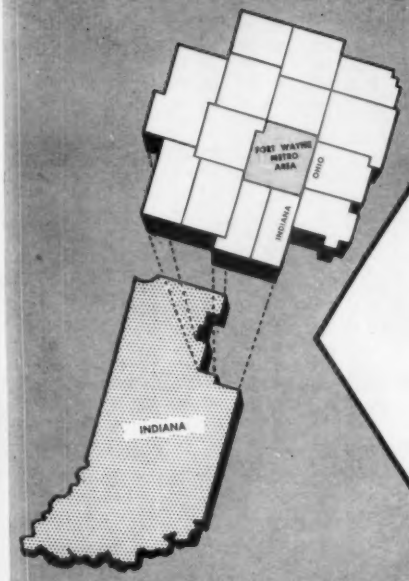
CENTRAL ILLINOIS GROUP

DECATUR HERALD & REVIEW — CHAMPAIGN-URBANA COURIER

Combined Daily Circulation 98,345. Represented by Jann & Kelley Lindsay-Schaub Newspapers, Inc.

Indiana Buying Power is in the Golden Zone

...and Fort Wayne is the hub of this billion dollar mid-west market!



ANY WAY YOU LOOK AT IT FORT WAYNE'S GOLDEN ZONE IS 3 TIMES AS BIG AS ITS METRO AREA!

	METRO AREA	GOLDEN ZONE *
Population	229,200	592,900
Households	71,100	183,200
E.B.I.	$479,598,000	$1,095,551,000
E.B.I. Per Cap.	$2,092.00	$1,847.00
E.B.I. Per Household	$6,745.00	$5,980.00

*Figures Include Fort Wayne Metro Area. All Figures, Sales Mgmt. 5/10/60

The Trend Is Up in Fort Wayne Home of New Multi-Million Dollar B. F. Goodrich Plant

INDIANA'S GOLDEN ZONE

WRITE FOR FREE FACT PACKED 28-PAGE MARKET BOOK

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

ILLINOIS

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS (continued)	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Decatur	164,737	.0762	4,440	.0725	112	117	35,460	12,830	25,415	8,363	8,271	31 873	12,222	11,333	4,199
△Galesburg	82,650	.0382	4,420	.0356	111	119	17,273	5,356	10,397	4,288	3,866	15,646	5,164	8,494	2,794
△Kankakee	111,030	.0514	4,665	.0500	98	99	22,502	8,411	18,214	6,071	4,594	17,601	7,597	12,609	3,611
Peoria	391,350	.1811	4,286	.1834	111	110	87,142	28,854	57,114	19,397	22,249	72,323	27 328	30,671	13,391
△Quincy	83,453	.0386	3,936	.0368	99	104	16,712	6,686	11,453	3,986	6,584	9,955	4,940	11,378	3,017
Rockford	280,945	.1300	4,531	.1275	116	118	64,047	21,897	38,608	17,578	14,221	46,842	19,732	24,666	10,580
Springfield	221,988	.1026	4,713	.0930	115	126	49,606	20,717	28,747	16,422	12,922	31,830	18,569	17,363	8,148
Total Above Areas	11,067,801	5.1187	4,675	5.1567	120	119	2,383,756	953,648	2,124,064	754,233	547,654	1,581,725	657,721	594 043	395,476

INDIANA— (Other East North Central States: Illinois, Michigan, Ohio, Wisconsin.)

Map, page 144

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Anderson	Madison	51.1	624	82	111	38	44	61	38	79	55	26
Auburn	De Kalb	6.8	112	11	19	13	8	9	11	11	9	2
Bedford	Lawrence	14.3	219	44	31	17	24	16	12	19	17	11
Bloomington	Monroe	41.1	349	50	59	15	30	28	35	54	23	11
Bluffton	Wells	6.8	122	13	17	15	19	5	7	11	8	3
Brazil	Clay	9.1	204	41	38	11	13	12	19	31	8	6
Columbia City	Whitley	5.2	96	6	18	6	9	11	8	16	9	4
Columbus	Bartholomew	23.3	371	53	80	23	21	30	33	43	29	10
Connersville	Fayette	17.9	219	38	31	8	17	20	17	23	15	6
Crawfordsville	Montgomery	14.4	200	27	37	8	15	10	17	21	15	7

Continued on page 528

RETAIL SALES—SM ESTIMATES, 1959

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		26,149	.0120	3,790	.0121	90	90	5,316	1,382	1,414	888	1,480	6,107	2,371	3,991	602
Decatur		15,971	.0074		.0055	115	154	3,822	936	841	595	311	4,241	1,217	2,418	470
Allen	55	330,750	.1530	4,652	.1435	112	119	66,255	25,028	64,460	17,875	14,470	61,997	22,398	18,372	10,335
▲Fort Wayne		286,323	.1324		.1080	125	153	56,119	22,552	62,490	17,332	12,767	56,004	15,665	12,073	9,138
Bartholomew		62,017	.0287	4,190	.0259	95	106	13,507	4,691	6,935	2,181	3,122	9,858	4,901	9,013	2,199
Columbus		55,331	.0256		.0166	128	197	11,158	4,276	6,420	2,181	2,939	9,569	3,579	8,302	1,990

Indiana Population-Income data, pages 142-151

SM Standard (▲) and Potential (△) Metropolitan County Areas.

INDIANA

Cont. from page 527

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Crown Point	Lake	8.2	105	17	17	9	7	10	8	12	10	2
Decatur	Adams	8.5	142	17	22	10	11	6	19	17	18	4
East Chicago	Lake	57.0	594	147	182	21	56	22	19	43	16	18
Elkhart	Elkhart	39.5	516	67	88	39	37	42	54	65	32	18
Elwood	Madison	12.1	154	23	29	15	12	14	14	16	13	2
Evansville	Vanderburgh	136.3	1,502	268	335	115	111	94	72	191	76	50
Fort Wayne	Allen	154.7	1,415	148	324	104	95	122	87	176	72	67
Frankfort	Clinton	16.2	202	37	31	9	19	18	18	22	14	4
Franklin	Johnson	8.6	128	22	18	11	7	6	14	13	8	2
Gary	Lake	177.5	1,539	334	321	81	139	97	68	172	82	45
Goshen	Elkhart	14.2	196	28	27	10	21	16	9	25	17	5
Greencastle	Putnam	9.1	123	14	14	8	11	6	11	26	8	5
Greenfield	Hancock	8.9	126	21	19	3	12	11	6	15	12	7
Greensburg	Decatur	7.6	144	16	17	10	15	12	15	18	20	4
Hammond	Lake	113.1	850	144	181	57	83	59	50	94	51	27
Hartford City	Blackford	8.0	142	26	15	10	12	11	13	18	10	4
Hobart	Lake	18.3	136	22	22	14	14	6	7	23	5	4
Huntington	Huntington	16.3	233	42	39	16	26	15	14	38	14	6
Indianapolis	Marion	465.6	5,159	860	1027	445	308	335	286	586	295	258
Jeffersonville	Clark	19.9	238	43	50	12	15	6	17	40	15	7
Kendallville	Noble	6.6	121	14	19	7	10	10	12	17	9	4
Kokomo	Howard	46.6	486	65	99	28	46	32	37	58	38	13
La Porte	La Porte	22.8	312	54	60	13	27	25	20	47	20	5
Lafayette	Tippecanoe	42.0	470	56	96	32	50	41	21	50	22	24
Lebanon	Boone	9.2	160	12	31	17	11	12	17	15	18	6
Logansport	Cass	23.4	325	51	64	17	30	20	23	49	18	11
Madison	Jefferson	11.0	202	35	30	10	21	14	15	21	24	4
Marion	Grant	36.6	466	73	94	35	38	33	40	58	29	13
Martinsville	Morgan	7.0	130	30	13	8	12	11	8	19	10	5
Michigan City	LaPorte	34.1	428	82	96	36	33	27	21	47	22	9
Mishawaka	St. Joseph	34.7	349	61	67	16	20	22	26	54	25	15
Muncie	Delaware	65.5	764	99	141	51	72	56	61	104	44	18
New Albany	Floyd	38.8	409	86	70	21	25	28	24	51	33	14
New Castle	Henry	21.3	262	35	33	12	20	23	28	36	24	7
Noblesville	Hamilton	7.9	119	14	21	5	12	9	13	14	7	5
Peru	Miami	14.9	232	31	44	15	17	15	13	36	16	7
Plymouth	Marshall	7.5	171	20	25	19	11	11	13	25	15	3
Portland	Jay	8.5	131	21	22	2	12	13	12	19	12	3
Princeton	Gibson	9.5	161	34	29	9	15	12	14	21	11	4
Richmond	Wayne	43.5	499	77	87	43	39	32	35	60	31	12
Rochester	Fulton	5.5	126	16	21	17	12	8	8	18	9	5
Rushville	Rush	7.5	141	19	22	7	11	7	11	19	14	3
Seymour	Jackson	12.5	173	26	28	9	17	14	16	19	14	6
Shelbyville	Shelby	14.1	188	31	28	10	18	18	12	23	11	9
South Bend	St. Joseph	133.4	1,377	228	273	92	95	103	66	170	87	47
Terre Haute	Vigo	73.2	963	176	244	54	49	57	55	110	48	38
Valparaiso	Porter	14.4	184	25	36	14	22	14	17	21	10	5
Vincennes	Knox	20.4	319	61	56	19	21	24	18	40	21	10
Wabash	Wabash	11.8	171	21	30	10	15	12	19	18	13	5
Warsaw	Kosciusko	7.3	178	19	25	21	15	20	13	22	16	4
Washington	Daviess	11.8	199	33	34	17	19	12	13	30	16	4
West Lafayette	Tippecanoe	13.5	72	7	17	5	5	3	7	16	3	3
Whiting	Lake	9.7	175	33	53	11	17	8	6	8	9	4
Winchester	Randolph	5.9	113	11	12	4	13	10	11	11	11	4

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Benton		15,889	.0073	4,673	.0067	103	112	2,611	1,082	319	128	491	3,043	1,240	3,517	446
Blackford		16,838	.0078	3,742	.0078	93	95	4,241	746	1,654	478	698	3,565	1,284	2,156	566
Hartford City		13,001	.0060		.0047	104	133	3,192	543	1,480	428	562	2,923	755	1,496	537
Boone		35,913	.0166	3,904	.0162	102	104	5,981	2,250	2,536	1,249	916	8,876	2,831	4,717	1,282
Lebanon		24,557	.0114		.0072	141	224	3,913	1,202	2,170	1,188	659	7,156	1,309	3,185	839
Brown		3,299	.0015	1,500	.0029	62	32	1,001	513	318		107	247	311	438	117
Carroll		21,014	.0097	3,687	.0096	96	97	3,105	787	780	310	348	4,834	1,814	4,385	311
Cass		52,137	.0242	4,274	.0223	97	105	10,506	3,191	6,634	3,630	2,085	9,081	3,529	5,425	1,600
Logansport		40,708	.0188		.0149	114	144	8,925	2,697	6,293	3,098	1,791	7,354	2,835	3,595	1,444
Clark	91	59,631	.0275	2,997	.0313	83	73	17,212	3,889	3,141	1,746	1,094	12,214	9,152	3,964	2,059
Jeffersonville		37,726	.0174		.0124	112	157	9,946	2,245	2,621	1,527	695	10,163	5,383	1,753	1,229
Clay		23,024	.0107	2,741	.0125	87	75	5,739	1,702	1,881	863	966	5,029	2,099	2,263	746
Brazil		17,673	.0082		.0057	112	161	4,336	1,368	1,140	717	857	4,752	1,641	802	705
Clinton		35,866	.0166	3,482	.0172	97	93	7,780	2,164	2,203	1,844	2,015	6,272	2,068	5,141	968
Frankfort		27,648	.0128		.0101	111	141	6,320	1,098	1,944	1,644	1,763	5,889	1,483	3,001	793
Crawford		6,830	.0031	2,530	.0035	69	61	2,046	431	971	68	65	786	569	350	67
Daviess		25,165	.0117	3,089	.0127	82	75	5,821	1,736	2,694	1,260	1,145	4,328	2,010	3,462	840
Washington		19,022	.0088		.0069	105	133	3,974	1,317	2,440	1,033	1,013	3,777	1,512	2,268	670
Dearborn		27,883	.0129	3,361	.0141	89	81	7,513	1,943	1,578	1,350	1,152	4,403	2,909	2,477	973
Decatur		26,844	.0123	4,441	.0108	96	109	4,636	1,234	2,111	1,096	896	3,651	2,319	4,641	700
Greensburg		21,162	.0098		.0058	135	228	3,591	851	1,648	1,844	750	3,384	1,575	3,437	595
De Kalb		33,428	.0155	3,594	.0156	93	93	5,879	2,070	2,128	836	1,447	6,614	2,534	4,603	655
Auburn		15,031	.0070		.0048	126	184	2,516	683	1,586	376	730	4,017	656	2,157	314
Delaware	103	128,826	.0595	3,786	.0617	100	97	32,258	8,849	16,020	6,045	6,860	23,203	9,488	9,643	4,708
▲Muncie		107,061	.0495		.0422	115	135	29,098	7,224	14,877	5,901	4,906	19,236	7,301	6,093	4,097
Dubois		31,129	.0144	4,264	.0134	90	97	5,026	1,570	1,542	1,183	1,192	6,624	1,564	5,146	422
Elkhart	215	138,509	.0641	4,369	.0611	108	113	27,832	7,603	14,638	6,729	5,735	28,952	10,796	11,993	4,733
△Elkhart		71,943	.0333		.0275	124	151	15,613	3,793	10,250	3,735	2,582	16,288	5,818	3,573	3,150
Goshen		28,868	.0134		.0101	128	170	6,278	1,065	2,065	1,934	944	4,887	2,136	2,204	698
Fayette		25,553	.0118	3,407	.0133	93	83	6,954	1,488	543	2,143	1,342	4,153	1,876	1,763	960
Connersville		23,727	.0110		.0106	106	110	6,313	1,454	204	2,143	1,320	4,079	1,876	1,676	960
Floyd	91	60,873	.0235	3,180	.0261	90	81	12,198	3,405	5,069	3,947	2,325	10,113	4,848	3,841	1,438
New Albany		47,539	.0220		.0211	97	101	11,415	2,925	4,631	3,948	2,261	10,048	4,323	3,391	1,439
Fountain		22,863	.0106	3,464	.0103	93	95	5,340	1,800	821	441	886	5,849	2,325	3,197	537
Franklin		12,791	.0059	2,721	.0072	71	58	3,413	1,116	581	230	362	2,063	1,184	1,734	169
Fulton		18,202	.0084	3,589	.0083	93	94	4,225	992	1,148	628	443	3,022	1,703	2,901	626
Rochester		11,915	.0055		.0038	123	177	2,907	640	720	543	416	2,499	1,147	1,337	419
Gibson		32,652	.0151	3,233	.0158	97	83	6,467	1,882	3,459	1,783	895	5,522	3,544	3,606	777
Princeton		18,264	.0075		.0057	108	142	3,638	954	2,200	1,495	415	2,486	1,859	1,702	516
Grant	248	86,281	.0400	3,703	.0386	93	94	20,325	6,043	8,255	5,577	4,589	15,849	7,605	7,957	4,271
△Marion		66,852	.0309		.0226	111	151	16,247	4,724	7,576	4,836	3,836	12,471	5,394	4,304	3,485
Greene		26,461	.0122	2,940	.0127	84	90	6,749	1,579	1,749	1,389	1,442	5,113	2,463	2,706	772
Hamilton		32,662	.0151	2,943	.0180	92	77	6,664	2,301	1,685	1,255	1,361	6,974	2,892	4,407	1,745
Noblesville		14,972	.0069		.0053	118	157	2,950	960	983	1,045	665	4,603	1,235	968	577

Indiana Population-Income data, pages 142-151
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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INCOME **UP** **$18 MILLION IN**

MUNCIE'S MONEY-MAKING MARKET

FIVE COUNTY TOTAL
(Delaware, Blackford, Henry, Jay, Randolph)

Population	228,500**
Families	70,800**
Total Income	$415,132,000**
Retail Sales	$252,171,000**
THE MUNCIE STAR	29,980*
MUNCIE EVENING PRESS	20,371*
THE SUNDAY STAR	32,548*

*Audit Bureau of Circulations Report of March 31, 1960
**Sales Management Survey of Buying Power, 1960

MUNCIE NEWSPAPERS INCORPORATED
Muncie, Indiana

THE MUNCIE STAR - THE MUNCIE EVENING PRESS
THE MUNCIE SUNDAY STAR
Represented nationally by KELLY-SMITH COMPANY

INDIANA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Hancock		**29,795**	**.0138**	**3,136**	**.0150**	**90**	**83**	**6,468**	**1,456**	**2,231**	**901**	**1,668**	**5,963**	**2,854**	**2,230**	**878**
Greenfield		17,530	.0081		.0060	120	162	4,096	903	465	817	1,152	4,136	1,121	1,124	707
Harrison		**13,079**	**.0060**	**2,295**	**.0084**	**74**	**53**	**2,689**	**653**	**1,128**	**418**	**438**	**2,600**	**1,014**	**1,974**	**209**
Hendricks		**31,544**	**.0146**	**2,586**	**.0202**	**89**	**84**	**5,810**	**1,662**	**639**	**740**	**616**	**7,258**	**3,667**	**3,915**	**1,627**
Henry		**55,824**	**.0258**	**3,533**	**.0279**	**94**	**87**	**13,001**	**2,478**	**4,383**	**2,329**	**2,763**	**12,037**	**4,384**	**6,334**	**1,568**
New Castle		38,445	.0178		.0138	116	150	8,348	1,814	3,731	1,812	1,711	8,046	2,283	4,726	1,104
Howard	236	**73,166**	**.0339**	**3,622**	**.0359**	**99**	**93**	**16,510**	**4,705**	**9,641**	**4,057**	**3,995**	**11,774**	**5,200**	**6,552**	**3,029**
△Kokomo		65,012	.0301		.0277	106	115	14,689	4,284	9,377	3,924	3,209	11,349	3,900	5,015	2,915
Huntington		**36,266**	**.0167**	**3,358**	**.0176**	**93**	**88**	**8,488**	**1,988**	**2,770**	**1,951**	**1,460**	**6,498**	**3,944**	**4,584**	**1,226**
Huntington		25,662	.0119		.0098	108	131	6,780	1,566	2,110	1,756	1,073	4,533	2,555	2,479	889
Jackson		**31,567**	**.0146**	**3,394**	**.0143**	**84**	**88**	**6,972**	**1,630**	**3,365**	**1,356**	**1,135**	**5,340**	**2,441**	**3,820**	**959**
Seymour		22,379	.0104		.0076	109	149	4,439	977	2,781	1,287	723	3,911	1,341	2,963	655
Jasper		**22,796**	**.0106**	**4,071**	**.0102**	**93**	**98**	**4,440**	**1,012**	**2,570**	**1,501**	**1,163**	**4,063**	**1,561**	**3,572**	**606**
Jay		**20,368**	**.0094**	**2,869**	**.0110**	**88**	**75**	**5,137**	**1,190**	**1,344**	**903**	**850**	**4,045**	**1,963**	**2,413**	**501**
Portland		12,189	.0056		.0050	104	117	3,131	678	810	800	418	2,867	1,222	1,186	322
Jefferson		**26,703**	**.0124**	**3,658**	**.0121**	**82**	**84**	**5,482**	**1,513**	**2,297**	**1,380**	**1,410**	**5,785**	**2,350**	**3,145**	**924**
Madison		23,282	.0108		.0070	113	174	4,632	1,164	2,023	1,381	1,338	5,369	1,840	2,954	845
Jennings		**14,062**	**.0065**	**2,812**	**.0073**	**88**	**60**	**3,192**	**1,052**	**555**	**542**	**447**	**3,717**	**973**	**1,723**	**379**
Johnson		**39,555**	**.0183**	**3,352**	**.0202**	**94**	**85**	**9,534**	**1,960**	**2,202**	**1,309**	**1,728**	**8,289**	**3,387**	**4,649**	**1,355**
Franklin		18,594	.0086		.0060	125	179	4,508	872	1,637	952	208	3,122	889	2,019	316
Knox		**51,153**	**.0236**	**3,761**	**.0225**	**93**	**97**	**11,592**	**2,848**	**8,220**	**1,701**	**2,719**	**8,318**	**4,570**	**5,739**	**1,571**
Vincennes		39,329	.0182		.0131	115	160	8,422	1,917	7,319	1,557	2,434	6,492	2,657	4,456	1,271
Kosciusko		**61,787**	**.0286**	**4,646**	**.0237**	**101**	**122**	**10,588**	**3,272**	**5,602**	**2,058**	**1,877**	**10,801**	**4,898**	**9,281**	**1,631**
Warsaw		27,644	.0128		.0067	163	312	5,399	1,461	3,790	1,503	1,485	6,561	1,796	2,474	749
LaGrange		**18,931**	**.0087**	**3,712**	**.0086**	**83**	**84**	**3,278**	**1,605**	**732**	**287**	**532**	**2,912**	**2,653**	**3,432**	**278**
Lake	60	**641,484**	**.2967**	**4,436**	**.2998**	**107**	**106**	**174,308**	**49,585**	**89,199**	**45,318**	**32,785**	**91,312**	**49,851**	**40,466**	**21,811**
Crown Point		20,994	.0097		.0061	133	211	5,848	781	819	591	794	5,658	1,350	2,057	429
▲East Chicago		69,088	.0320		.0337	106	100	17,567	9,487	3,753	6,403	3,313	11,089	3,746	3,621	2,435
▲Gary		239,091	.1106		.1087	109	111	58,796	17,570	39,547	20,314	14,197	33,212	16,293	11,228	8,594
Hammond-East Chicago		*239,494*	*.1108*		*.1067*	*112*	*116*	*60,056*	*20,368*	*38,555*	*20,185*	*14,603*	*36,204*	*13,300*	*12,165*	*8,052*
▲Hammond		170,406	.0788		.0730	115	124	42,488	10,881	34,780	13,782	11,290	25,115	9,554	8,544	5,617
Hobart		13,673	.0063		.0089	87	62	4,319	808	1,128	708	419	1,588	2,050	719	586
Whiting		17,902	.0083		.0067	124	154	6,314	1,918	584	986	740	3,228	653	1,622	456
La Porte	252	**114,886**	**.0531**	**4,192**	**.0508**	**98**	**103**	**27,615**	**9,778**	**10,715**	**6,855**	**3,622**	**17,799**	**12,600**	**7,923**	**3,541**
La Porte		37,388	.0173		.0149	116	135	9,320	2,157	2,486	2,913	1,488	7,479	3,258	2,368	1,478
△Michigan City		52,644	.0243		.0195	102	127	14,008	4,349	7,675	3,941	1,818	7,544	3,224	2,598	2,157
Lawrence		**35,858**	**.0166**	**3,118**	**.0177**	**83**	**78**	**10,593**	**2,022**	**4,173**	**2,255**	**2,109**	**5,909**	**2,531**	**2,612**	**1,028**
Bedford		24,903	.0115		.0088	110	144	7,144	1,326	2,710	1,963	1,793	3,728	1,456	1,978	762
Madison	7	**144,282**	**.0667**	**3,899**	**.0693**	**100**	**96**	**38,005**	**9,287**	**16,199**	**6,844**	**7,142**	**23,044**	**9,660**	**14,558**	**6,161**
▲Anderson		88,762	.0411		.0341	119	144	25,731	5,662	12,481	4,995	4,652	15,772	4,905	5,143	4,308
Elwood		15,203	.0070		.0067	99	103	4,541	1,100	2,066	655	531	1,984	1,046	1,476	524
Marion	71	**1,007,886**	**.4662**	**4,627**	**.4444**	**115**	**121**	**200,062**	**77,148**	**204,139**	**40,659**	**52,754**	**181,523**	**62,716**	**51,059**	**50,127**
▲Indianapolis		926,251	.4284		.3375	130	164	175,888	67,900	201,508	29,363	50,090	171,889	51,809	42,010	42,789

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures see page 464.

INDIANA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Marshall		41,307	.0191	4,131	.0186	103	105	8,114	2,517	3,256	1,514	1,482	7,068	4,118	5,382	981
Plymouth		19,486	.0090		.0089	140	214	4,144	885	2,240	1,100	727	3,736	1,378	1,927	442
Martin		9,976	.0046	2,850	.0050	75	69	2,443	606	1,484	194	128	1,834	1,021	351	121
Miami		41,677	.0193	3,789	.0187	98	102	8,016	2,781	3,503	966	1,377	6,992	3,856	4,631	814
Peru		30,426	.0141		.0103	124	170	6,881	1,656	2,983	850	1,047	4,795	3,023	2,581	693
Monroe		60,405	.0279	3,752	.0316	92	81	14,881	4,178	3,394	3,795	3,420	12,785	5,166	4,962	2,909
Bloomington		32,748	.0244		.0253	110	106	12,207	3,748	3,307	3,795	3,294	12,195	4,507	3,309	2,909
Montgomery		38,771	.0179	3,658	.0181	99	98	8,117	2,282	4,434	1,394	2,117	5,603	2,961	4,854	1,098
Crawfordsville		28,358	.0131		.0098	121	162	6,380	1,572	4,198	1,394	1,429	4,832	1,823	1,880	878
Morgan		28,410	.0132	2,870	.0148	81	73	8,240	1,631	2,616	1,333	1,013	4,493	2,754	2,986	828
Martinsville		14,000	.0065		.0044	113	167	4,666	626	1,589	1,216	573	1,517	1,303	1,442	456
Newton		15,641	.0072	4,011	.0070	97	100	2,828	1,438	1,586	279	634	2,531	1,682	2,958	328
Noble		35,343	.0164	4,110	.0155	98	104	6,664	2,131	2,783	1,358	740	6,614	3,761	6,237	483
Kendallville		14,089	.0065		.0045	122	176	3,019	953	1,492	1,050	537	2,693	1,468	1,783	251
Ohio		3,670	.0017	3,336	.0019	79	71	856	182	603	34	111	720	355	347	104
Orange		14,362	.0066	2,476	.0079	73	61	4,005	944	776	650	499	1,789	2,271	1,933	591
Owen		8,757	.0040	2,502	.0048	76	63	2,077	532	506		274	1,530	1,087	1,077	468
Parke		12,522	.0058	2,609	.0069	81	68	3,073	518	1,001	92	189	2,421	1,685	2,101	220
Perry		12,849	.0059	2,480	.0073	72	58	3,805	1,003	1,496	395	626	2,733	931	743	413
Pike		10,116	.0047	2,467	.0057	78	64	2,223	630	1,278	308	210	3,250	823	913	191
Porter	60	56,879	.0263	3,623	.0290	94	85	13,160	4,712	5,320	1,773	1,711	10,222	7,047	6,407	1,798
Valparaiso		31,190	.0144		.0106	131	178	8,216	1,803	3,825	1,524	1,279	7,381	1,988	1,954	1,295
Posey		16,267	.0075	3,012	.0084	82	73	3,527	786	435	475	451	4,882	1,174	3,170	829
Pulaski		16,127	.0075	4,135	.0072	96	100	3,154	636	348	403	261	2,658	1,419	4,700	287
Putnam		25,703	.0118	3,672	.0120	86	86	4,803	1,308	3,235	1,001	883	3,852	2,220	3,098	804
Greencastle		16,573	.0077		.0060	118	151	3,548	575	1,629	947	624	3,655	1,207	1,423	667
Randolph		30,315	.0141	3,331	.0146	92	89	6,411	1,615	1,598	961	1,495	5,422	2,285	4,263	614
Winchester		14,084	.0065		.0043	130	197	2,342	840	322	745	754	3,170	796	1,450	330
Ripley		24,976	.0115	3,673	.0107	86	92	4,024	1,409	1,449	541	920	5,904	1,266	2,954	701
Rush		24,108	.0112	3,709	.0112	93	93	4,236	1,181	1,473	516	976	4,549	1,589	3,633	571
Rushville		17,125	.0079		.0053	126	188	3,560	934	1,112	517	262	3,837	1,150	1,812	518
St. Joseph	152	293,928	.1359	4,071	.1497	110	100	62,081	20,893	43,166	19,445	16,111	52,988	21,346	23,024	11,003
Mishawaka		45,663	.0211		.0214	110	109	11,725	3,315	1,581	1,647	1,371	14,673	3,670	3,123	1,508
South Bend-Mishawaka		*261,479*	*.1909*		*.1151*	*120*	*128*	*55,004*	*17,806*	*49,251*	*18,594*	*17,128*	*49,486*	*16,439*	*16,536*	*10,198*
▲South Bend		215,816	.0998		.0917	123	134	43,279	14,491	40,670	16,947	15,751	34,753	12,769	13,413	8,684
Scott		13,597	.0063	2,958	.0066	79	75	3,054	943	551	828	416	2,499	1,760	1,259	399
Shelby		39,841	.0184	3,723	.0180	97	99	9,032	1,936	2,869	1,974	2,719	7,117	3,534	5,084	1,201
Shelbyville		31,839	.0147		.0099	125	186	7,377	1,381	2,142	1,915	2,438	6,604	2,737	2,560	1,145
Spencer		12,782	.0059	3,118	.0065	79	72	2,553	1,126	522	338	237	2,955	1,528	1,360	388
Starke		18,938	.0088	3,265	.0093	85	81	3,056	1,337	2,561	349	1,208	4,206	1,678	2,160	278
Steuben		32,885	.0152	5,481	.0117	107	130	6,867	2,997	1,513	838	811	5,033	6,043	4,665	938
Sullivan		18,917	.0087	2,782	.0087	84	75	4,541	1,178	1,574	437	701	4,210	1,451	2,637	441
Switzerland		4,218	.0020	2,109	.0028	74	53	899	181	298	154	56	551	645	456	234
Tippecanoe	238	115,135	.0532	4,483	.0533	104	104	24,159	9,292	20,775	6,932	6,277	15,648	9,365	8,717	5,732
△Lafayette		84,888	.0393		.0283	120	167	21,135	6,794	12,289	6,448	5,706	13,088	4,349	4,341	4,688
Lafayette-West Lafayette		*101,422*	*.0469*		*.0362*	*116*	*151*	*22,855*	*8,100*	*17,084*	*6,938*	*6,159*	*14,181*	*6,040*	*7,451*	*5,689*
West Lafayette		16,534	.0076		.0079	104	100	1,720	1,306	4,795	484	433	1,033	1,691	3,110	1,001
Tipton		12,953	.0060	2,699	.0076	84	66	3,351	744	730	507	508	1,427	1,178	2,131	379
Union		6,016	.0028	3,342	.0032	91	80	1,068	284	169	130	317	744	449	1,229	185
Vanderburgh	81	203,958	.0943	3,836	.0988	98	93	45,653	15,968	31,061	21,087	11,838	34,619	15,019	8,683	9,034
▲Evansville		197,269	.0912		.0822	108	120	43,762	14,555	30,050	21,025	11,561	34,293	14,206	8,238	9,033
Vermillion		17,832	.0083	3,022	.0084	82	81	4,657	1,085	1,169	555	666	4,918	1,280	2,083	449
Vigo	163	144,806	.0670	4,149	.0622	104	112	28,115	10,635	26,496	4,937	7,911	28,393	11,091	8,688	5,994
▲Terre Haute		133,025	.0615		.0489	119	150	25,840	9,079	25,492	4,937	7,659	27,308	8,521	7,142	5,850
Wabash		40,102	.0185	3,819	.0177	94	98	8,480	2,000	2,324	1,705	1,628	7,438	3,070	5,335	1,135
Wabash		23,735	.0110		.0077	117	167	5,232	1,446	1,246	1,337	1,047	4,992	1,179	2,658	802
Warren		3,751	.0017	1,500	.0035	78	38	1,039	274	121	193	55	82	322	1,252	39
Warrick		18,407	.0085	2,522	.0106	79	64	4,734	1,136	1,458	281	706	4,633	1,342	2,771	436
Washington		13,361	.0061	2,784	.0070	77	67	2,788	525	1,201	475	851	3,059	1,073	1,594	244
Wayne	277	97,486	.0405	3,788	.0415	97	95	19,673	6,016	8,086	5,409	4,378	17,270	7,178	6,470	2,510
△Richmond		70,463	.0326		.0271	112	134	15,450	4,782	6,990	5,169	3,773	15,063	5,022	5,059	2,013
Wells		21,330	.0098	3,333	.0106	92	88	6,001	1,229	1,671	840	1,080	3,395	1,508	2,666	366
Bluffton		12,753	.0059		.0044	116	155	3,727	790	1,372	840	357	2,677	720	1,248	290
White		29,164	.0130	4,195	.0116	99	111	5,556	1,398	1,778	756	1,164	5,742	2,850	4,442	986
Whitley		21,441	.0099	3,290	.0102	91	88	4,880	1,482	993	742	685	4,329	2,685	3,885	702
Columbia City		11,995	.0055		.0037	128	190	2,733	766	597	579	475	2,405	1,082	2,210	412
Total Above Cities		4,011,633	1.8555		1.5325	118	143	885,618	275,364	627,990	244,413	208,154	745,318	262,326	255,158	157,838
State Total		5,577,998	2.5797	3,917	2.6089	100	99	1,238,099	385,977	722,953	278,017	262,762	998,657	443,868	486,071	202,909

Indiana Population-Income data, pages 142-151

SM' Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.

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The Palladium-Item, of Richmond, Indiana poses a question . . . .

What makes a newspaper a **NEWS***paper?*

THE ANSWER IS EASY. Publishing as many news stories as possible, as The Palladium-Item does, to give readers a complete Current Events report daily.

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THE PALLADIUM-ITEM—RICHMOND, IND.

Evening (Except Saturday) and Sunday Circulation—27,344 (June 30, 1959, A B C)

INDIANA

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Anderson	144,262	.0667	3,699	.0693	100	96	38,005	9,287	16,199	6,844	7,142	23,044	9,660	14,558	6,181
△Elkhart	138,508	.0641	4,369	.0611	108	113	27,832	7,603	14,638	6,729	5,735	28,952	10,796	11,993	4,733
Evansville	239,493	.1108	3,596	.1144	95	92	55,929	18,859	33,130	22,952	13,390	40,624	17,780	13,213	10,119
Fort Wayne	330,750	.1530	4,652	.1435	112	119	66,255	25,028	64,460	17,875	14,470	61,997	22,398	18,372	10,335
1Gary-Hammond-East Chicago	698,383	.3230	4,357	.3288	106	104	187,468	54,297	94,519	47,091	34,496	101,534	56,898	46,873	23,609
Indianapolis	1,007,866	.4662	4,627	.4444	115	121	200,062	77,148	204,139	40,659	52,754	181,523	62,716	51,059	50,127
△Kokomo	73,186	.0339	3,622	.0359	99	93	16,510	4,705	9,641	4,057	3,985	11,774	5,200	6,552	3,029
△Lafayette	115,135	.0532	4,463	.0533	104	104	24,159	9,292	20,775	6,932	6,277	15,848	9,365	8,717	5,732
△Marion	86,281	.0400	3,703	.0395	93	94	20,325	6,043	8,255	5,577	4,589	15,849	7,605	7,957	4,271
△Michigan City	114,866	.0531	4,192	.0505	98	103	27,615	9,778	10,715	6,858	3,622	17,799	12,800	7,923	3,541
Muncie	128,826	.0595	3,756	.0617	100	97	32,258	8,849	16,020	6,045	6,860	23,203	9,488	9,643	4,708
△Richmond	87,496	.0405	3,788	.0415	97	95	19,673	6,016	8,068	5,409	4,378	17,270	7,178	6,470	2,510
South Bend	293,928	.1359	4,071	.1497	110	100	62,081	20,893	43,108	19,445	18,111	52,988	21,346	23,024	11,003
Terre Haute	144,805	.0670	4,149	.0622	104	112	28,115	10,635	26,496	4,937	7,911	28,393	11,091	8,688	5,994
Total Above Areas	3,603,745	1.6669	4,251	1.6558	107	107	806,287	268,233	570,181	201,407	183,730	620,598	264,319	235,042	145,892

IOWA—

(Other West North Central States: Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

Map, page 154

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Algona	Kossuth	6.5	116	11	14	9	11	12	13	15	14	3
Ames	Story	29.8	243	18	50	21	27	22	13	39	18	9
Atlantic	Cass	7.9	144	18	16	11	12	13	13	15	16	4
Boone	Boone	12.5	183	30	28	14	16	14	10	16	20	6
Burlington	Des Moines	36.7	381	66	86	24	23	28	26	36	27	11
Carroll	Carroll	7.3	145	11	23	14	15	11	12	14	18	6
Cedar Falls	Black Hawk	19.8	201	28	39	16	13	17	15	24	13	5
Cedar Rapids	Linn	86.2	778	128	169	63	47	54	34	109	49	16
Centerville	Appanoose	7.8	140	20	20	8	18	12	10	22	10	4
Charles City	Floyd	11.8	160	13	29	14	16	10	12	22	14	5
Cherokee	Cherokee	8.3	108	10	18	6	10	10	11	14	14	2
Clarinda	Page	5.3	92	6	10	12	7	7	11	13	12	4
Clinton	Clinton	35.5	392	63	83	39	29	30	21	41	22	10
Council Bluffs	Pottawattamie	52.5	428	75	93	25	20	18	28	62	27	19
Creston	Union	8.6	158	26	23	13	15	14	9	16	17	6
Davenport	Scott	91.7	792	119	216	70	49	53	28	91	31	28
Decorah	Winneshiek	6.3	139	20	26	9	12	13	9	19	13	4
Des Moines	Polk	212.5	2,326	375	510	224	138	155	119	327	126	90
Dubuque	Dubuque	59.9	538	96	150	26	33	35	21	57	19	14
Estherville	Emmet	7.9	124	18	12	12	12	11	10	12	19	3
Fairfield	Jefferson	8.0	137	18	24	11	9	9	9	17	18	2
Fort Dodge	Webster	23.2	368	53	77	26	27	30	22	47	26	7
Fort Madison	Lee	16.1	181	30	27	16	19	14	14	16	12	6
Iowa City	Johnson	34.3	283	38	52	16	28	24	17	31	21	8
Keokuk	Lee	17.8	227	36	55	13	22	17	15	21	17	5
Le Mars	Plymouth	8.7	131	10	31	10	10	11	7	16	19	3
Marshalltown	Marshall	22.7	284	37	52	24	25	23	17	34	23	7
Mason City	Cerro Gordo	35.4	383	53	66	17	34	34	29	58	27	8
Muscatine	Muscatine	21.5	271	58	53	17	21	21	11	31	21	7
Newton	Jasper	14.9	193	16	36	14	22	22	12	27	13	6
Oelwein	Fayette	8.7	124	12	23	8	16	8	7	14	13	4
Oskaloosa	Mahaska	12.0	208	21	35	12	15	17	17	31	24	6
Ottumwa	Wapello	38.6	381	64	79	18	27	33	22	69	18	12
Perry	Dallas	6.4	111	12	12	9	14	7	9	15	14	3
Red Oak	Montgomery	7.5	119	8	18	7	14	7	16	13	18	3
Shenandoah	Page	7.4	130	16	16	9	13	9	11	14	19	3
Sioux City	Woodbury	95.3	877	144	194	62	58	53	42	109	55	31
Spencer	Clay	8.7	146	10	31	8	13	15	10	16	24	4
Storm Lake	Buena Vista	8.4	137	15	17	7	14	21	9	16	14	4
Washington	Washington	6.4	122	15	15	7	12	8	9	19	13	5
Waterloo	Black Hawk	82.1	694	91	143	42	56	39	39	94	48	25
Webster City	Hamilton	8.7	126	15	23	6	18	7	10	17	14	4

RETAIL SALES—SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		13,493	.0062	3,460	.0059	87	91	2,686	724	442	260	316	2,340	1,954	3,625	290
Adams		7,292	.0034	2,917	.0038	81	72	980	342	893	202	277	1,378	839	1,047	157
Allamakee		18,871	.0087	4,194	.0074	83	98	2,814	969	2,502	615	438	3,279	1,527	4,263	417
Appanoose		16,034	.0074	2,672	.0076	76	74	3,799	1,005	1,085	1,371	780	2,690	1,425	1,727	355
Centerville		11,980	.0055		.0041	93	125	3,029	462	737	1,350	730	2,511	995	774	342

1 This area is also the Indiana portion of the Chicago, Ill.-Northwestern Indiana Standard Consolidated area.

Iowa Population-Income data, pages 152-160

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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...that Mason City Market has hwâr with-ôl I'll buy that!



Wherewithal—the Mason City, Iowa, market has it—the people (206,641), the purchasing power ($6,310 per household E.B.I.), and the willingness to spend (Quality Index 115—city). For advertisers, the Mason City Globe Gazette has the wherewithal to make campaigns in this market a profitable investment . . . 25,936 circulation in *all 12* Iowa and Minnesota counties of this market plus generous merchandising support.

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RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwrs. ($000)	Drugs ($000)
Audubon		14,586	.0067	4,420	.0058	94	108	2,432	638	409	365	541	2,567	1,228	3,351	318
Benton		31,121	.0144	4,042	.0129	98	107	5,614	1,712	2,336	603	1,174	4,136	2,543	9,376	392
Black Hawk	172	158,865	.0735	4,181	.0726	103	106	34,409	9,461	21,884	9,077	7,852	29,755	11,483	15,278	4,748
Cedar Falls		21,401	.0099		.0110	99	89	5,917	1,380	731	879	1,375	4,797	1,771	2,014	476
▲Waterloo		121,449	.0562		.0514	112	122	24,551	7,045	20,626	8,016	6,234	22,868	8,101	9,490	4,021
Boone		31,261	.0145	3,593	.0150	92	89	6,360	1,756	1,648	1,656	1,438	6,212	2,612	5,345	1,138
Boone		19,793	.0092		.0077	110	131	4,197	957	1,102	1,575	1,218	3,970	1,211	3,096	932
Bremer		27,580	.0127	4,516	.0108	94	110	5,185	1,789	1,784	694	539	5,114	1,965	6,806	698
Buchanan		20,543	.0095	3,482	.0097	80	78	4,128	1,317	952	457	568	3,702	1,537	4,943	368
Buena Vista		29,615	.0137	4,171	.0130	104	110	5,841	1,525	1,823	1,428	1,136	6,235	2,089	6,485	741
Storm Lake		18,822	.0087		.0062	132	185	3,854	783	1,261	1,193	759	5,185	1,167	2,646	580
Butler		23,543	.0108	4,380	.0093	94	110	3,012	923	1,918	222	572	3,528	1,999	6,221	293
Calhoun		18,679	.0086	3,663	.0085	93	95	4,124	961	822	517	642	3,188	1,276	4,301	416
Carroll		34,765	.0161	5,113	.0136	104	123	6,089	2,203	2,973	1,677	1,481	6,568	3,171	5,666	654
Carroll		19,180	.0089		.0055	134	217	3,532	1,124	1,587	1,389	962	5,410	1,503	1,700	445
Cass		28,884	.0134	4,659	.0108	103	128	5,435	1,326	2,438	1,460	1,103	4,992	2,619	5,519	789
Atlantic		17,925	.0083		.0054	123	189	3,608	650	1,649	1,162	702	3,532	1,280	3,174	623
Cedar		26,959	.0124	4,648	.0111	101	113	4,132	980	1,793	423	620	4,781	2,286	5,992	392
Cerro Gordo	250	78,985	.0366	4,730	.0317	106	123	14,064	3,921	6,851	6,569	5,149	15,987	5,942	8,991	2,531
△Mason City		61,345	.0284		.0227	115	143	10,962	2,448	6,134	6,181	4,568	14,671	3,917	5,893	2,257
Cherokee		24,027	.0111	4,621	.0103	98	106	3,544	1,475	1,386	1,249	913	4,754	1,624	4,144	586
Cherokee		15,104	.0070		.0049	107	152	2,613	1,005	1,099	954	712	4,076	866	2,485	302
Chickasaw		16,788	.0077	3,997	.0072	90	98	2,511	1,139	1,046	785	432	2,669	1,247	4,482	380
Clarke		10,957	.0051	3,424	.0049	92	96	1,699	492	377	521	159	2,278	1,304	2,252	194
Clay		27,460	.0127	5,281	.0104	109	134	5,234	1,811	1,941	2,021	1,154	5,203	2,272	5,314	750
Spencer		22,520	.0104		.0068	139	212	4,690	1,353	1,691	1,983	1,028	5,083	1,392	3,241	664
Clayton		24,449	.0113	3,849	.0110	88	90	5,692	1,553	1,301	578	848	2,940	1,727	5,941	418
Clinton	208	78,708	.0364	4,498	.0322	102	115	13,978	4,855	11,139	2,979	3,424	14,069	5,201	9,912	1,832
△Clinton		53,567	.0248		.0210	106	125	10,438	2,860	10,190	2,845	2,662	10,525	3,499	3,413	1,698
Crawford		21,118	.0098	3,705	.0100	92	90	4,076	1,465	1,612	1,052	515	2,679	2,340	4,618	567
Dallas		29,391	.0136	3,867	.0128	98	105	6,159	1,363	1,751	1,181	840	5,694	3,179	6,309	805
Perry		14,733	.0068		.0046	128	189	3,552	394	1,198	933	507	2,838	1,046	2,699	569
Davis		9,069	.0042	2,834	.0045	79	74	1,588	424	619	353	179	2,764	695	1,268	210
Decatur		10,411	.0048	2,740	.0053	77	70	2,187	1,128	565	260	215	1,613	717	1,584	281
Delaware		17,927	.0083	3,448	.0068	88	83	2,996	819	1,247	708	447	3,767	1,749	3,995	389
Des Moines		56,732	.0262	3,637	.0266	98	97	13,664	4,028	8,443	2,692	3,372	11,273	3,656	3,963	1,923
Burlington		50,077	.0232		.0214	104	113	11,725	3,558	8,051	2,545	3,252	10,750	2,727	2,383	1,793
Dickinson		16,550	.0077	4,138	.0073	100	105	2,999	1,675	936	564	615	3,442	1,329	3,441	464
Dubuque	46	102,964	.0476	4,680	.0447	97	103	21,075	7,332	17,357	4,223	5,458	14,656	7,812	10,313	3,157
▲Dubuque		78,036	.0361		.0340	101	108	18,045	5,192	15,714	3,698	5,180	10,879	5,981	4,281	2,696
Emmet		18,086	.0084	4,019	.0084	99	99	4,405	781	692	1,104	745	2,785	1,325	4,081	517
Estherville		13,566	.0063		.0051	116	143	3,320	538	564	1,032	683	2,702	899	2,943	310
Fayette		35,009	.0161	4,119	.0149	93	100	7,316	1,613	3,222	1,961	1,428	6,481	2,531	6,126	877
Oelwein		16,850	.0078		.0056	114	159	3,293	565	2,386	1,606	588	3,135	1,191	2,145	527
Floyd		24,992	.0116	3,622	.0116	95	95	4,936	1,533	1,299	921	1,067	5,215	1,751	4,220	473
Charles City		19,239	.0089		.0073	111	135	4,142	1,207	1,088	810	762	4,996	1,306	2,305	327
Franklin		21,267	.0098	4,090	.0095	100	103	2,606	813	1,012	643	1,063	3,692	1,381	5,879	194
Fremont		10,355	.0048	3,340	.0048	83	83	1,963	592	295	240	317	1,598	858	3,408	303
Greene		20,847	.0097	4,343	.0084	98	113	3,287	816	490	1,220	529	3,322	2,476	6,067	322
Grundy		18,474	.0085	4,016	.0081	98	102	2,667	678	502	313	534	3,010	1,515	5,655	455
Guthrie		15,696	.0072	3,627	.0067	84	90	2,940	950	502	354	324	3,143	1,392	4,129	358

Iowa Population-Income data, pages 150-160.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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IOWA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Hamilton		28,623	.0133	4,209	.0119	102	114	6,222	1,707	1,387	1,800	1,118	4,748	3,049	4,889	719
Webster City		18,318	.0085		.0059	120	173	4,497	812	1,208	1,709	915	4,060	1,237	2,565	573
Hancock		17,152	.0079	3,898	.0084	97	91	3,961	822	535	504	744	3,674	1,698	3,586	440
Hardin		34,618	.0160	4,878	.0131	111	136	5,862	1,423	2,202	877	936	7,059	2,037	9,294	840
Harrison		17,685	.0082	3,333	.0084	86	84	3,335	1,284	635	539	474	3,531	2,172	3,028	671
Henry		22,717	.0105	3,724	.0102	89	91	4,011	978	1,004	927	584	3,965	2,549	5,450	528
Howard		15,375	.0071	4,155	.0084	98	96	2,481	759	1,012	273	412	2,146	1,486	3,703	372
Humboldt		21,108	.0098	4,909	.0083	106	126	3,963	803	791	569	723	3,020	1,711	5,420	352
Ida		13,066	.0060	4,215	.0058	104	107	2,065	978	501	396	417	1,260	1,002	4,287	329
Iowa		21,770	.0101	4,443	.0088	100	115	3,817	2,049	1,509	448	716	3,434	1,627	4,978	361
Jackson		27,076	.0125	4,668	.0103	94	115	5,842	1,640	995	1,263	1,231	4,723	2,086	4,966	746
Jasper		41,339	.0191	3,793	.0186	95	98	9,150	2,057	2,308	2,078	1,606	8,111	3,469	7,050	1,207
Newton		27,892	.0129		.0099	119	155	6,942	1,345	1,750	1,993	1,251	7,255	1,873	3,195	738
Jefferson		19,262	.0089	3,379	.0084	87	92	3,742	997	1,432	957	550	3,234	1,771	3,984	611
Fairfield		13,485	.0062		.0047	104	138	3,460	729	1,288	957	551	2,428	1,162	1,434	565
Johnson		60,323	.0279	4,132	.0294	96	91	12,781	3,617	6,679	3,353	3,175	9,752	4,712	6,227	2,059
Iowa City		49,140	.0227		.0212	110	118	10,181	2,464	6,059	3,353	2,464	8,868	3,649	4,573	1,826
Jones		27,149	.0126	4,681	.0104	96	117	4,504	1,185	1,668	691	819	2,778	2,225	7,823	340
Keokuk		17,991	.0083	3,395	.0079	88	90	2,510	1,324	766	225	390	3,356	2,217	3,333	426
Kossuth		31,982	.0148	4,208	.0145	97	99	5,513	1,111	1,488	1,102	947	6,862	2,315	8,364	548
Algona		15,954	.0074		.0048	133	206	2,788	401	840	1,030	520	4,395	724	2,685	342
Lee		49,979	.0231	3,675	.0228	91	92	9,377	2,903	5,301	3,648	2,508	9,812	3,681	7,089	1,498
Fort Madison		17,879	.0083		.0085	94	92	2,875	934	2,687	1,193	908	4,755	1,340	994	714
Keokuk		22,693	.0105		.0095	95	105	5,465	1,556	2,396	2,378	1,243	4,530	1,291	1,646	714
Linn	28	199,104	.0921	4,880	.0786	111	129	44,395	12,241	20,672	16,760	11,827	35,303	15,253	18,542	6,823
▲Cedar Rapids		164,838	.0762		.0591	123	158	37,641	9,436	19,654	16,157	11,070	31,137	11,172	10,697	6,288
Louisa		11,175	.0052	3,725	.0050	89	93	1,826	690	812	167	310	2,442	1,529	3,157	260
Lucas		12,308	.0056	3,620	.0051	85	93	2,764	593	1,136	784	358	1,604	1,015	2,268	254
Lyon		14,449	.0067	3,524	.0074	90	82	3,021	836	543	334	417	2,898	1,206	3,152	304
Madison		16,991	.0079	3,776	.0072	91	100	3,454	568	1,112	531	278	3,126	1,770	2,789	622
Mahaska		32,643	.0151	4,185	.0130	96	112	5,355	1,272	2,508	2,034	1,395	5,470	2,851	5,420	738
Oskaloosa		25,521	.0118		.0078	116	176	4,200	960	2,143	1,857	1,136	5,178	1,982	3,953	659
Marion		29,940	.0138	3,790	.0127	85	92	5,691	1,436	1,372	1,180	1,084	4,305	2,534	5,601	897
Marshall		45,757	.0254	4,601	.0223	104	119	10,426	3,095	6,519	3,427	2,597	8,640	4,784	6,390	1,931
Marshalltown		43,169	.0200		.0152	120	157	8,933	2,371	6,226	3,427	2,516	7,615	3,839	3,516	1,855
Mills		10,897	.0050	3,405	.0053	75	70	2,457	867	277	300	498	2,148	1,056	2,007	302
Mitchell		17,680	.0082	4,210	.0072	91	104	3,051	782	899	461	966	1,678	978	6,052	232
Monona		18,898	.0087	3,857	.0080	91	99	3,867	1,122	503	898	799	3,703	1,503	4,454	605
Monroe		10,508	.0049	3,503	.0048	81	83	2,110	623	654	507	211	2,727	707	2,164	203
Montgomery		21,029	.0097	3,689	.0090	95	102	4,470	1,066	1,162	1,123	655	3,653	2,074	4,698	623
Red Oak		13,970	.0065		.0047	112	155	3,103	489	998	902	497	2,571	757	3,529	446
Muscatine		48,285	.0223	4,599	.0185	98	119	12,178	2,536	3,556	2,009	1,957	6,808	4,686	6,559	756
Muscatine		36,314	.0168		.0124	103	140	10,455	1,801	3,348	1,917	1,702	5,772	2,858	3,831	554
O'Brien		27,352	.0127	4,636	.0109	106	123	6,156	1,026	1,221	1,480	690	4,069	2,364	7,427	444
Osceola		10,759	.0050	3,985	.0051	94	93	2,393	617	561	267	357	2,381	708	2,672	304
Page		29,953	.0138	4,279	.0120	94	109	5,869	1,153	2,839	1,481	908	5,527	2,418	4,887	960
Clarinda		11,298	.0052		.0035	117	173	2,050	449	1,203	607	121	2,520	643	2,089	343
Shenandoah		15,334	.0071		.0049	120	173	3,285	479	1,556	874	762	2,444	1,069	2,294	570
Palo Alto		16,945	.0078	3,851	.0076	88	92	3,134	1,176	769	855	1,001	1,620	1,561	4,618	337
Plymouth		28,665	.0133	4,215	.0124	95	102	5,867	2,177	1,590	1,327	819	4,412	2,657	5,246	653
Le Mars		14,549	.0067		.0046	124	181	3,671	1,113	1,151	1,194	566	1,744	1,528	2,143	343
Pocahontas		14,651	.0068	3,573	.0073	91	85	3,216	840	567	703	224	3,177	1,214	3,545	399
Polk	44	407,987	.1887	4,706	.1682	112	126	85,054	28,075	64,045	28,204	23,435	76,690	29,353	28,358	15,169
▲Des Moines		371,872	.1720		.1429	120	145	77,863	23,891	61,006	25,308	21,764	70,464	26,123	22,448	14,142
Pottawattamie	114	79,909	.0369	3,459	.0386	92	88	20,513	5,849	6,306	3,736	2,762	13,518	9,236	9,452	3,261
Council Bluffs		61,925	.0286		.0282	96	97	17,184	4,161	5,494	3,439	2,427	10,901	6,634	5,068	2,892
Poweshiek		24,973	.0116	4,084	.0109	92	98	4,748	1,257	1,112	834	1,048	4,336	1,735	5,617	781
Ringgold		7,084	.0032	2,530	.0038	78	65	1,227	360	408	159	245	1,508	765	1,686	215
Sac		21,377	.0099	3,837	.0097	97	99	4,248	1,058	667	246	821	3,493	1,925	6,746	344
Scott	40	170,174	.0787	4,599	.0722	107	117	34,490	14,227	30,277	16,688	10,463	27,373	10,969	13,766	5,692
Davenport-Bettendorf		*152,548*	*.0706*		*.0648*	*110*	*121*	*30,690*	*12,781*	*30,034*	*16,688*	*10,110*	*26,143*	*9,698*	*8,498*	*5,393*
▲Davenport		139,536	.0645		.0572	112	126	27,245	11,407	29,476	10,398	9,566	24,047	7,812	6,776	5,179
Shelby		19,742	.0092	4,200	.0080	90	103	2,835	948	1,186	869	560	4,031	1,679	4,600	405
Sioux		30,073	.0139	4,298	.0128	91	99	5,017	1,250	1,782	717	1,423	5,872	1 407	6,294	1,132
Story		59,795	.0276	3,988	.0281	95	94	14,989	3,374	4,785	2,879	2,587	8,639	6,439	8,243	1,756
Ames		35,864	.0166		.0177	106	99	9,795	1,931	3,961	2,075	1,844	5,520	3,502	3,187	1,344
Tama		28,507	.0132	4,131	.0118	96	107	4,527	1,635	1,029	345	1,583	4,365	2,398	6,158	612
Taylor		9,136	.0042	2,404	.0052	80	65	1,898	344	416	359	103	1,621	642	1,864	237
Union		18,440	.0086	3,546	.0080	91	98	3,886	1,053	1,568	1,117	802	3,187	1,210	2,761	598
Creston		13,987	.0065		.0049	102	135	3,108	781	1,415	1,002	770	3,094	772	1,882	484

Iowa Population-Income data, pages 150-160.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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The Sioux City market . . . 'Preferred' 22 of 24 months

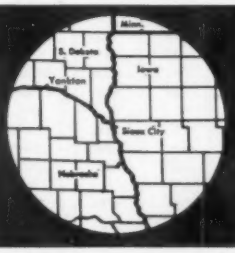
The Sioux City market has been rated 'preferred' by Sales Management Magazine in 22 out of 24 months. And, this 'preferred' market has:

- over three-quarter million consumers.
- $1,277,962,000 in effective buying power.
- retail sales of $961,518,000 in 1958.
- a 37% rural population, giving the market a stable, diversified soure of income.
- 231,100 households.
- 201,900 television households.

And, consistently, KVTV delivers the biggest share of audience in the important, 'preferred' Sioux City market. See your Katz representative for more about Sioux City and KVTV.

Sources: 1960 Sales Management Survey of Buying Power and Television Magazine's Data Annual.

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION
KVTV . . . Sioux City, Iowa
WNAX . . . Yankton, South Dakota
WGAR . . . Cleveland, Ohio
WRFD . . . Worthington, Ohio
WTTM . . . Trenton, New Jersey
WMMN . . . Fairmont, W. Va.

IOWA — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Total Retail Sales ($000)	% of Canada	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Van Buren	9,684	.0044	2,690	.0047	80	75	1,584	451	819		237	1,897	1,026	2,115	150
Wapello	56,773	.0263	3,441	.0266	92	91	12,657	3,430	4,648	4,147	3,670	10,157	4,352	5,775	2,582
Ottumwa	49,689	.0230		.0213	99	106	11,576	3,064	4,548	4,147	3,498	9,468	4,039	4,018	2,213
Warren	18,940	.0088	3,106	.0092	85	81	4,867	1,012	1,193	235	695	3,750	1,884	3,752	298
Washington	32,113	.0148	4,654	.0123	103	123	4,195	1,444	2,302	901	979	4,857	2,693	5,548	685
Washington	16,614	.0077		.0048	133	214	3,002	700	1,453	773	798	2,847	1,329	1,770	585
Wayne	11,749	.0055	3,013	.0052	79	83	2,369	409	807	188	421	1,292	1,244	2,996	251
Webster	68,142	.0305	4,658	.0284	101	117	12,679	4,758	9,623	3,851	2,890	11,024	4,839	7,422	2,475
Fort Dodge	54,700	.0253		.0184	116	160	10,925	3,694	9,376	3,815	2,238	10,327	3,719	4,249	2,380
Winnebago	18,882	.0088	4,972	.0073	99	119	4,485	996	704	769	900	2,338	1,108	5,471	340
Winneshiek	20,071	.0093	3,290	.0099	83	78	4,238	1,437	1,680	667	946	3,008	1,868	3,456	521
Decorah	12,974	.0060		.0040	114	171	3,106	847	1,092	625	618	2,366	1,227	1,413	390
Woodbury	157,236	.0727	4,666	.0637	106	121	31,479	10,077	29,243	9,235	6,824	29,218	10,294	13,517	5,528
▲Sioux City	143,371	.0663		.0574	108	124	29,099	8,748	28,715	9,198	5,683	26,060	9,039	10,364	5,166
Worth	9,566	.0044	2,814	.0056	85	68	2,188	590	529	189	795	924	609	2,673	181
Wright	27,099	.0126	4,301	.0114	100	111	5,664	1,285	839	1,325	1,046	4,850	2,337	6,347	609
Total Above Cities	1,966,473	.9097		.7582	112	134	423,917	115,984	274,941	138,509	108,340	378,291	138,172	165,031	69,867
State Total	3,591,869	1.6612	4,178	1.5407	98	106	718,885	212,177	354,497	179,276	159,220	629,711	287,031	556,360	103,412

METRO. AREAS — RETAIL SALES— SM ESTIMATES, 1959

Cedar Rapids	199,104	.0921	4,880	.0789	111	129	44,395	12,241	20,672	16,760	11,827	35,303	15,253	18,542	6,823
△Clinton	78,706	.0364	4,496	.0322	102	115	13,978	4,656	11,139	2,979	3,424	14,069	5,201	9,912	1,832
Davenport-Rock Island-Moline	358,774	.1661	4,188	.1624	108	106	77,447	34,277	55,574	19,352	20,915	56,529	26,363	27,617	13,300
Des Moines	407,987	.1887	4,706	.1682	112	126	85,054	26,075	64,045	26,204	23,436	76,690	29,353	28,358	15,169
Dubuque	102,964	.0476	4,680	.0447	97	103	21,075	7,332	17,357	4,223	5,458	14,656	7,812	10,313	3,157
△Mason City	76,985	.0356	4,730	.0317	106	123	14,064	3,921	6,851	6,569	5,149	15,987	5,942	8,991	2,531
Sioux City	157,236	.0727	4,666	.0637	106	121	31,479	10,077	29,243	9,235	6,824	29,218	10,294	13,517	5,528
Waterloo	158,665	.0735	4,181	.0726	103	105	34,409	9,461	21,884	9,077	7,852	29,755	11,483	15,278	4,748
Total Above Areas	1,543,583	.7140	4,523	.6604	107	116	321,901	108,239	226,765	94,399	84,884	272,217	111,701	132,528	53,088

Iowa Population-Income data, pages 150-160.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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KANSAS—

(Other West North Central States: Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 164

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Abilene	Dickinson	6.8	126	10	21	5	14	6	13	17	14	6
Arkansas	Cowley	14.7	235	24	41	14	15	20	24	35	18	7
Atchison	Atchison	13.0	171	34	27	10	13	13	16	15	12	9
Chanute	Neosho	10.5	182	25	28	11	14	11	20	26	16	6
Clay Center	Clay	4.7	101	6	22	4	8	8	7	11	13	3
Coffeyville	Montgomery	18.8	296	33	47	23	27	20	26	41	17	9
Concordia	Cloud	7.1	127	12	19	12	10	14	11	13	16	4
Dodge City	Ford	12.7	202	23	34	16	11	11	19	24	18	6
El Dorado	Butler	12.5	173	19	25	15	14	10	12	26	19	5
Emporia	Lyon	15.4	240	34	35	15	15	19	15	38	21	9
Fort Scott	Bourbon	10.0	168	18	26	13	16	16	11	23	18	3
Garden City	Finney	10.8	167	10	26	19	16	12	13	19	18	6
Great Bend	Barton	17.4	215	17	29	13	15	17	15	31	24	9
Hays	Ellis	11.1	163	17	20	12	13	12	11	23	19	3
Hutchinson	Reno	36.7	441	44	88	27	31	41	27	68	23	16
Independence	Montgomery	11.6	182	21	25	13	18	12	11	25	15	6
Iola	Allen	7.0	149	23	21	15	14	9	14	16	17	4
Junction City	Geary	19.7	210	26	44	11	15	16	20	27	13	6
Kansas City	Wyandotte	131.4	1,343	242	313	110	53	62	78	180	60	62
Lawrence	Douglas	24.5	313	25	58	19	27	25	21	47	26	9
Leavenworth	Leavenworth	23.0	289	40	73	14	15	24	18	19	13	12
Liberal	Seward	12.8	188	15	33	12	14	16	19	28	19	4
Manhattan	Riley	21.6	241	26	45	23	19	17	20	31	16	9
McPherson	McPherson	9.5	120	13	18	10	7	8	14	17	17	6
Newton	Harvey	14.8	198	23	28	18	12	20	15	26	19	5
Ottawa	Franklin	10.8	157	19	26	12	16	9	16	17	23	7
Parsons	Labette	12.8	227	29	40	13	18	16	18	27	16	12
Pittsburg	Crawford	19.5	290	44	54	22	21	20	27	32	27	7
Pratt	Pratt	8.2	144	15	22	7	8	10	14	16	14	3
Russell	Russell	6.7	110	14	14	8	4	6	10	20	11	5
Salina	Saline	38.0	449	40	93	25	33	31	33	68	30	16
Topeka	Shawnee	117.9	1,160	127	219	105	84	68	77	171	49	45
Wellington	Summer	9.4	139	19	24	10	9	10	11	14	15	5
Wichita	Sedgwick	243.5	2,723	295	580	231	135	165	150	428	145	125
Winfield	Cowley	11.0	165	28	26	14	12	13	11	24	16	3

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Allen		**18,616**	**.0086**	**3,447**	**.0081**	**86**	**91**	**3,883**	**1,102**	**1,925**	**1,101**	**955**	**3,383**	**1,709**	**2,766**	**543**
Iola		12,881	.0060		.0042	108	154	2,683	568	1,580	1,009	765	2,474	1,065	1,697	341
Anderson		**8,756**	**.0040**	**3,019**	**.0042**	**81**	**77**	**1,991**	**517**	**537**	**226**	**118**	**2,132**	**941**	**1,370**	**222**
Atchison		**20,135**	**.0094**	**3,248**	**.0103**	**90**	**82**	**5,218**	**873**	**1,442**	**1,708**	**851**	**4,206**	**954**	**2,780**	**714**
Atchison		18,340	.0085		.0073	100	116	4,817	700	1,442	1,674	824	4,120	750	2,429	695
Barber		**10,404**	**.0048**	**3,853**	**.0048**	**98**	**102**	**2,143**	**488**	**343**	**198**	**565**	**1,755**	**1,342**	**2,231**	**496**
Barton		**53,101**	**.0245**	**5,206**	**.0212**	**115**	**133**	**11,339**	**2,533**	**5,999**	**2,485**	**1,955**	**12,910**	**5,712**	**4,018**	**2,003**
Great Bend		37,521	.0174		.0128	132	179	7,662	1,422	5,138	1,781	1,531	10,211	3,574	2,281	1,361
Bourbon		**17,857**	**.0083**	**3,079**	**.0081**	**87**	**89**	**4,379**	**790**	**1,333**	**1,010**	**777**	**2,583**	**2,228**	**2,930**	**459**
Fort Scott		15,706	.0073		.0058	104	130	3,819	514	1,231	1,000	766	2,583	1,486	2,708	443
Brown		**14,326**	**.0066**	**3,332**	**.0066**	**93**	**93**	**2,111**	**609**	**632**	**477**	**505**	**3,099**	**1,103**	**2,911**	**641**
Butler		**45,984**	**.0213**	**3,432**	**.0214**	**94**	**93**	**8,263**	**1,866**	**2,656**	**2,031**	**2,051**	**14,878**	**5,233**	**4,404**	**1,383**
El Dorado		23,474	.0109		.0081	116	156	4,270	673	2,315	1,344	911	6,843	2,572	1,847	906
Chase		**5,280**	**.0024**	**3,771**	**.0023**	**92**	**96**	**817**	**330**	**134**	**53**	**294**	**1,379**	**374**	**580**	**144**
Chautauqua		**7,109**	**.0033**	**3,231**	**.0031**	**86**	**92**	**743**	**463**	**269**	**71**	**137**	**874**	**1,300**	**1,468**	**227**
Cherokee		**15,302**	**.0071**	**2,068**	**.0096**	**75**	**55**	**4,901**	**831**	**864**	**501**	**383**	**3,069**	**1,730**	**1,802**	**508**
Cheyenne		**6,312**	**.0029**	**4,509**	**.0026**	**104**	**116**	**1,133**	**506**	**372**	**296**	**140**	**1,458**	**514**	**1,390**	**189**
Clark		**4,206**	**.0019**	**3,824**	**.0021**	**111**	**100**	**868**	**278**	**102**	**57**	**227**	**1,008**	**535**	**524**	**189**
Clay		**19,074**	**.0089**	**5,155**	**.0067**	**105**	**139**	**2,889**	**736**	**753**	**496**	**958**	**3,777**	**1,222**	**3,964**	**301**
Clay Center		16,066	.0074		.0039	150	285	2,118	540	577	414	958	3,387	579	3,597	180
Cloud		**20,400**	**.0094**	**4,435**	**.0076**	**96**	**119**	**4,486**	**803**	**1,702**	**669**	**625**	**3,503**	**1,993**	**3,377**	**636**
Concordia		12,674	.0059		.0043	108	148	2,512	528	1,606	590	460	2,680	757	1,869	488
Coffey		**9,362**	**.0043**	**3,467**	**.0044**	**86**	**84**	**1,600**	**591**	**400**	**130**	**506**	**1,868**	**1,340**	**1,707**	**289**
Comanche		**3,756**	**.0018**	**3,756**	**.0019**	**106**	**100**	**691**	**191**	**282**	**38**	**89**	**681**	**830**	**781**	**96**
Cowley		**48,742**	**.0225**	**3,808**	**.0206**	**94**	**102**	**10,103**	**2,125**	**4,156**	**2,056**	**2,083**	**10,034**	**5,808**	**6,101**	**1,531**
Arkansas City		25,569	.0118		.0089	109	144	5,386	1,082	2,425	874	1,150	5,198	2,907	3,067	818
Winfield		17,089	.0079		.0067	108	127	3,971	774	1,541	1,181	830	3,966	1,294	1,868	603
Crawford		**40,157**	**.0186**	**3,113**	**.0184**	**88**	**89**	**10,438**	**2,274**	**3,796**	**2,832**	**3,611**	**6,170**	**3,010**	**4,098**	**1,357**
Pittsburg		25,935	.0120		.0106	97	110	5,962	1,494	3,042	2,638	1,071	4,850	1,648	2,383	1,079
Decatur		**6,611**	**.0030**	**3,306**	**.0033**	**100**	**91**	**1,486**	**336**	**228**	**360**	**280**	**1,447**	**814**	**1,288**	**156**
Dickinson		**28,918**	**.0134**	**3,908**	**.0121**	**95**	**106**	**5,345**	**936**	**1,973**	**1,010**	**1,165**	**8,041**	**2,364**	**4,308**	**812**
Abilene		16,616	.0077		.0048	126	203	2,547	356	1,462	701	487	5,875	1,015	2,505	481
Doniphan		**5,691**	**.0026**	**1,897**	**.0041**	**75**	**47**	**1,749**	**467**	**163**		**10**	**691**	**621**	**1,114**	**204**
Douglas		**44,762**	**.0207**	**4,223**	**.0199**	**97**	**100**	**10,545**	**2,881**	**3,626**	**2,849**	**1,960**	**8,304**	**4,129**	**5,532**	**1,552**
Lawrence		39,001	.0180		.0149	109	131	9,572	2,351	3,251	2,770	1,915	6,825	3,326	4,491	1,375
Edwards		**6,680**	**.0031**	**3,711**	**.0030**	**94**	**97**	**1,194**	**222**	**238**	**276**	**98**	**1,988**	**376**	**1,643**	**279**
Elk		**4,663**	**.0022**	**2,591**	**.0025**	**81**	**71**	**1,021**	**185**	**204**	**37**	**48**	**1,636**	**350**	**521**	**219**
Ellis		**30,622**	**.0142**	**5,671**	**.0117**	**99**	**120**	**5,935**	**1,559**	**2,222**	**1,141**	**1,667**	**8,647**	**2,298**	**4,445**	**402**
Hays		25,209	.0117		.0076	123	189	4,444	935	2,055	985	1,497	7,769	1,353	3,877	244
Ellsworth		**9,324**	**.0043**	**3,586**	**.0043**	**88**	**88**	**1,999**	**292**	**290**	**206**	**384**	**1,926**	**692**	**1,518**	**461**
Finney		**26,823**	**.0124**	**6,706**	**.0092**	**119**	**161**	**4,786**	**1,381**	**3,207**	**1,487**	**2,291**	**6,403**	**1,457**	**4,157**	**644**
Garden City		24,877	.0115		.0079	132	192	4,600	1,092	2,742	1,411	2,144	6,022	1,357	3,970	645
Ford		**36,591**	**.0169**	**6,099**	**.0127**	**121**	**161**	**6,631**	**1,546**	**4,438**	**1,049**	**1,313**	**8,426**	**1,935**	**5,771**	**876**
Dodge City		29,151	.0135		.0093	131	190	6,098	1,164	3,279	776	1,076	7,931	1,525	3,555	647
Franklin		**22,970**	**.0106**	**3,534**	**.0101**	**89**	**94**	**5,769**	**1,229**	**2,251**	**981**	**861**	**3,853**	**1,511**	**5,461**	**717**
Ottawa		18,366	.0085		.0064	107	142	3,690	833	1,896	981	778	3,853	1,195	4,175	651
Geary		**29,787**	**.0138**	**3,677**	**.0137**	**99**	**99**	**5,756**	**3,328**	**1,064**	**2,308**	**1,668**	**7,244**	**3,050**	**2,865**	**598**
Junction City		27,881	.0129		.0111	101	117	5,658	2,565	1,063	2,308	1,668	6,977	2,588	2,784	598
Gove		**3,357**	**.0016**	**3,730**	**.0018**	**86**	**76**	**747**	**70**	**29**	**115**	**166**	**532**	**318**	**1,003**	**144**
Graham		**6,931**	**.0032**	**5,332**	**.0027**	**87**	**103**	**1,144**	**379**	**139**	**144**	**244**	**1,526**	**1,033**	**1,938**	**240**
Grant		**8,421**	**.0039**	**6,015**	**.0032**	**119**	**144**	**1,663**	**271**	**423**	**356**	**323**	**1,549**	**497**	**2,164**	**264**

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Before using these figures see page 464.

KANSAS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

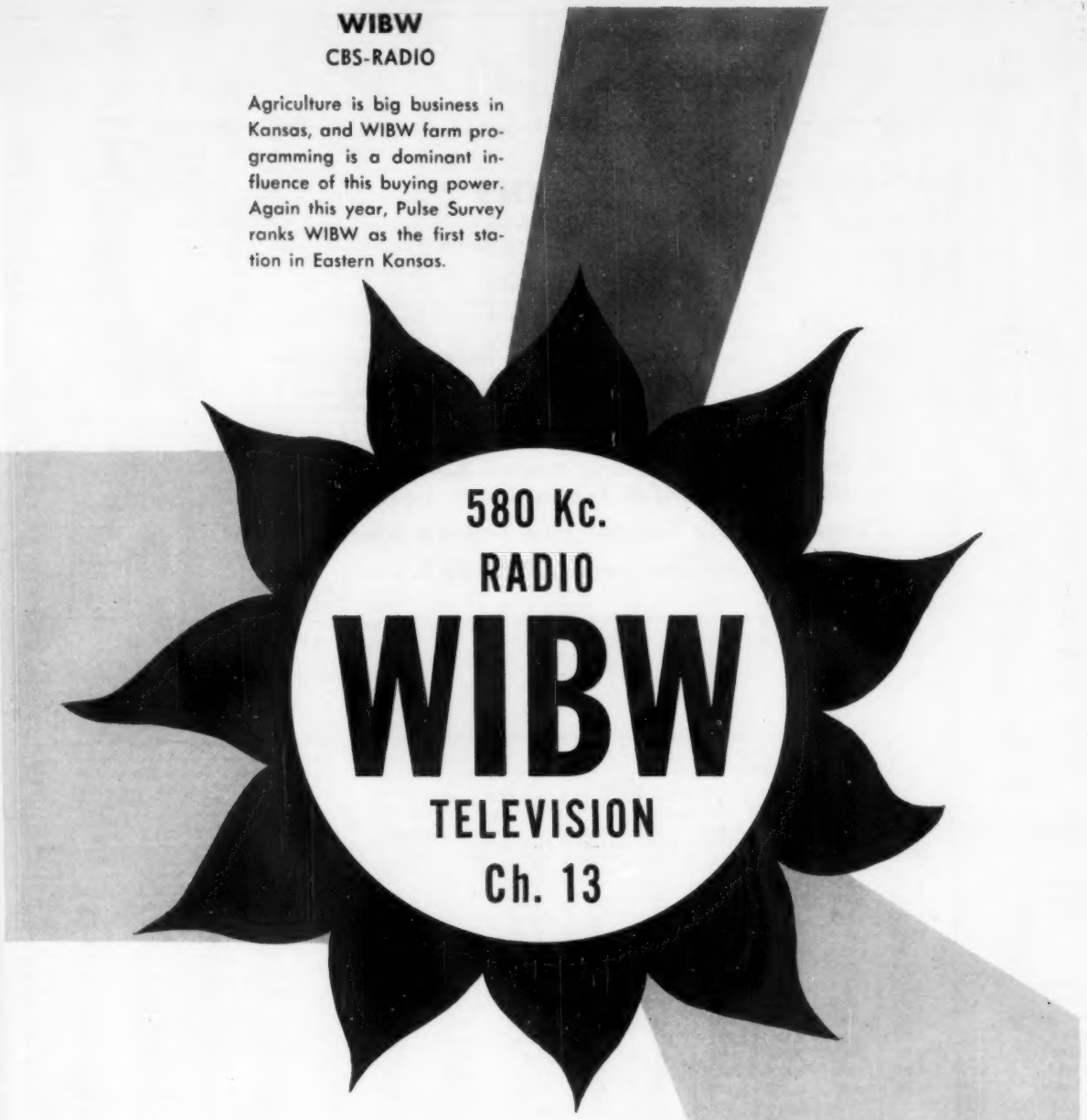
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Gray		4,209	.0019	3,826	.0023	96	79	710	238	79	56	37	787	539	1,400	209
Greeley		3,403	.0016	5,672	.0013	118	145	739	129	305	66		366	254	1,318	66
Greenwood		14,963	.0069	4,275	.0060	95	110	3,139	640	639	572	449	2,958	2,053	2,160	559
Hamilton		5,311	.0024	5,901	.0021	117	133	365	273	372	128	114	1,569	856	1,370	42
Harper		13,628	.0064	4,396	.0054	93	110	2,849	510	978	348	429	3,181	1,159	3,138	485
Harvey		31,139	.0144	4,097	.0138	100	104	6,364	1,539	2,712	1,256	1,989	6,942	3,152	3,307	791
Newton		24,640	.0114		.0091	110	137	4,902	1,230	2,390	1,096	1,790	6,281	2,415	2,389	595
Haskell		2,792	.0012	3,989	.0016	107	80	762	160	124	64	127	351	411	472	107
Hodgeman		2,930	.0014	2,930	.0018	90	70	320	92	120	113	115	709	278	657	56
Jackson		10,640	.0049	3,224	.0048	84	86	2,158	464	715	179	370	2,685	1,102	1,378	437
Jefferson		7,932	.0037	2,404	.0046	78	63	1,752	361	282	96	540	818	1,041	1,875	317
Jewell		4,341	.0020	1,973	.0029	74	51	875	350	173	69	36	741	878	842	297
Johnson	78	118,628	.0549	2,721	.0820	106	70	38,865	4,844	12,862	6,145	3,499	18,837	9,868	10,516	6,800
Kearny		2,923	.0013	3,654	.0016	107	87	611	162	160	61	45	113	328	1,135	91
Kingman		12,365	.0057	3,747	.0051	85	95	3,164	429	582	216	253	2,188	1,944	2,321	304
Kiowa		5,926	.0028	4,233	.0029	107	104	1,040	358	260	158	263	1,317	1,064	1,138	239
Labette		32,393	.0150	3,599	.0139	89	96	7,651	1,259	2,405	1,421	1,433	6,774	2,794	3,641	942
Parsons		20,723	.0096		.0073	101	133	4,830	759	1,932	1,246	999	5,376	1,506	1,537	668
Lane		4,343	.0020	5,429	.0018	113	125	473	260	713	39	69	1,348	437	827	61
Leavenworth		34,862	.0161	3,005	.0201	85	68	9,493	1,720	2,960	1,802	2,032	7,424	2,316	2,615	1,258
Leavenworth		30,278	.0140		.0127	98	109	8,137	1,431	2,891	1,802	1,856	6,867	1,604	1,887	1,062
Lincoln		5,777	.0027	2,889	.0032	89	75	1,396	639	148	97	212	1,410	544	1,009	172
Linn		7,946	.0036	2,740	.0039	78	72	1,472	259	527	188	122	2,310	763	993	231
Logan		6,873	.0032	6,248	.0021	109	145	968	304	515	188	170	1,662	488	2,086	252
Lyon		33,921	.0157	4,294	.0140	100	112	7,780	1,654	3,691	1,659	1,508	4,995	3,850	4,127	1,400
Emporia		29,050	.0134		.0101	117	156	7,431	1,048	3,452	1,543	1,424	4,727	2,480	3,064	1,344
McPherson		30,571	.0141	4,076	.0131	99	107	5,602	1,365	1,432	996	1,782	7,839	2,988	5,344	920
McPherson		18,029	.0083		.0063	119	157	3,736	502	1,163	859	1,220	5,546	862	2,688	688
Marion		16,593	.0077	3,607	.0071	87	94	3,621	687	626	328	539	4,360	1,704	3,229	312
Marshall		17,830	.0083	3,429	.0084	89	88	3,491	1,060	1,687	471	355	4,231	1,334	3,131	365
Meade		6,649	.0030	4,433	.0032	119	111	1,355	505	95	102	129	1,375	548	1,603	241
Miami		18,420	.0086	2,924	.0093	80	74	4,365	781	1,092	648	791	3,967	1,637	2,118	474
Mitchell		17,330	.0080	6,419	.0054	108	160	2,265	646	741	308	614	4,675	1,680	3,570	289
Montgomery		59,049	.0273	3,515	.0253	95	100	14,034	2,543	6,449	3,890	2,688	11,710	5,641	5,220	2,216
Coffeyville		31,396	.0145		.0115	110	138	7,816	1,213	4,213	2,821	1,529	5,531	2,941	2,216	1,171
Independence		17,340	.0080		.0068	105	123	3,906	611	1,861	819	907	4,294	1,316	1,511	618
Morris		7,323	.0034	3,051	.0039	89	77	1,442	321	295	145	231	1,360	782	1,331	97
Morton		5,670	.0026	6,300	.0022	129	153	1,122	218	238	417	316	544	898	1,241	222
Nemaha		14,596	.0067	3,649	.0066	88	89	3,014	654	1,258	632	599	2,146	1,598	3,253	458
Neosho		23,983	.0111	3,690	.0101	89	98	6,519	748	2,227	872	1,303	4,402	2,083	3,112	572
Chanute		17,996	.0083		.0062	105	141	5,362	534	1,903	872	1,229	3,745	1,161	1,667	538
Ness		5,145	.0024	3,216	.0028	93	80	1,019	180	422	186	169	980	341	1,514	240
Norton		10,364	.0048	3,839	.0042	86	99	1,819	520	927	209	340	2,935	969	1,813	344
Osage		11,560	.0053	2,513	.0063	81	68	2,330	436	403	269	370	2,036	869	2,288	329
Osborne		7,270	.0034	3,462	.0035	90	87	1,382	328	268	222	1,027	1,422	766	1,481	250
Ottawa		6,281	.0029	2,991	.0029	81	81	1,100	239	382	109	45	1,781	402	1,662	174
Pawnee		13,097	.0061	4,516	.0059	89	92	2,595	747	1,033	721	436	1,921	797	3,962	457
Phillips		9,366	.0043	2,927	.0047	90	83	1,957	438	613	363	411	1,623	883	2,163	232
Pottawatomie		13,204	.0061	3,475	.0061	90	90	2,484	695	224	329	341	2,961	1,352	1,663	458
Pratt		23,032	.0107	5,758	.0082	115	151	4,050	1,052	1,692	395	910	5,997	2,070	2,648	717
Pratt		20,463	.0095		.0061	133	207	3,769	790	1,678	395	910	5,977	1,741	2,385	688
Rawlins		5,623	.0026	4,016	.0025	96	100	1,350	378	99	198	125	669	719	1,425	92
Reno	232	83,564	.0386	4,220	.0350	103	114	18,784	3,868	9,763	5,200	5,326	16,944	6,932	8,445	2,414
△Hutchinson		71,005	.0328		.0244	119	160	17,049	3,086	9,531	5,199	5,033	14,556	5,405	4,309	2,132
Republic		10,513	.0049	2,841	.0053	90	83	1,937	618	544	172	215	2,302	1,107	2,133	421
Rice		16,490	.0076	3,509	.0080	96	92	3,654	540	696	406	758	3,671	1,670	3,586	668
Riley		40,935	.0189	6,396	.0184	93	95	7,152	2,255	4,920	2,498	1,658	9,274	3,974	4,377	1,300
Manhattan		34,832	.0161		.0128	106	133	6,058	1,718	4,485	2,498	1,380	8,004	2,852	3,689	1,220
Rooks		13,427	.0062	4,476	.0053	96	113	2,808	530	511	421	384	2,784	1,159	3,419	505
Rush		9,108	.0043	4,794	.0039	105	116	1,260	435	352	276	137	1,889	906	3,041	267
Russell		15,561	.0072	4,455	.0069	106	111	3,570	763	911	637	590	4,324	1,633	1,244	546
Russell		12,307	.0057		.0046	124	154	2,899	392	831	578	580	3,614	1,133	974	504
Saline		75,721	.0350	5,870	.0284	112	138	16,900	4,072	10,286	3,647	2,787	16,481	5,790	8,917	2,188
Salina		70,816	.0328		.0247	116	154	16,299	3,703	10,130	3,647	2,726	15,316	5,384	7,395	2,130
Scott		8,272	.0038	6,883	.0039	115	148	1,852	346	376	326	176	1,679	501	2,107	213
Sedgwick	175	454,234	.2101	4,152	.1981	106	113	99,691	25,193	63,495	26,329	23,050	92,456	36,643	35,286	17,249
▲Wichita		415,956	.1924		.1596	117	141	86,914	22,699	62,415	26,135	21,998	86,319	30,523	31,688	16,071
Seward		31,058	.0144	8,394	.0098	127	167	5,400	1,782	2,517	1,267	2,416	8,098	2,925	3,287	995
Liberal		30,271	.0140		.0095	132	194	5,322	1,506	2,467	1,267	2,348	7,946	2,895	3,205	994
Shawnee	177	182,688	.0844	4,105	.0810	106	111	40,785	9,930	26,384	11,073	12,516	29,778	15,514	14,501	6,543
▲Topeka		172,736	.0799		.0730	111	121	39,186	9,561	25,854	11,008	12,430	29,006	13,217	11,501	6,446
Sheridan		3,852	.0017	3,320	.0021	88	71	611	137	219	58	113	871	495	405	90
Sherman		11,857	.0054	6,135	.0041	121	159	1,908	667	960	253	684	2,847	859	2,182	271
Smith		7,918	.0037	3,045	.0037	82	82	1,716	553	568	97	232	1,176	1,074	1,633	218
Stafford		8,045	.0037	3,657	.0038	88	86	1,965	388	226	187	221	2,421	686	1,394	147

Kansas Population-Income data, pages 161-166.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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CBS-RADIO

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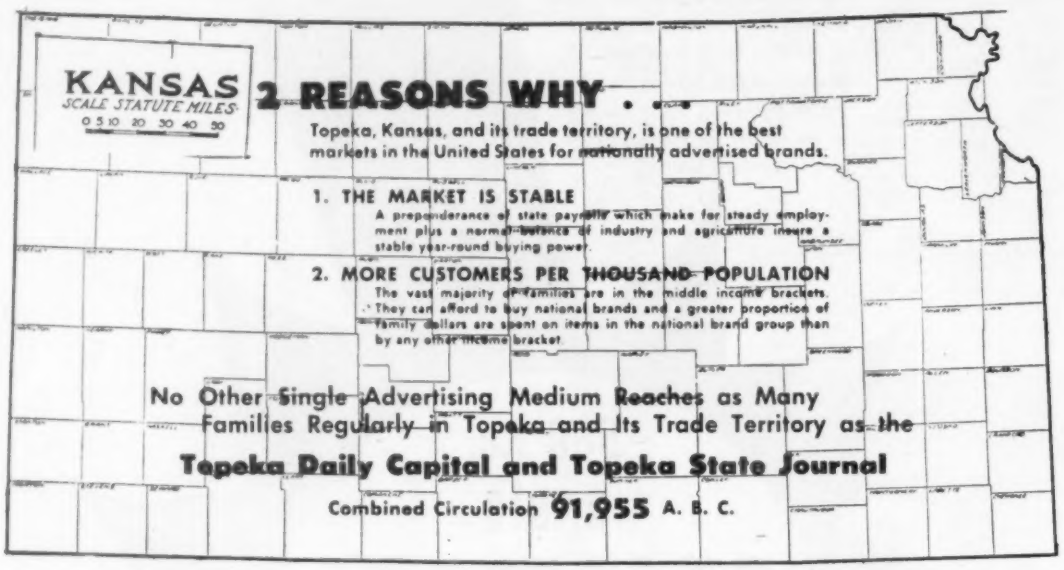
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KANSAS — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Stanton		2,839	.0013	4,732	.0014	117	108	579	59		64		272	365	1,208	80
Stevens		6,855	.0032	5,713	.0029	121	133	1,158	212	123	187	294	2,137	594	1,772	210
Sumner		33,234	.0153	3,838	.0150	94	96	6,778	1,301	1,404	978	1,565	7,825	3,289	6,122	1,010
Wellington		14,166	.0066		.0058	100	125	3,350	567	954	630	557	4,063	994	1,614	417
Thomas		11,763	.0055	5,601	.0046	121	145	1,901	542	1,137	359	420	2,223	1,056	2,438	370
Trego		6,576	.0030	4,110	.0030	91	91	1,133	440	393	321	149	1,036	896	1,530	275
Wabaunsee		5,334	.0025	2,319	.0031	78	63	1,242	243	315	18	188	783	744	874	180
Wallace		2,511	.0012	4,185	.0012	109	109	256	93	189	78		483	260	807	73
Washington		8,690	.0040	2,414	.0052	79	61	1,799	310	276	147	398	1,638	1,058	2,334	259
Wichita		6,765	.0031	9,664	.0019	136	221	785	521	331	126	392	2,218	381	1,473	185
Wilson		14,807	.0068	3,943	.0066	83	85	3,631	544	1,212	739	464	2,777	1,739	1,423	523
Woodson		5,348	.0024	2,673	.0027	82	73	1,105	431	270	133	185	882	569	979	197
Wyandotte	78	194,922	.0902	3,222	.1013	93	83	51,604	10,925	17,483	7,600	8,470	48,394	15,761	14,654	9,577
▲Kansas City		166,247	.0769		.0736	100	105	40,377	9,343	16,411	7,136	8,150	46,008	12,488	8,454	8,980
Total Above Cities		1,584,607	.7331		.5987	112	137	347,152	78,284	191,206	91,987	85,897	354,740	119,908	141,276	57,821
State Total		2,603,516	1.2041	3,855	1.1835	98	100	575,252	131,849	247,584	119,080	120,401	547,022	234,045	329,386	91,058

METRO. AREAS — RETAIL SALES— SM ESTIMATES, 1959

△Hutchinson		83,564	.0386	4,220	.0350	103	114	18,784	3,868	9,763	5,200	5,326	16,944	6,932	8,445	2,414
Topeka		182,658	.0844	4,105	.0810	106	111	40,785	9,930	26,384	11,073	12,516	29,778	15,514	14,501	6,543
Wichita		454,234	.2101	4,152	.1981	106	113	99,691	25,193	63,495	26,329	23,050	92,456	36,643	35,288	17,249
Total Above Areas		720,458	.3331	4,148	.3141	117	124	159,260	38,991	99,642	42,602	40,892	139,178	59,089	58,232	26,206

KENTUCKY— (Other East South Central States: Alabama, Mississippi, Tennessee.)

City	County	Map, page 168	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ashland	Boyd		34.5	381	95	37	35	42	32	32	30	22	11
Bowling Green	Warren		32.0	376	91	49	22	34	29	28	43	32	12
Corbin	Whitley		10.6	151	23	22	9	14	12	15	22	13	5
Covington	Kenton		70.0	778	227	191	46	33	36	39	37	41	36
Danville	Boyle		13.0	129	17	16	15	12	10	13	15	11	4
Elizabethtown	Hardin		9.9	120	18	14	14	12	9	10	20	7	7
Fort Thomas	Campbell		13.3	66	20	8	17	1	3	0	7	1	4

Kentucky Population-Income data, pages 166-170.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

KENTUCKY (continued)

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Frankfort	Franklin	27.3	227	41	39	13	22	15	14	23	11	7
Glasgow	Barren	10.0	171	26	17	19	14	15	15	22	19	5
Harlan	Harlan	4.8	94	19	9	3	14	5	11	9	4	3
Hazard	Perry	7.1	117	19	18	10	10	10	15	12	6	3
Henderson	Henderson	21.0	284	54	50	18	20	21	16	28	31	15
Hopkinsville	Christian	25.0	268	50	49	14	28	18	20	30	17	6
Lexington	Fayette	65.3	922	153	177	78	79	55	38	81	53	30
Louisville	Jefferson	412.5	4,539	915	973	401	315	221	216	402	220	179
Madisonville	Hopkins	13.6	214	50	24	20	15	19	19	28	12	8
Mayfield	Graves	8.8	195	39	21	12	29	18	18	23	17	5
Maysville	Mason	13.6	162	33	34	8	18	13	10	19	8	8
Middlesborough	Bell	13.2	144	35	19	12	7	14	12	15	7	4
Murray	Calloway	10.5	163	23	23	10	14	10	23	22	14	4
Newport	Campbell	33.1	456	116	110	34	31	29	37	24	16	13
Owensboro	Davies	54.5	501	86	97	34	38	26	36	52	38	20
Paducah	McCracken	46.5	534	87	106	28	44	34	46	62	19	24
Paris	Bourbon	8.0	133	23	19	3	13	12	12	17	9	4
Pikeville	Pike	5.8	135	39	15	4	18	11	12	13	8	4
Richmond	Madison	12.8	200	28	33	20	15	12	8	17	13	6
Shelbyville	Shelby	4.6	114	15	20	5	14	10	9	4	12	6
Somerset	Pulaski	8.1	154	22	22	18	12	10	19	19	10	2
Winchester	Clark	10.0	158	22	23	7	19	13	13	11	12	4

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		10,201	.0047	2,372	.0055	59	51	1,786	310	1,426	680	447	1,641	632	1,758	344
Allen		10,703	.0049	2,894	.0049	69	69	2,100	252	1,492	275	134	3,525	545	816	312
Anderson		7,394	.0034	3,215	.0034	76	76	2,003	398	560	338	340	775	1,219	606	172
Ballard		4,964	.0023	1,737	.0032	63	45	1,722	171	356	88	286	470	530	909	104
Barren		29,911	.0138	3,361	.0129	75	80	6,565	1,075	3,432	893	1,585	6,409	2,370	4,755	1,145
Glasgow		21,639	.0100		.0062	111	179	4,139	398	2,432	893	1,037	5,013	1,718	3,860	803
Bath		5,082	.0024	1,882	.0033	58	42	1,605	101	418	133	70	631	581	617	204
Bell		25,856	.0119	3,315	.0117	64	65	6,447	920	3,427	2,009	1,569	4,618	2,132	1,535	1,207
Middlesborough		15,301	.0071		.0057	77	96	3,357	537	2,293	850	1,442	2,715	1,089	1,015	834
Boone		15,142	.0070	2,306	.0090	71	56	4,103	935	805	150	288	2,314	1,349	3,164	673
Bourbon		18,697	.0087	3,895	.0079	85	94	4,439	573	891	827	871	3,498	1,570	2,748	510
Paris		16,024	.0074		.0052	116	164	3,646	507	389	826	861	3,301	1,172	2,528	424
Boyd	70	62,004	.0287	4,053	.0271	87	92	16,566	2,454	11,190	3,997	3,379	12,135	2,900	4,555	1,815
▲Ashland		55,529	.0257		.0200	104	133	13,660	2,156	10,570	3,752	3,271	11,565	2,237	4,309	1,574
Boyle		22,287	.0103	3,715	.0096	88	94	4,771	1,054	2,761	1,234	1,012	5,229	1,756	2,904	623
Danville		17,879	.0083		.0069	95	114	3,560	856	2,444	1,234	1,002	4,549	1,195	2,072	452
Bracken		6,065	.0028	2,757	.0030	71	67	1,199	200	987	37	135	1,266	343	965	102
Breathitt		5,507	.0025	1,412	.0049	45	23	1,590	319	1,004	301	295	820	484	192	146
Breckinridge		9,609	.0045	2,344	.0053	65	56	2,054	335	1,552	260	393	1,369	1,433	1,138	363
Bullitt		7,601	.0035	1,652	.0058	63	38	2,513	619	499	42	213	506	1,624	911	252
Butler		4,761	.0022	1,831	.0033	54	36	1,543	138	427	271	142	179	395	571	168
Caldwell		11,368	.0052	3,158	.0052	79	79	2,822	333	494	996	482	1,854	1,029	1,832	340
Calloway		21,844	.0101	3,561	.0091	81	89	4,040	1,120	1,058	1,228	991	6,897	1,711	2,533	479
Murray		17,401	.0080		.0059	100	136	3,104	851	813	1,144	991	5,768	1,449	1,491	478
Campbell	33	80,919	.0375	2,986	.0421	86	76	25,499	12,866	6,161	2,896	2,969	11,970	4,476	2,694	3,497
Fort Thomas		5,016	.0023		.0059	80	31	2,806	251	404	55	138		555	58	562
Newport		53,619	.0248		.0192	104	134	14,929	6,879	4,131	2,757	2,541	11,274	2,172	1,684	2,043
Carlisle		4,156	.0019	2,445	.0022	63	54	910	198	154	71	64	1,142	321	462	154
Carroll		9,094	.0042	3,954	.0036	86	100	2,157	631	465	742	301	1,096	763	1,353	382
Carter		12,485	.0058	2,356	.0073	58	46	3,667	453	1,405	919	941	2,533	800	734	372
Casey		7,730	.0035	1,885	.0052	53	36	2,225	122	726	325	205	1,623	691	1,011	129
Christian		48,106	.0223	4,811	.0250	74	66	10,418	2,277	3,321	3,760	2,384	8,522	5,482	5,471	1,260
Hopkinsville		36,511	.0169		.0123	88	121	8,366	1,670	2,822	2,574	2,222	6,928	3,049	4,744	1,063
Clark		23,827	.0110	4,496	.0091	88	107	5,081	1,213	2,011	1,484	1,410	5,785	1,886	1,745	881
Winchester		20,864	.0096		.0062	111	171	4,472	651	1,673	1,484	1,410	5,617	1,230	1,564	881
Clay		9,018	.0037	1,636	.0065	48	27	1,949	224	983	395	789	1,783	824	420	182
Clinton		5,414	.0025	2,354	.0031	55	45	958	171	1,196	218	238	777	487	553	91
Crittenden		7,582	.0035	2,708	.0037	66	63	2,691	262	444	159	404	1,888	633	635	132
Cumberland		4,337	.0020	1,735	.0030	56	37	913	336	639	256		1,045	363	432	130
Daviess	264	80,510	.0373	4,129	.0329	88	109	17,956	5,377	14,778	4,878	3,062	14,989	4,183	6,018	2,725
△Owensboro		72,813	.0337		.0285	93	110	14,789	4,467	13,715	4,824	2,815	14,297	3,424	5,840	2,682
Edmonson		2,428	.0011	1,214	.0023	52	25	813	101	304		128	147	276	297	122
Elliott		1,711	.0008	1,222	.0018	46	21	622	54	607		72	174	162		
Estill		5,908	.0027	1,738	.0043	58	36	2,112	193	645	375	249	1,234	619	221	215
Fayette	85	185,428	.0858	5,151	.0703	100	122	35,145	10,354	28,985	15,311	9,746	30,587	11,590	15,301	6,870
▲Lexington		156,574	.0724		.0456	125	198	24,223	7,195	26,874	14,901	9,130	28,978	8,309	13,927	5,865
Fleming		10,053	.0046	3,467	.0041	71	79	1,710	239	516	381	277	4,283	758	956	226
Floyd		21,010	.0097	2,122	.0142	56	38	5,850	743	4,057	1,103	1,513	2,917	1,921	1,614	411
Franklin		32,101	.0149	3,276	.0158	68	83	8,458	1,851	3,306	1,991	1,647	3,421	2,750	3,545	1,336
Frankfort		29,008	.0134		.0140	92	88	7,727	1,605	3,018	1,991	1,647	3,421	2,342	2,481	1,337
Fulton		15,537	.0072	5,179	.0053	90	122	3,488	710	1,031	763	665	2,689	1,255	1,841	319
Gallatin		3,340	.0015	2,569	.0017	71	63	792	341	202	88	40	898	231	299	50
Garrard		7,545	.0035	2,902	.0040	71	63	1,573	370	845	313	173	2,095	720	1,071	224
Grant		7,535	.0035	2,791	.0037	71	67	1,646	494	628	162	258	2,438	524	840	74
Graves		27,021	.0125	2,786	.0130	77	74	5,357	740	4,296	1,711	818	5,855	2,139	2,722	763
Mayfield		21,021	.0097		.0074	97	128	3,786	439	3,281	1,648	818	5,036	1,209	2,033	763
Grayson		12,534	.0058	2,458	.0064	62	56	2,587	540	2,078	652	622	2,101	948	1,013	462
Green		9,053	.0042	2,863	.0044	68	65	1,553	367	1,518	110	132	1,589	583	444	301
Greenup		11,758	.0054	1,679	.0086	61	34	4,158	527	1,138	796	678	1,101	1,075	1,565	440
Hancock		2,868	.0013	2,049	.0017	65	50	830	90	163	96	85	912	233	267	77
Hardin		47,838	.0222	3,298	.0336	78	50	11,829	2,621	3,857	1,345	3,545	12,839	4,710	3,211	1,403
Elizabethtown		25,338	.0117		.0069	125	213	5,646	608	1,804	1,192	2,405	7,723	1,562	1,961	806
Harlan		34,824	.0161	2,935	.0185	66	57	11,810	1,252	3,484	3,087	2,249	6,428	2,119	1,098	794
Harlan		14,716	.0068		.0038	141	252	3,657	495	998	1,915	813	5,026	298	453	491

Kentucky Population-Income data, pages 166-170

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

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KENTUCKY

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Harrison		16,535	.0077	3,869	.0067	86	99	3,464	944	1,229	845	838	2,668	1,089	1,995	506
Hart		11,723	.0054	3,006	.0054	69	69	3,646	454	1,144	133	332	970	1,077	1,957	414
Henderson	51	35,535	.0165	3,384	.0156	81	85	10,276	2,691	2,069	1,985	1,552	6,005	2,761	4,530	1,085
Henderson		29,013	.0134		.0109	92	114	8,304	1,739	1,995	1,865	1,552	5,882	1,250	3,354	1,054
Henry		7,809	.0036	2,488	.0041	71	62	1,287	291	1,400	179	222	724	1,276	1,529	368
Hickman		4,400	.0020	2,095	.0026	67	51	1,060	141	197	260	91	882	473	439	188
Hopkins		38,462	.0178	3,205	.0176	78	79	10,325	1,316	4,321	2,003	1,432	9,780	2,873	4,168	856
Madisonville		26,778	.0124		.0084	109	161	6,983	717	1,986	1,805	1,147	8,195	1,452	2,644	693
Jackson		3,269	.0015	1,090	.0035	48	21	633	91	979	118	127	328	260	308	102
Jefferson	91	741,469	.3430	4,227	.3233	99	105	163,599	61,842	110,248	47,463	37,441	140,926	46,289	37,336	34,497
▲Louisville		598,896	.2770		.2424	105	120	121,011	50,977	95,707	42,191	32,208	116,957	32,108	28,712	27,356
Jessamine		10,955	.0050	2,984	.0054	78	70	2,387	458	1,202	262	193	1,890	706	1,627	352
Johnson		13,803	.0063	2,648	.0071	59	52	3,825	841	1,267	972	738	2,524	1,439	1,006	166
Kenton	33	127,227	.0588	3,081	.0664	90	80	37,933	12,969	10,577	4,139	6,044	21,576	7,392	8,958	4,879
Covington		93,959	.0430		.0386	98	110	26,618	7,259	9,462	3,859	5,287	17,012	3,764	6,769	3,392
Knott		4,062	.0019	1,192	.0044	45	26	1,723	170	704	113	180	220	845	117	
Knox		9,623	.0045	1,458	.0079	51	29	3,060	459	910	353	623	1,810	667	929	191
1Corbin																
Larue		8,233	.0038	2,839	.0042	70	63	1,828	219	743	127	413	1,141	696	1,226	194
Laurel		17,924	.0082	2,636	.0093	60	53	4,451	1,266	1,039	938	620	3,579	2,710	1,065	536
Lawrence		5,450	.0026	1,703	.0039	55	37	1,892	358	824	81	114	711	302	892	51
Lee		3,352	.0015	1,676	.0024	51	32	1,015	44	460	97	40	1,035	245	224	45
Leslie		5,266	.0025	1,463	.0048	47	25	2,004	127	1,140	203	109	367	797	93	99
Letcher		15,585	.0072	2,555	.0090	58	47	4,396	449	2,873	532	870	3,554	1,124	869	255
Lewis		5,446	.0025	1,702	.0043	56	32	1,645	254	173	443	414	986	285	280	158
Lincoln		9,038	.0042	2,102	.0056	60	45	2,372	185	1,240	383	531	1,249	884	1,031	167
Livingston		3,698	.0017	1,849	.0022	58	45	1,031	155	376	95	35	201	246	282	190
Logan		18,163	.0084	3,186	.0080	68	72	4,142	613	1,414	656	1,154	4,272	1,597	2,434	660
Lyon		2,499	.0011	1,666	.0019	54	31	743	96	540	51	71	293	109	236	135
McCracken	265	71,565	.0331	3,932	.0291	91	103	16,334	4,249	10,682	5,141	3,190	14,579	4,954	3,265	2,682
△Paducah		64,651	.0299		.0250	96	115	12,854	3,735	10,371	5,141	3,173	14,301	3,851	2,757	2,567
McCreary		5,349	.0025	1,981	.0037	52	35	1,827	127	632	78	262	1,875	294	114	102
McLean		5,118	.0024	1,896	.0033	58	42	1,242	177	720	61	242	926	527	555	249
Madison		31,826	.0147	3,315	.0150	78	76	6,488	1,883	2,926	1,415	1,304	4,685	2,659	3,091	3,349
Richmond		21,740	.0101		.0074	103	140	4,508	1,140	1,949	945	1,046	1,891	1,601	2,375	3,006
Magoffin		3,413	.0016	1,313	.0032	48	24	1,342	170	277	318	57	150	553	178	69
Marion		11,211	.0052	3,114	.0059	68	60	2,772	1,138	1,101	620	301	1,192	637	1,034	103
Marshall		11,197	.0051	2,285	.0061	67	56	2,741	551	1,051	139	404	3,514	723	1,139	259
Martin		2,898	.0013	1,344	.0026	46	23	1,168	92	285	51	147	458	391		
Mason		22,722	.0105	4,544	.0086	88	107	5,582	1,703	4,077	1,332	1,012	3,435	863	1,330	843
Maysville		19,168	.0089		.0056	114	182	4,484	1,306	3,698	1,332	740	3,421	532	791	843
Meade		7,577	.0035	3,444	.0042	64	53	1,007	791	707	59	185	2,184	1,039	693	72
Menifee		1,100	.0005	1,571	.0010	50	25	381	34	473		46		88	96	
Mercer		12,663	.0059	3,166	.0059	78	78	3,196	550	458	722	823	2,609	1,086	1,660	630
Metcalfe		5,133	.0023	2,053	.0031	57	43	1,041	168	979	146	396	1,074	353	535	178
Monroe		9,012	.0042	2,651	.0045	62	58	1,710	189	998	123	84	1,844	525	1,061	339
Montgomery		16,301	.0076	5,662	.0062	83	101	3,561	537	2,363	789	724	2,884	834	1,365	585
Morgan		6,062	.0028	2,245	.0036	56	44	1,192	126	569	217	176	2,469	250	994	34
Muhlenberg		20,497	.0095	2,697	.0100	64	61	6,340	705	1,451	1,363	945	4,752	1,712	1,658	633
Nelson		15,845	.0073	3,234	.0079	70	65	3,421	651	1,907	503	535	1,662	1,593	2,861	482
Nicholas		4,616	.0021	2,066	.0027	71	55	1,702	146	238	271	160	800	285	494	171
Ohio		8,796	.0041	1,833	.0058	60	43	2,709	270	827	143	289	1,405	934	1,381	474
Oldham		9,641	.0044	3,013	.0051	67	58	2,088	589	386	65	165	4,224	632	700	353
Owen		4,498	.0021	1,799	.0031	57	46	1,141	156	576	325	186	729	248	736	156
Owsley		1,500	.0007	882	.0020	45	16	847	59	133	12	74	23	233		
Pendleton		7,891	.0037	2,391	.0044	73	62	2,163	454	1,146	106	193	1,214	585	688	250
Perry		25,178	.0118	3,228	.0122	61	56	6,336	1,331	4,228	1,819	1,448	5,023	1,529	773	804
Hazard		15,448	.0071		.0043	108	178	2,792	670	831	1,773	1,328	5,004	1,009	701	483

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures see page 464.

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Get **INTENSIVE** COVERAGE OF METROPOLITAN LOUISVILLE
And **EXTENSIVE** COVERAGE OF KENTUCKY and SOUTHERN INDIANA
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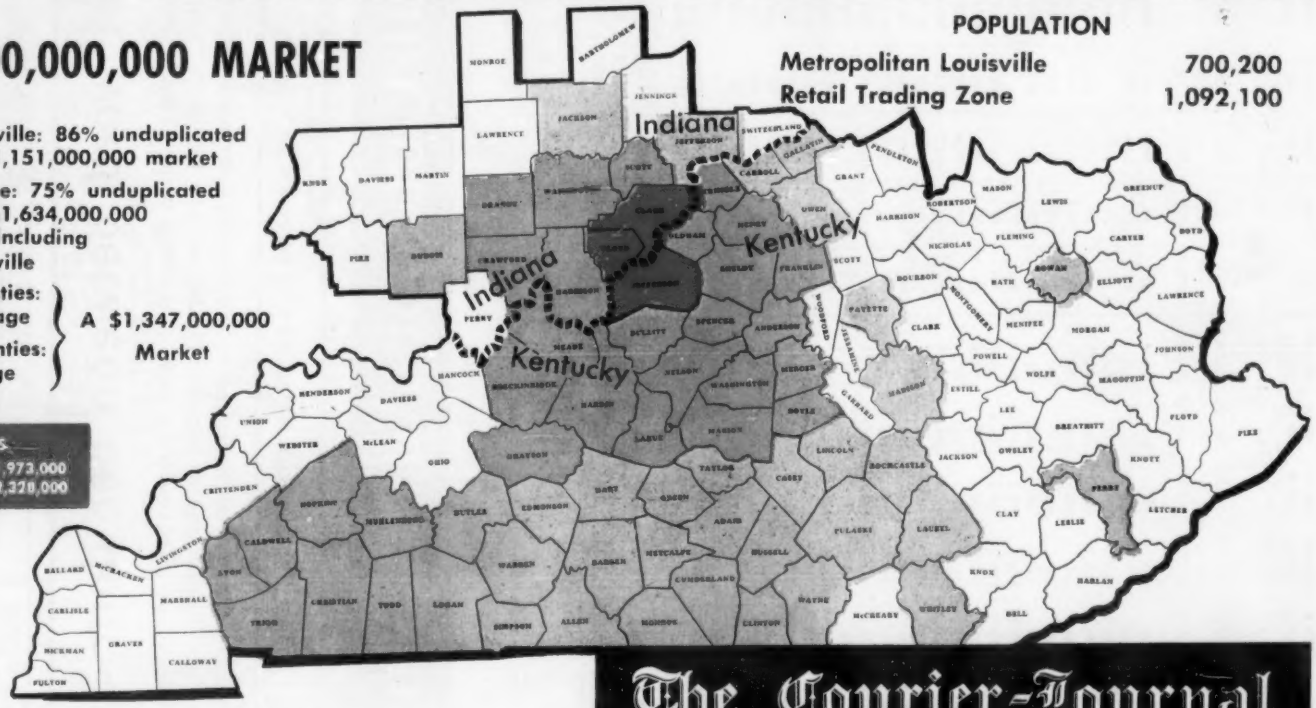
A $4,000,000,000 MARKET

- Metropolitan Louisville: 86% unduplicated coverage of this $1,151,000,000 market
- Retail Trading Zone: 75% unduplicated coverage of this $1,634,000,000 26-county market, including Metropolitan Louisville
- 40 Additional Counties: 15% to 50% coverage
- 68 Additional Counties: Up to 15% coverage

} A $1,347,000,000 Market

POPULATION

Metropolitan Louisville	700,200
Retail Trading Zone	1,092,100



TOTAL RETAIL SALES
Metropolitan Louisville $851,973,000
Retail Trading Zone $1,162,328,000

EVERY DAY THESE NEWSPAPERS REACH MORE THAN A MILLION PEOPLE

The Courier-Journal
THE LOUISVILLE TIMES
389,707 DAILY COMBINATION • 313,626 SUNDAY
(Period ending September 30, 1959)
Represented Nationally by The Branham Company

IN METROPOLITAN LOUISVILLE*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 98% of all sales in Louisville are store sales!
Source: U.S. Census

General Outdoor Advertising Co.
INCORPORATED

1115 East Broadway, Louisville 4, Kentucky

KENTUCKY — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Pike		33,912	.0157	2,188	.0219	57	41	11,094	1,329	3,820	2,175	1,789	5,623	3,729	2,706	462
Pikeville		16,582	.0077		.0044	138	211	3,883	506	1,035	2,004	1,029	4,741	1,232	1,085	424
Powell		1,977	.0009	1,318	.0019	51	24	854	255	155		52	205	98	53	
Pulaski		23,816	.0110	2,589	.0122	63	57	5,308	1,355	3,147	1,329	1,671	4,003	3,072	1,837	744
Somerset		16,008	.0074		.0047	104	164	3,353	873	2,166	1,329	1,536	2,909	1,217	1,362	700
Robertson		550	.0003	932	.0008	67	25	262	95	51				81		42
Rockcastle		5,733	.0026	1,977	.0038	54	37	1,060	301	1,209	97	152	225	1,183	469	245
Rowan		8,939	.0042	3,438	.0040	67	70	1,857	570	744	814	673	1,722	928	847	411
Russell		5,961	.0027	1,923	.0038	54	39	1,444	149	737	259	256	939	421	1,041	248
Scott		11,178	.0052	2,942	.0058	77	69	3,099	742	783	417	402	1,945	917	1,583	472
Shelby		19,586	.0091	3,917	.0082	84	93	3,994	1,589	916	1,496	687	4,131	1,104	2,610	214
Shelbyville		15,200	.0070		.0036	138	269	3,204	785	375	1,492	687	3,614	413	2,082	214
Simpson		11,903	.0055	3,968	.0048	81	96	2,773	254	883	464	270	2,178	875	1,517	443
Spencer		6,501	.0030	4,334	.0026	79	91	912	207	363	56		1,368	753	1,835	107
Taylor		12,762	.0059	2,658	.0065	68	61	3,279	530	1,234	1,271	640	1,821	1,064	1,986	201
Todd		7,498	.0034	2,272	.0041	64	53	1,915	193	845	150	438	586	1,026	1,197	377
Trigg		5,981	.0028	2,719	.0031	65	58	2,224	218	415	304	176	986	317	870	99
Trimble		1,879	.0009	1,253	.0018	62	31	510	221	95		119	246	335	104	81
Union		13,973	.0064	3,881	.0059	80	86	3,452	979	641	473	944	1,963	1,064	2,377	507
Warren		52,422	.0243	4,095	.0202	84	101	10,975	2,736	6,795	3,590	2,062	9,435	4,323	6,162	1,942
Bowling Green		45,893	.0212		.0167	93	118	9,206	2,307	6,262	3,590	2,014	8,505	3,213	5,674	1,812
Washington		8,727	.0040	2,909	.0043	67	63	1,738	230	757	574	291	1,756	610	1,352	280
Wayne		7,976	.0037	2,045	.0049	53	40	2,148	140	880	602	205	1,200	614	679	345
Webster		10,932	.0051	2,485	.0055	71	65	2,890	322	1,601	204	508	1,810	967	1,303	399
Whitley		19,557	.0090	2,919	.0095	64	60	5,186	960	1,953	1,336	1,145	3,872	2,121	968	589
†Corbin		12,239	.0057		.0048	81	97	2,720	685	1,317	1,065	1,043	2,729	1,219	580	355
Wolfe		1,413	.0007	883	.0018	46	18	449	31	436			105	228		49
Woodford		9,213	.0043	2,879	.0048	79	70	2,673	411	302	370	254	1,202	699	1,407	426
Total Above Cities		1,553,830	.7186		.5765	103	128	331,786	102,264	214,815	110,431	85,333	316,372	85,871	108,796	63,957
State Total		2,732,972	1.2640	3,288	1.3203	77	74	659,558	173,731	337,509	152,186	128,127	507,267	202,121	223,181	100,395

METRO. AREAS — RETAIL SALES— SM ESTIMATES, 1959

Huntington-Ashland		289,371	.1338	3,853	.1319	87	86	71,788	16,532	49,423	18,854	15,072	52,937	18,770	17,381	8,524
Lexington		185,428	.0858	5,151	.0703	100	122	35,145	10,354	28,985	15,311	9,749	30,587	11,590	15,301	6,870
Louisville		851,973	.3940	4,030	.3807	97	100	193,009	69,138	118,485	53,156	40,860	163,253	80,289	45,141	37,994

SM Standard (▲) and Potential (△) Metropolitan County Areas. © SM, 1960. Before using these figures see page 464.



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And in each market
ONE GREAT STATION
stands out*

Serving and selling Kentucky and Southern Indiana

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MEMBER OF RADIO WORLD WIDE

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50,000 Watts
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*Alfred Politz Research, Inc.

KENTUCKY

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO AREAS (continued)	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Owensboro	80,510	.0373	4,129	.0329	88	100	17,956	5,377	14,778	4,878	3,062	14,989	4,163	6,018	2,725
△Paducah	71,565	.0331	3,932	.0291	91	103	16,334	4,249	10,682	5,141	3,190	14,579	4,954	3,285	2,682
Total Above Areas	1,478,847	.6840	4,106	.6449	94	100	334,232	105,648	222,353	97,140	71,933	276,345	99,786	87,088	58,795

LOUISIANA— (Other West South Central States: Arkansas, Oklahoma, Texas.)

Map, page 173

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alexandria	Rapides	44.5	544	109	112	40	34	38	26	69	20	20
Bastrop	Morehouse	17.0	158	34	26	19	11	8	15	21	10	6
Baton Rouge	East Baton Rouge	135.1	1,497	289	270	105	118	94	84	196	85	75
Bogalusa	Washington	20.8	238	67	36	23	15	15	15	26	10	11
Bossier City	Bossier	26.8	249	42	43	17	11	15	29	45	11	7
Crowley	Acadia	15.6	176	37	30	8	10	11	9	25	18	6
Gretna	Jefferson	21.7	230	48	44	9	20	11	18	27	3	8
Hammond	Tangipahoa	11.2	156	35	30	12	10	8	10	24	7	6
Houma	Terrebonne	29.2	329	86	62	20	23	25	18	36	19	9
Jennings	Jeff Davis	12.4	133	24	17	7	10	9	9	19	11	5
Jonesboro	Jackson	3.6	67	11	6	7	9	2	3	12	5	3
Lafayette	Lafayette	50.2	505	112	93	24	40	40	27	61	25	20
Lake Charles	Calcasieu	70.7	695	138	130	37	62	39	42	89	39	25
Minden	Webster	14.4	178	38	23	17	16	19	10	27	7	4
Monroe	Ouachita	50.0	628	133	97	47	56	42	42	77	24	29
Natchitoches	Natchitoches	13.0	147	31	9	21	15	13	7	17	10	5
New Iberia	Iberia	26.8	353	83	58	26	28	35	21	41	15	11
New Orleans	Orleans	608.1	6,041	1,466	1678	524	326	261	200	450	215	242
Opelousas	St. Landry	15.5	241	62	48	12	17	10	16	21	16	7
Ruston	Lincoln	12.5	159	28	22	9	18	18	10	23	8	6
Shreveport	Caddo	163.8	1,621	316	255	120	145	126	91	202	66	64
Thibodaux	Lafourche	13.9	147	29	28	13	16	8	7	13	13	4
West Monroe	Ouchita	17.2	227	54	43	15	15	15	10	27	12	7

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Acadia		41,840	.0192	3,147	.0202	72	89	8,627	2,329	4,046	2,846	2,224	7,912	3,397	6,427	1,492
Crowley		19,995	.0092		.0077	80	106	4,312	903	1,163	1,279	1,148	3,901	1,934	3,754	749
Allen		16,020	.0074	2,715	.0088	72	62	3,661	765	1,728	561	975	3,495	1,890	1,242	519
Ascension		20,822	.0096	3,155	.0100	69	66	5,833	1,449	1,539	716	704	3,409	1,765	3,703	612
Assumption		8,302	.0039	2,025	.0062	55	41	1,986	959	1,538	247	397	1,375	833	570	370
Avoyelles		21,739	.0100	2,090	.0136	64	47	5,153	903	2,303	571	991	5,969	1,582	2,397	813
Beauregard		16,380	.0076	2,602	.0090	70	59	3,698	446	2,109	581	485	3,900	2,020	1,357	458
Bienville		9,315	.0043	2,218	.0057	63	47	2,023	279	1,605	472	215	1,639	1,434	498	228
Bossier	149	43,082	.0199	3,531	.0239	81	88	10,183	2,691	4,368	1,421	1,330	11,849	5,870	2,562	1,059
Bossier City		35,684	.0165		.0145	91	103	8,094	2,337	3,186	1,421	1,045	10,210	5,172	2,373	891
Caddo	149	288,989	.1337	4,777	.1174	101	115	61,500	15,850	34,559	29,910	18,300	57,726	18,077	20,725	10,516
▲Shreveport		263,244	.1217		.1005	110	133	51,796	13,820	32,500	29,507	17,466	53,624	16,104	18,102	9,869
Calcasieu	240	155,352	.0718	3,943	.0735	94	92	35,392	8,610	19,555	8,809	6,331	32,059	12,693	17,799	4,988
△Lake Charles		116,020	.0537		.0435	110	136	24,739	5,261	17,191	7,552	5,289	26,968	7,473	10,621	3,616
Caldwell		6,035	.0028	2,414	.0035	70	58	1,632	414	579	186	83	1,341	421	855	231
Cameron		3,614	.0017	2,259	.0024	67	47	518	334	479	65	141	200	700	945	195
Catahoula		6,480	.0030	2,314	.0040	65	48	1,596	198	772	167	51	1,269	983	745	143
Claiborne		15,144	.0070	2,657	.0068	72	59	3,423	289	1,400	845	234	4,348	1,560	567	596
Concordia		12,965	.0060	2,951	.0063	67	64	2,855	1,003	1,838	540	474	2,420	1,726	865	242
De Soto		14,791	.0068	2,641	.0082	67	58	3,800	301	1,428	964	576	4,379	1,196	1,351	506
East Baton Rouge	16	293,758	.1359	4,840	.1327	102	104	58,824	16,403	42,890	19,964	16,777	61,630	22,576	24,947	11,814
▲Baton Rouge		273,435	.1265		.1014	117	146	51,671	15,287	40,927	19,835	16,530	58,277	19,637	23,554	10,468
East Carroll		9,260	.0043	2,646	.0051	66	56	2,334	206	565	461	444	780	613	2,488	299
East Feliciana		5,292	.0024	1,764	.0047	47	24	1,521	418	636	45	192	1,335	534	252	106
Evangeline		14,909	.0069	1,714	.0111	80	37	2,796	1,063	2,848	312	796	2,458	1,098	2,300	383
Franklin		16,298	.0076	2,264	.0103	63	47	4,135	345	1,038	772	281	2,583	1,808	3,300	492
Grant		4,513	.0021	1,612	.0036	56	33	1,435	72	941	25	43	1,124	227	163	245
Iberia		53,516	.0247	3,906	.0232	79	95	11,770	3,380	2,929	4,453	5,166	10,261	4,622	5,157	1,848
New Iberia		41,487	.0192		.0145	97	128	8,616	2,092	1,569	4,310	4,563	8,563	3,898	3,516	1,380
Iberville		19,484	.0090	2,783	.0101	68	80	6,488	1,260	2,423	699	1,225	3,576	1,289	1,523	661
Jackson		13,983	.0064	3,997	.0060	77	82	2,839	295	1,129	755	1,060	3,549	1,439	1,754	279
Jonesboro		8,957	.0041		.0024	120	205	1,729	205	527	755	700	2,266	691	1,220	279
Jefferson	109	190,882	.0882	3,362	.0985	87	78	74,469	16,276	21,195	6,591	7,257	29,911	14,757	8,576	4,757
Gretna		39,923	.0185		.0130	107	153	8,438	1,695	4,392	2,696	1,833	15,643	1,801	969	1,354
Jefferson Davis		28,678	.0133	3,677	.0132	81	92	5,404	1,202	1,188	1,358	1,101	7,956	2,544	4,569	1,192
Jennings		17,490	.0081		.0065	94	117	2,980	562	748	838	675	6,121	1,354	2,146	600
Lafayette	239	95,611	.0442	4,619	.0381	87	100	16,286	5,243	17,651	6,885	4,051	19,582	6,786	10,036	2,824
△Lafayette		79,333	.0367		.0279	99	131	9,938	4,011	16,596	6,494	3,657	19,004	5,652	6,392	2,370
Lafourche		49,828	.0230	4,223	.0205	76	85	13,663	3,620	3,874	2,821	2,148	8,544	3,969	7,909	1,396
Thibodaux		23,705	.0110		.0078	100	141	5,691	1,461	1,623	1,842	439	5,078	1,068	5,099	614
La Salle		10,089	.0047	2,650	.0056	73	61	2,381	285	973	473	125	3,508	979	504	384
Lincoln		24,415	.0113	3,439	.0122	78	72	5,012	793	2,138	2,238	1,624	4,673	2,809	1,538	895
Ruston		19,725	.0091		.0072	103	130	4,038	759	1,140	1,781	1,624	4,531	2,033	1,282	539

Louisiana Population-Income data, pages 171-176.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

Sure, look at the Shreveport market!

It's big, from every view. That's why people buy the station that gives you more for your dollar!

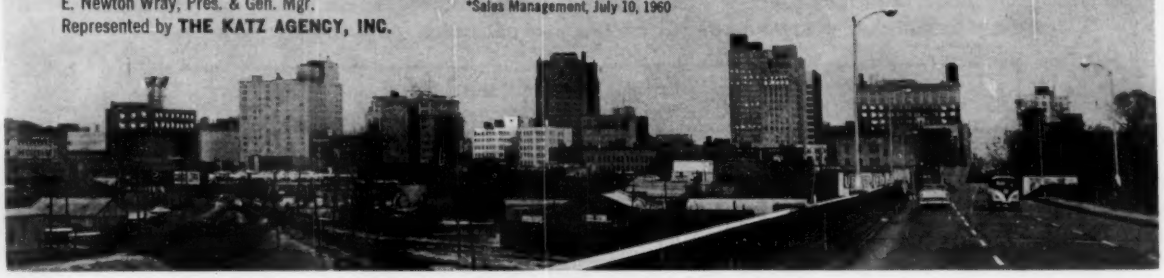
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

E. Newton Wray, Pres. & Gen. Mgr.
Represented by **THE KATZ AGENCY, INC.**

BIG SHREVEPORT MARKET CLOSE-UP*
Area: 49 Counties in Louisiana, Texas, Arkansas and Oklahoma.

Population: 1,361,300
Effective Buying Income: $1,773,368,000
Retail Sales: $1,337,264,000
Food Sales: $302,600,000
Eat-Drink Sales: $55,394,000
Gen. Mdse. Sales: $138,508,000
Apparel Sales: $90,472,000
Furn-Hshld-Appl. Sales: $64,566,000
Auto. Sales: $278,629,000
Gas Serv. Sta. Sales: $109,711,000
Lumber-Bldg-Hdwe Sales: $96,210,000
Drug Sales: $44,852,000

*Sales Management, July 10, 1960



LOUISIANA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Livingston		14,863	.0069	2,437	.0091	69	52	4,191	768	756	425	266	4,510	1,876	947	491
Madison		12,396	.0057	2,951	.0061	69	64	2,859	735	879	594	471	2,614	1,672	911	264
Morehouse		24,024	.0111	2,699	.0138	72	58	6,034	1,067	2,820	1,213	695	5,064	2,121	1,767	887
Bastrop		18,544	.0086		.0082	86	91	4,829	873	1,918	1,059	534	4,520	1,434	1,497	690
Natchitoches		22,007	.0102	2,019	.0146	61	42	5,208	737	3,395	1,105	651	2,327	1,929	2,498	838
Natchitoches		15,967	.0074		.0065	89	101	3,536	369	1,914	1,105	518	2,327	1,300	2,351	582
Orleans	108	831,806	.3847	4,619	.3462	102	113	188,382	84,036	171,214	70,538	50,655	115,830	37,621	28,482	35,442
▲New Orleans		831,806	.3847		.3463	102	113	188,382	84,036	171,214	70,538	50,655	115,830	37,621	28,482	35,442
Ouachita	256	112,326	.0519	4,371	.0468	94	104	21,396	5,521	18,080	7,885	5,702	23,579	8,611	9,557	3,571
△*Monroe-West Monroe*		*104,680*	*.0484*		*.0395*	*105*	*189*	*18,806*	*4,653*	*17,582*	*7,358*	*5,611*	*23,390*	*7,393*	*9,454*	*3,319*
△Monroe		90,933	.0421		.0311	111	150	15,929	3,809	16,827	7,012	5,090	22,003	5,075	7,356	2,799
△West Monroe		13,727	.0063		.0084	85	66	2,876	823	755	826	521	1,387	2,318	2,078	520
Plaquemines		11,133	.0052	2,272	.0080	70	45	3,992	2,070	1,203	87	98	173	2,039	860	89
Pointe Coupee		11,120	.0051	2,138	.0070	61	45	2,543	769	1,575	140	397	2,413	831	1,616	389
Rapides	185	104,309	.0483	3,398	.0499	78	76	25,110	5,112	18,270	6,242	5,970	19,253	8,513	5,846	2,979
Alexandria-Pineville		*21,069*	*.0421*		*.0323*	*105*	*157*	*20,288*	*4,015*	*17,271*	*6,118*	*5,118*	*18,176*	*5,367*	*4,956*	*2,858*
△Alexandria		82,016	.0379		.0271	109	152	15,552	3,763	16,362	6,001	4,750	17,821	4,660	4,444	2,411
Red River		7,420	.0034	2,650	.0039	64	58	2,241	196	893	232	173	1,055	495	446	388
Richland		16,362	.0076	2,682	.0089	66	56	3,230	477	1,259	731	547	3,248	1,308	3,358	682
Sabine		11,050	.0051	2,085	.0071	62	45	1,625	343	2,507	586	485	2,183	1,200	561	413
St. Bernard	108	13,417	.0062	1,838	.0111	66	37	5,700	1,497	700	33	352	1,178	1,910	828	714
St. Charles		10,861	.0050	2,935	.0059	69	59	2,162	1,679	1,001	740	832	971	2,011	1,149	597
St. Helena		1,877	.0009	816	.0028	55	18	428	28	835		50	275	94		95
St. James		10,353	.0048	3,045	.0049	58	56	2,534	697	1,815	385	616	2,367	453	1,013	389
St. John		9,026	.0041	2,579	.0051	61	49	3,516	1,218	1,181	74	285	99	1,476	722	368
St. Landry		54,880	.0254	2,661	.0308	62	52	10,912	3,947	5,065	4,089	3,348	11,330	4,535	6,489	1,492
Opelousas		12,523	.0058		.0065	75	67	2,131	708	917	1,096	478	3,022	1,165	1,794	472
St. Martin		13,453	.0062	2,170	.0091	61	41	3,169	1,178	1,611	597	301	2,574	957	2,320	485
St. Mary		45,664	.0212	4,228	.0189	82	92	14,195	2,963	3,018	2,378	1,892	6,268	3,958	7,337	1,424
St. Tammany		29,905	.0138	3,360	.0133	75	78	8,112	3,729	1,252	889	1,307	5,259	3,037	2,458	950
Tangipahoa		63,431	.0293	3,753	.0267	76	84	12,886	3,579	7,120	2,924	1,332	13,009	5,372	5,320	1,668
Hammond		24,872	.0115		.0072	114	183	4,346	1,199	4,061	1,189	611	5,325	2,454	728	690

Louisiana Population-Income data, pages 171-176.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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IN METROPOLITAN NEW ORLEANS*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 95.3% of all sales in New Orleans are store sales!
Source: U.S. Census

General Outdoor Advertising Co.
INCORPORATED

3900 Tulane Avenue, New Orleans 5, Louisiana

LOUISIANA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Tensas		6,171	.0029	2,957	.0038	60	46	1,101	310	623	159	224	1,118	813	971	321
Terrebonne		57,351	.0265	4,126	.0240	79	87	16,878	4,130	5,359	3,727	3,285	9,221	5,075	4,786	1,471
Houma		47,820	.0221		.0160	98	136	13,322	2,327	3,795	3,727	3,116	9,095	3,663	4,699	1,363
Union		11,766	.0055	2,558	.0067	66	54	2,541	218	1,059	336	116	3,768	1,032	577	349
Vermilion		36,638	.0169	3,486	.0161	75	79	5,927	2,348	2,372	1,538	2,135	5,987	3,131	7,805	1,571
Vernon		17,059	.0079	2,546	.0099	67	59	4,087	1,348	1,068	1,290	861	3,785	1,930	746	605
Washington		38,170	.0176	3,348	.0182	76	74	7,832	1,457	3,347	1,906	1,377	10,125	3,320	2,809	1,305
Bogalusa		26,584	.0123		.0105	91	106	5,579	1,229	2,400	1,498	1,208	7,684	2,425	1,531	1,083
Webster		32,521	.0151	3,127	.0161	75	71	9,214	1,598	2,409	2,460	2,342	6,463	3,347	1,938	929
Minden		15,845	.0073		.0068	84	90	3,828	499	809	1,397	1,228	3,640	1,704	1,135	479
West Baton Rouge		7,126	.0033	2,299	.0044	67	50	2,982	1,134	489	90	96	157	1,189	619	288
West Carroll		7,411	.0034	2,117	.0049	56	41	1,409	112	1,161	225	209	877	626	1,917	261
West Feliciana		4,239	.0020	2,355	.0029	52	36	1,191	470	999		35	1,028	318		101

Louisiana Population-Income data, pages 171-176.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

IN RICH MONROE MARKET
KNOE-TV
delivers
79.1%
SHARE OF AUDIENCE
9 A.M. TO MIDNIGHT 7 DAYS A WEEK
As reported in ARB, March 1960

JUST LOOK AT THIS MARKET DATA!

Population	1,529,000
Households	413,100
Consumer Spendable income	$1,957,916,000
Food Sales	$ 318,205,000
Drug Sales	$ 45,050,000
Automotive Sales	$ 289,304,000
General Merchandise	$ 170,406,000
Total Retail Sales	$1,374,491,000

And you get more impact and circulation per dollar in radio on
WNOE-Radio New Orleans ..... 50,000 watts • 1060 KC
KNOE-Radio Monroe ..... 5,000 watts • 1390 KC

KNOE-TV CHANNEL 8 MONROE, LA.
CBS • ABC • NBC
A James A. Noe Station • NOE ENTERPRISES, INC.
James A. Noe, Jr.—President. Paul H. Goldman—Executive Vice President & General Manager—Represented by HR Television, Inc.

LOUISIANA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
Winn		10,655	.0049	2,422	.0061	67	64	3,461	277	1,071	741	262	2,306	615	767	492
Total Above Cities		2,119,635	.9803		.8215	104	124	436,656	146,567	340,914	171,016	123,239	401,771	129,568	130,021	78,646
State Total		3,171,556	1.4668	3,706	1.4771	84	83	748,086	222,814	448,648	216,940	162,926	575,172	235,614	244,971	112,359

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Alexandria	104,309	.0483	3,398	.0499	78	78	25,110	5,112	18,270	6,242	5,970	19,253	8,513	5,846	2,979
Baton Rouge	293,756	.1359	4,540	.1327	102	104	58,824	16,403	42,890	19,964	16,777	61,530	22,576	24,947	11,814
Lafayette	95,611	.0442	4,619	.0381	87	100	18,286	5,243	17,651	6,695	4,061	19,582	6,786	10,036	2,824
△Lake Charles	185,352	.0718	3,943	.0735	94	92	35,382	8,610	19,555	8,809	6,331	32,059	12,693	17,799	4,988
△Monroe-West Monroe	112,326	.0519	4,371	.0468	94	104	21,398	5,521	18,080	7,885	5,702	23,579	8,611	9,557	3,571
New Orleans	1,035,875	.4791	4,244	.4558	97	102	268,551	101,809	193,109	77,162	58,274	146,919	54,288	37,888	40,913
Shreveport	332,071	.1536	4,568	.1413	97	105	71,683	18,541	38,927	31,331	19,639	69,575	23,947	23,287	11,575
Total Above Areas	2,129,302	.9848	4,276	.9381	96	100	497,242	161,239	348,482	158,088	116,735	372,897	137,414	129,358	78,664

MAINE— (Other New England States: Connecticut, Massachusetts, New Hampshire, Rhode Island, Vermont.)

Map, page 179

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sat.	L-B-H	Drugs
Auburn	Androscoggin	25.9	221	55	33	19	5	7	22	29	11	4
Augusta	Kennebec	23.2	271	76	41	15	24	18	20	27	10	8
Bangor	Penobscot	38.1	452	106	70	35	44	25	39	38	22	20
Bath	Sagadahoc	11.0	145	32	13	7	11	7	11	12	10	5
Biddeford	York	18.3	293	82	36	13	29	23	14	19	16	10
Brunswick	Cumberland	17.6	•	•	•	•	•	•	•	•	•	•
Lewiston	Androscoggin	46.7	498	113	94	53	46	40	22	29	21	13
Portland	Cumberland	81.4	1,021	249	171	81	91	65	46	79	32	33
Presque Isle	Aroostook	14.1	149	23	18	14	15	8	17	14	11	3
Rockland	Knox	9.2	152	31	13	11	27	10	13	13	5	5
Saco	York	11.6	97	25	17	5	7	5	5	10	5	2
Sanford	York	11.7	•	•	•	•	•	•	•	•	•	•
South Portland	Cumberland	29.6	154	41	18	20	7	6	9	20	7	9
Waterville	Kennebec	19.5	288	65	45	26	20	17	22	22	19	5
Westbrook	Cumberland	13.3	142	31	17	19	12	9	6	15	12	4

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Androscoggin	84	105,959	.0489	4,433	.0465	101	106	27,724	4,803	13,590	7,319	3,385	19,823	6,374	4,620	2,189
▲*Lewiston-Auburn*		*89,650*	*.0416*		*.0409*	*101*	*102*	*21,857*	*3,955*	*12,567*	*6,913*	*2,946*	*18,058*	*4,988*	*3,100*	*1,888*
▲Auburn		31,756	.0147		.0146	101	101	7,628	1,430	623	428	643	11,578	3,001	1,090	525
▲Lewiston		57,894	.0268		.0263	101	103	14,229	2,603	11,744	6,485	2,303	6,480	1,927	2,010	1,303
Aroostook		99,754	.0462	4,174	.0468	84	83	24,474	2,993	12,584	5,837	3,230	22,087	6,729	7,991	2,234
Presque Isle		21,668	.0100		.0082	104	127	3,955	390	4,356	1,278	421	5,390	1,033	1,576	329
Cumberland	123	254,455	.1177	4,913	.1033	105	120	61,493	11,990	35,883	16,839	8,759	45,983	15,245	11,925	7,122
Brunswick		20,275	.0094		.0100	102	96	4,779	831	2,540	718	1,156	4,266	1,185	1,122	530
▲Portland		152,192	.0704		.0547	120	134	31,082	6,433	27,950	12,927	5,658	27,599	5,707	8,444	4,179

Maine Population-Income data, pages 177-179
SM Standard (▲) and Potential (△) Metropolitan County Areas

Before using these figures see page 464.
© SM, 1960.



SIX'S FAR-REACHING EFFECT COVERS 2/3 OF MAINE'S RETAIL SALES AND 1/4 OF NEW HAMPSHIRE'S

HERE'S THE MARKET*

	Maine	New Hampshire	WCSH-TV Total
Population	602,000 (65.5%)	134,600 (23.5%)	736,600
E.B.I.	$1,047,288,000	$288,863,000	$1,276,151,000
Retail Sales	731,466,000	158,647,000	890,113,000
Food	208,574,000	47,550,000	256,124,000
Drug	26,477,000	3,966,000	30,443,000
Automotive	115,342,000	27,606,000	142,948,000

Excluding 6 of the counties credited to us by NCS #3.

WCSH-TV

6 NBC for PORTLAND

MAINE BROADCASTING SYSTEM

WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

Largest Single Selling Job in Maine

ONE Daily with 75% Coverage of 7 Counties *(It takes 8 Dailies to Cover the Remaining 9 Counties)*

Over a HALF-BILLION in Income • Over a THIRD-BILLION in Sales

It's your largest single sales package . . . your greatest economy buy . . . your Number One buy . . . in Maine! Schedule the Daily News for year-round big volume *and* testing—100% coverage of 10-mile City Zone, 75% coverage of 7-county ABC trading area.

See our Advertisement on Page 178

The Bangor Daily News

MAINE'S LARGEST DAILY—73,760 ABC

National Representatives—JOHNSON, KENT, GAVIN & SINDING, INC.

		% of State
Population	353,700	38
Income	$543,139,000	36
Sales	385,008,000	35
Food	106,987,000	36
General Mdse.	48,852,000	37
Furn-Appliance	12,985,000	36
Apparel	18,715,000	30
Automotive	72,335,000	36
Gasoline	27,551,000	36
Lumb-Bldg	22,090,000	34
Drug	9,474,000	34

MAINE — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
South Portland		21,065	.0097		.0135	81	88	8,597	542	741	1,137	299	3,687	1,703	1,186	752
Westbrook		16,369	.0076		.0074	100	103	5,514	441	1,430	1,147	994	1,920	1,089	783	540
Franklin		**18,238**	**.0084**	**3,722**	**.0080**	**90**	**94**	**5,483**	**454**	**2,258**	**839**	**263**	**3,960**	**1,488**	**1,145**	**480**
Hancock		**39,598**	**.0183**	**3,771**	**.0172**	**95**	**101**	**12,383**	**1,770**	**3,264**	**1,171**	**808**	**6,522**	**2,780**	**2,177**	**951**
Kennebec		**106,453**	**.8602**	**4,595**	**.0462**	**98**	**106**	**28,600**	**4,419**	**12,325**	**7,345**	**4,087**	**18,094**	**8,058**	**8,164**	**2,358**
Augusta		33,022	.0153		.0132	102	118	9,257	1,342	3,461	2,000	1,103	7,416	2,646	1,697	987
Waterville		39,889	.0184		.0134	123	169	8,896	1,942	5,656	4,103	2,309	5,593	1,864	3,969	303
Knox		**33,576**	**.0155**	**3,815**	**.0146**	**94**	**99**	**9,282**	**796**	**3,005**	**2,408**	**1,305**	**4,318**	**1,752**	**3,860**	**924**
Rockland		17,969	.0083		.0059	116	163	4,894	386	2,043	1,895	915	2,475	706	1,372	438
Lincoln		**24,889**	**.0114**	**4,485**	**.0095**	**93**	**112**	**7,186**	**1,105**	**1,835**	**947**	**419**	**5,225**	**2,151**	**1,610**	**698**
Oxford		**44,493**	**.0206**	**3,869**	**.0208**	**91**	**90**	**11,936**	**1,176**	**5,408**	**1,892**	**879**	**10,710**	**3,886**	**3,092**	**1,039**
Penobscot	**190**	**143,708**	**.0665**	**4,636**	**.0610**	**94**	**103**	**35,736**	**5,890**	**21,570**	**8,168**	**5,090**	**28,206**	**10,091**	**6,767**	**3,346**
△Bangor		77,279	.0357		.0248	116	168	14,233	3,137	15,721	5,362	3,255	20,064	3,585	2,817	1,650
Piscataquis		**16,513**	**.0076**	**3,440**	**.0078**	**89**	**86**	**4,884**	**423**	**1,905**	**437**	**1,154**	**2,671**	**1,170**	**1,034**	**529**
Sagadahoc		**18,707**	**.0086**	**3,401**	**.0086**	**83**	**74**	**5,603**	**751**	**2,313**	**542**	**383**	**2,459**	**1,650**	**991**	**468**
Bath		14,140	.0065		.0059	95	105	4,441	439	1,934	543	346	1,611	972	777	441
Somerset		**34,145**	**.0158**	**3,076**	**.0178**	**84**	**75**	**10,986**	**1,213**	**3,154**	**1,332**	**1,451**	**5,160**	**3,185**	**1,767**	**1,209**
Waldo		**17,634**	**.0082**	**2,844**	**.0081**	**79**	**71**	**5,941**	**534**	**1,978**	**417**	**405**	**2,390**	**1,171**	**1,044**	**375**
Washington		**33,856**	**.0156**	**3,434**	**.0150**	**82**	**86**	**12,603**	**864**	**4,397**	**1,353**	**847**	**5,299**	**2,425**	**1,310**	**830**
York		**100,463**	**.0465**	**3,575**	**.0500**	**93**	**87**	**29,935**	**7,755**	**5,961**	**4,785**	**3,504**	**15,999**	**9,082**	**7,791**	**3,197**
Biddeford		27,637	.0128		.0108	106	125	7,350	1,036	1,915	2,167	1,261	4,795	1,902	2,668	883
Saco		7,360	.0034		.0053	82	52	3,699	267	600	153	203	699	888	273	118
Sanford		14,103	.0065		.0064	98	100	4,012	330	1,439	964	842	2,379	1,030	1,583	438
Total Above Cities		552,618	.2555		.2204	106	123	132,566	21,549	82,153	41,307	21,729	105,952	29,238	28,367	13,406
State Total		**1,084,052**	**.5060**	**4,193**	**.4842**	**94**	**98**	**294,229**	**47,038**	**131,480**	**81,629**	**35,969**	**198,906**	**77,247**	**65,188**	**27,949**

METRO. AREAS — RETAIL SALES— SM ESTIMATES, 1959

△Bangor	143,708	.0665	4,636	.0610	94	103	35,736	5,890	21,570	8,168	5,090	28,206	10,091	6,767	3,346
Lewiston-Auburn	105,958	.0489	4,433	.0485	101	106	27,724	4,803	13,590	7,319	3,385	19,823	6,374	4,520	2,189
Portland	254,488	.1177	4,913	.1033	105	120	61,493	11,990	35,883	16,839	8,759	45,983	15,245	11,925	7,122
Total Above Areas	**504,153**	**.2331**	**4,725**	**.2108**	**101**	**111**	**124,953**	**22,483**	**71,043**	**32,326**	**17,234**	**94,012**	**31,710**	**23,212**	**12,657**

Main Population-Income data, pages 177-179
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.

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FOR THE MEANING OF

The solid and open Triangles, SM Trade-Mark, Bold Face Lines, Light Face Lines, Italic Lines in these tables, and for an explanation of the Maps . . .

See Page 67

Portland is Maine

INCOME

Portland, Northern New England's only metropolitan area, is the heart of Maine. The state's major industries, its commerce, banking, transportation and recreational facilities are centered in or near Portland. Income per household is $6,530. And income for Portland's five-county area with 38 percent of Maine's population is $584,416,000.

SALES

Portland is the largest wholesale and retail center north of Boston. Total retail sales of its five-county area amounted to $451,401,000 in 1959. Food sales were $117,097,000, automotive, $56,862,000, and general $48,229,000 in these five counties where the Portland Press Herald—Evening Express provide daily coverage of 77 percent of the households.

TESTS

The rest of the nation as well as Maine looks to Portland as the Testingest Test Market in the U. S. More and more new products are being promoted in the Portland newspapers because Portland ranks

1—First in the U. S. as a 75,000-150,000 test city

6—Sixth among all U. S. cities

2—Second among all New England cities

Portland Maine Newspapers

Press Herald — Evening Express — Sunday Telegram

Represented by The Julius Mathews Special Agency, Inc.

MAINE STATISTICAL AREAS

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Au o-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lewiston-Auburn	93,801	.0434		.0425	101	104	23,549	4,188	12,974	7,319	2,998	18,770	4,928	3,533	1,828
Portland	193,262	.0894		.0828	114	123	46,388	7,790	31,477	15,594	7,005	33,277	8,499	7,413	5,471
Total Above Areas	287,063	.1329		.1254	109	116	69,937	11,978	44,451	22,913	10,003	52,047	13,427	10,946	7,299

MARYLAND— (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia.)

Map, page 173 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Harford	9.2	84	6	15	8	8	3	10	15	4	3
Annapolis	Anne Arundel	29.8	316	60	65	10	40	17	17	28	16	10
Baltimore	Baltimore	955.7	11485	3,345	2696	958	804	492	317	729	381	411
Bel Air	Harford	4.5	87	7	11	4	10	8	10	9	6	2
Bethesda	Montgomery	78.1	•	•	•	•	•	•	•	•	•	•
Cambridge	Dorchester	12.5	193	32	28	28	23	19	9	11	9	6
College Park	Prince Georges	19.7	94	9	15	2	7	11	14	18	2	4
Cumberland	Allegany	39.0	516	96	98	34	39	30	45	42	25	18
Easton	Talbot	6.7	161	26	22	7	21	7	12	13	11	5
Elkton	Cecil	6.7	122	20	17	5	16	10	10	16	5	6

Continued on page 550

Maryland Population-Income data, pages 179-183

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CONCENTRATED COVERAGE!

The Herald-Mail gives saturation coverage of the Hagerstown, Md., home county. In addition, it provides sales producing coverage of Hagerstown's 5-county, tri-state shopping area. Retail Sales of $278,453,000 were recorded in this area during 1959! One of Maryland's top market areas and a good test market . . . isolated by natural terrain with rural and urban balance which provides incomes comparable to all mid-south. Test or concentrate with the Herald-Mail.

The Herald-Mail
HAGERSTOWN, MD.

MARYLAND

Cont. from page 549

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Frederick	Frederick	21.4	332	47	60	21	40	21	16	38	21	7
Hagerstown	Washington	40.2	583	121	118	37	58	35	30	52	21	14
Hyattsville	Prince Georges	16.7	184	31	28	23	17	7	14	29	7	9
Laurel	Prince Georges	7.4	111	16	14	8	13	8	8	12	5	4
Mount Rainier	Prince Georges	11.8	52	17	4	12	1	2	1	5	1	5
Pocomoke City	Worcester	4.1	87	16	13	4	10	8	9	6	5	2
Rockville	Montgomery	22.4	178	24	25	13	17	15	13	22	15	7
Salisbury	Wicomico	17.3	369	71	47	42	40	25	24	49	15	10
Takoma Park	Montgomery	18.6	•	•	•	•	•	•	•	•	•	•
Westminster	Carroll	7.2	132	12	18	17	7	10	12	14	17	4

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Allegany	210	89,498	.0414	3,403	.0439	86	81	24,609	5,270	11,228	5,855	4,757	15,234	6,622	6,228	3,209
△Cumberland		62,249	.0288		.0233	107	132	13,954	3,110	9,825	4,832	3,924	12,011	2,853	4,951	2,296
Anne Arundel	15	185,594	.0858	3,897	.1011	88	75	54,162	20,243	16,279	8,876	5,604	23,861	18,363	14,664	6,860
Annapolis		53,083	.0245		.0185	111	147	14,256	3,255	2,090	4,111	3,536	11,762	2,250	4,457	1,546
1Baltimore	15	1,745,178	.8071	4,195	.8294	102	99	411,611	175,066	338,360	108,937	83,022	249,882	95,925	68,035	77,231
2▲Baltimore		1,418,192	.6559		.5993	100	119	300,718	145,407	307,183	91,371	72,899	213,941	64,820	49,312	58,159
Calvert		11,192	.0052	3,109	.0060	71	61	2,913	1,427	1,049	79	156	2,049	1,011	1,092	43
Caroline		21,882	.0101	4,131	.0090	89	100	4,144	695	710	616	376	3,173	1,328	2,528	532
Carroll	15	53,415	.0247	3,871	.0252	83	82	12,231	1,976	4,309	2,047	2,219	11,645	3,962	5,914	1,283
Westminster		23,614	.0109		.0061	153	273	5,217	587	1,758	1,700	862	6,687	1,168	2,695	567
Cecil		47,915	.0222	3,864	.0230	85	82	12,094	5,303	2,655	882	1,165	10,328	5,704	3,948	1,061
Elkton		18,615	.0086		.0052	141	232	5,005	1,166	1,901	786	302	3,286	1,560	1,923	368
Charles		34,945	.0162	4,210	.0161	90	90	8,315	5,458	3,072	384	363	6,504	2,767	2,941	1,248
Dorchester		28,296	.0131	3,451	.0133	82	81	8,047	1,364	3,673	1,996	1,151	4,088	1,296	2,929	587
Cambridge		22,358	.0103		.0076	109	147	5,932	859	3,195	1,817	1,151	3,564	539	1,891	587
Frederick		72,907	.0335	3,821	.0350	87	84	17,645	4,194	6,307	3,928	3,878	11,814	4,988	7,824	1,890
Frederick		43,335	.0200		.0145	121	167	10,573	1,558	4,626	3,735	2,586	7,311	2,499	3,842	1,504
Garrett		17,507	.0081	3,573	.0082	74	73	4,906	1,150	880	854	737	5,121	701	1,521	389
Harford		72,156	.0334	3,739	.0375	91	81	18,087	4,350	5,013	2,750	2,837	17,181	6,860	5,424	1 893
Aberdeen		13,548	.0063		.0061	120	124	3,254	882	1,108	394	336	3,932	1,242	1,095	364
Bel Air		17,623	.0082		.0044	176	328	6,291	413	1,303	1,471	1,645	2,641	698	908	609
Howard	15	29,125	.0135	3,426	.0157	83	71	2,862	3,483	894	369	636	10,608	4,069	1,585	859
Kent		17,831	.0082	4,147	.0077	91	96	4,733	824	1,374	483	662	2,403	989	2,834	416
Montgomery	171	420,119	.1943	4,851	.2122	122	112	114,079	18,148	65,372	20,196	18,682	84,488	28,365	26,095	17,877
Bethesda		122,175	.0565		.0616	141	129	32,880	5,788	21,359	5,685	4,078	24,645	8,149	6,711	5,062
Rockville		56,090	.0259		.0176	141	207	15,229	1,036	2,861	3,567	6,033	10,500	3,990	6,290	2,684
Takoma Park		17,536	.0081		.0116	112	78	9,225	521	490	6	812	2,522	1,956	410	1,454
Prince Georges	171	378,311	.1750	3,655	.2149	96	90	144,677	25,878	29,667	15,501	7,145	53,213	35,963	21,416	22,236
College Park		15,828	.0073		.0094	85	66	2,936	1,645	573	507	520	4,256	2,346	495	1,156
Hyattsville		65,446	.0303		.0169	182	326	18,491	1,793	4,889	2,878	660	26,904	4,159	769	3,455
Laurel		25,355	.0117		.0068	166	285	3,688	2,259	1,485	2,188	1,187	6,044	1,743	1,398	1,269
Mount Rainier		6,316	.0029		.0064	97	44	2,453	834	347	32	38	133	720	49	1,230
Queen Annes		15,110	.0070	3,148	.0073	78	74	2,976	1,490	1,056	77	215	1,955	1,419	1,984	288
St. Marys		27,884	.0129	2,832	.0109	77	52	7,776	3,285	2,389	1,195	1,294	4,386	2,493	1,921	1,066
Somerset		15,584	.0071	2,826	.0082	76	66	4,251	518	1,448	505	622	1,991	1,372	717	563
Talbot		42,658	.0198	5,563	.0133	110	164	8,348	1,188	1,805	2,518	1,697	4,735	2,135	2,588	1,252
Easton		32,531	.0150		.0071	192	405	5,989	790	895	2,327	1,427	4,350	961	1,656	1,160
Washington	230	101,473	.0469	3,815	.0486	93	90	23,840	7,135	15,023	6,628	4,516	16,451	7,029	7,181	3,218
△Hagerstown		73,190	.0338		.0267	119	150	16,939	4,013	13,987	6,153	3,363	13,256	3,834	2,715	2,218

1 Baltimore County combined with the Independent City of Baltimore.
2 General merchandise sales include sales of "non-store retailers". This category was first included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, on page 464, under heading "Mail Order".

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* Data not available.
Maryland Population-Income data, pages 179-183.
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

Our Regional Research Facilities Can Give You:

1. Information on statistical source material, public and private.
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2. Establish share of each manufacturer's sale in total market.
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4. Determine consumer brand knowledge, brand loyalty and brand switching.
5. Establish consumer and market attitudes toward your and competitors' products.
6. Improve product design and packaging.
7. Determine comparative prices, profit margins and turn-over studies.
8. Analyze causes for business decline.
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NOW $1 BILLION BUYING POWER

The $1,000,966,000 effective buying income earned by WBOC-land residents in 1959 makes this truly a MAJOR market. WBOC, the prestige radio station, is this year celebrating its TWENTIETH YEAR of noteworthy service in this flourishing area.

WBOC Reps: Burn-Smith Co.

From the center of the Del-Mar-Va Peninsula, WBOC-TV beams the only consistently clear television signal to tens of thousands of homes. WBOC-TV originates local programs tailored to the tastes of more than eighty local communities . . . Plus top ABC, CBS, NBC programs.

WBOC-TV Reps: Headley-Reed Co.

For more facts contact

The WBOC stations, Radio-TV Park, Salisbury Maryland

MARYLAND — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Wicomico		70,306	.0325	4,917	.0273	101	121	13,678	3,025	11,313	5,788	3,591	13,835	4,328	4,397	1,930
Salisbury		54,930	.0254		.0145	149	202	10,460	2,352	10,759	5,627	3,329	9,576	3,347	2,794	1,844
Worcester		43,730	.0203	6,159	.0140	102	148	8,238	3,687	3,295	1,851	2,606	8,055	3,387	3,216	664
Pocomoke City		13,262	.0061		.0034	148	365	2,232	423	1,938	800	1,095	3,865	892	449	155
Total Above Cities		2,155,285	.9965		.8670	114	131	485,722	178,691	392,572	139,987	109,693	371,186	109,726	94,813	87,687
State Total		3,542,261	1.6383	4,091	1.7358	99	93	914,220	295,155	527,199	192,123	147,929	562,810	241,059	196,988	146,615

METRO. AREAS — RETAIL SALES— SM ESTIMATES, 1959

Baltimore		2,013,309	.9311	4,110	.9714	99	95	480,866	200,768	359,842	120,229	91,481	295,806	122,319	90,198	86,233
△Cumberland		99,496	.0414	3,403	.0439	86	81	24,609	5,270	11,226	5,865	4,757	15,234	6,622	6,226	3,209
△Hagerstown		101,473	.0469	3,815	.0486	93	90	23,840	7,135	15,023	6,628	4,516	16,451	7,029	7,181	3,218
Total Above Areas		2,204,278	1.0194	4,061	1.0639	98	94	529,315	213,173	386,091	132,722	100,754	327,491	135,970	103,605	92,660

MASSACHUSETTS — (Other New England States: Connecticut, Maine, New Hampshire, Rhode Island, Vermont.)

Map, page 184

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Adams												
Renfrew	Berkshire	15.0	147	34	24	15	9	7	12	14	6	3
Arlington	Middlesex	49.6	289	72	26	28	22	13	16	34	12	15
Athol	Worcester	12.3	157	26	19	10	22	14	11	11	13	5
Attleboro	Bristol	25.9	279	59	42	24	21	14	23	30	18	4
Barnstable	Barnstable	13.5	283	29	61	21	35	14	15	29	11	8
Belmont	Middlesex	29.8	189	44	15	22	10	10	8	21	12	17
Beverly	Essex	33.4	323	71	48	32	13	15	20	43	14	12
Boston	Suffolk	743.3	9,036	1,989	1801	786	816	495	184	478	301	391
Braintree	Norfolk	30.7	169	31	30	8	11	5	9	26	11	5
Brockton	Plymouth	66.2	792	161	122	55	92	56	30	68	38	22
Brookline	Norfolk	65.1	531	97	65	88	62	44	13	34	12	35
Cambridge	Middlesex	123.5	1,148	249	269	82	80	60	33	94	44	54
Chelsea	Suffolk	36.5	483	155	68	52	25	24	17	28	21	17
Chicopee	Hampden	57.0	503	105	95	37	29	41	24	56	18	22
Clinton	Worcester	13.0	157	35	25	6	16	8	11	21	9	8
Danvers	Essex	19.3	173	28	34	6	7	7	9	20	18	7
Dedham	Norfolk	24.2	179	39	25	21	5	4	6	19	8	6
Everett	Middlesex	44.4	434	133	72	27	12	28	12	37	18	26
Fall River	Bristol	104.2	1,265	327	208	87	99	81	50	95	62	41
Fitchburg	Worcester	43.8	533	107	90	48	53	40	27	47	28	21
Framingham	Middlesex	34.6	454	65	68	43	54	29	30	45	25	14
Gardner	Worcester	20.1	230	38	35	16	16	15	18	31	15	10
Gloucester	Essex	26.7	338	89	64	22	26	12	12	22	9	9
Great Barrington	Berkshire	8.0	132	16	16	12	12	12	6	14	5	5
Greenfield	Franklin	18.7	277	35	37	23	35	18	29	31	12	7
Haverhill	Essex	46.0	595	140	91	40	51	40	24	50	20	17
Holyoke	Hampden	54.1	687	149	118	42	62	70	32	38	34	26
Lawrence	Essex	72.1	1,029	299	155	93	97	63	46	63	33	39
Leominster	Worcester	25.3	304	50	57	17	22	22	29	30	13	13
Lowell	Middlesex	94.2	1,002	249	206	63	77	54	43	82	43	38
Lynn	Essex	99.2	1,095	288	197	71	103	62	38	82	50	42
Malden	Middlesex	60.2	643	129	87	77	56	32	27	58	27	30
Marlborough	Middlesex	17.7	192	36	38	21	13	12	11	20	7	6
Medford	Middlesex	67.5	420	108	44	38	35	18	19	28	23	27
Melrose	Middlesex	30.2	181	45	18	14	11	14	6	17	13	8
Methuen	Essex	26.8	216	57	50	17	1	2	9	33	3	7
Middleborough	Plymouth	11.9	169	34	41	10	10	8	8	19	5	5
Milford	Worcester	15.7	235	62	29	12	23	17	13	17	16	10
Natick	Middlesex	29.6	217	40	20	32	15	19	13	20	13	10
Needham	Norfolk	26.2	147	20	15	21	17	5	14	13	10	6
New Bedford	Bristol	107.4	1,367	348	246	92	104	81	52	137	50	57
Newburyport	Essex	14.8	215	44	46	14	20	20	10	14	8	6
Newton	Middlesex	91.7	640	103	73	106	41	36	30	57	33	36
North Attleboro	Bristol	13.6	279	59	42	24	21	14	23	30	18	4
North Adams	Berkshire	20.5	272	59	35	17	32	19	13	29	11	6
Northampton	Hampshire	31.3	330	48	57	25	42	32	18	24	20	13
Norwood	Norfolk	24.7	240	41	34	30	20	15	16	18	17	13
Palmer	Hampden	10.5	141	20	20	12	9	8	12	17	12	5
Peabody	Essex	29.4	332	66	58	28	30	17	10	38	15	14
Pittsfield	Berkshire	57.2	991	109	95	51	67	46	24	56	20	14

Massachusetts Population-Income data, pages 183-191

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

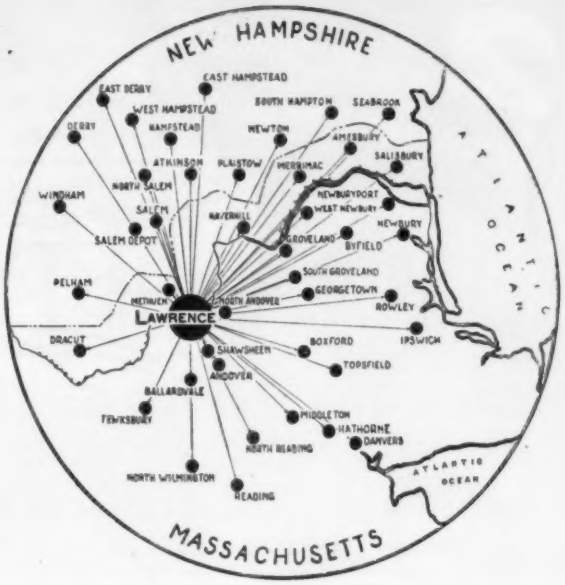
The Hub
of the Merrimack Valley...

Greater Lawrence

covered completely
by the Lawrence

Eagle-Tribune

The Largest Newspaper
in Essex County



MASS. City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Plymouth	Plymouth	13.9	240	44	54	15	14	13	15	18	15	9
Quincy	Norfolk	85.9	792	140	122	64	67	49	33	91	38	39
Revere	Suffolk	41.2	411	99	107	39	20	15	16	25	18	21
Salem	Essex	41.7	550	115	93	40	61	28	29	52	29	16
Somerville	Middlesex	94.4	717	212	113	60	32	29	23	53	33	44
Southbridge	Worcester	17.7	222	40	40	19	22	21	8	13	10	7
Springfield	Hampden	169.4	1,863	386	364	162	163	141	74	165	77	78
Taunton	Bristol	42.3	471	86	84	38	45	29	25	57	19	13
Wakefield	Middlesex	24.7	198	44	18	15	16	19	13	15	11	7
Waltham	Middlesex	54.0	487	75	85	47	48	33	22	35	24	27
Watertown	Middlesex	40.0	324	58	57	21	12	16	22	39	24	15
Webster	Worcester	14.4	199	31	41	14	18	15	15	20	7	6
Wellesley	Norfolk	24.6	180	17	20	16	31	8	12	12	13	9
West Springfield	Hampden	24.2	240	46	59	20	8	16	20	30	8	7
Westfield	Hampden	23.3	304	41	43	45	27	26	14	30	24	8
Weymouth	Norfolk	50.7	297	73	48	27	11	16	17	34	19	14
Woburn	Middlesex	26.1	240	55	22	21	19	14	10	33	20	9
Worcester	Worcester	209.9	1,968	403	394	135	174	119	88	178	81	65

RETAIL SALES—SM ESTIMATES, 1959

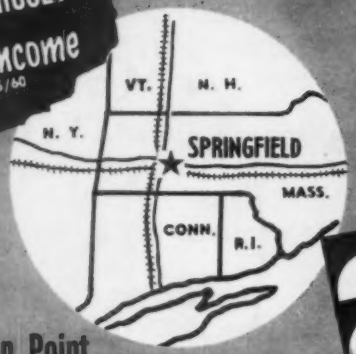
The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Barnstable		107,236	.0495	6,199	.0371	117	156	28,880	11,389	9,187	5,686	3,000	10,644	7,528	10,628	3,724
Barnstable		31,607	.0146		.0102	134	192	6,920	2,877	5,063	2,766	939	4,412	1,842	1,791	1,080
Berkshire	122	175,606	.0813	4,191	.0828	106	104	44,647	11,785	20,214	11,822	9,329	26,619	10,204	9,590	5,238
Adams Renfrew		10,880	.0050		.0075	89	60	4,402	644	570	552	393	630	827	1,142	254
Great Barrington		13,262	.0061		.0052	116	136	3,710	507	1,214	477	648	1,876	609	508	619
North Adams		24,146	.0112		.0115	100	97	5,180	1,266	2,272	2,577	1,663	3,379	1,646	931	725
▲Pittsfield		92,541	.0428		.0382	119	134	22,272	5,699	15,069	6,974	5,410	14,121	4,044	5,134	2,665
Bristol	52	446,426	.2064	3,699	.2184	98	93	125,139	33,694	46,561	31,133	23,326	64,281	25,371	23,362	14,571
Attleboro		32,665	.0151		.0155	107	104	10,961	2,304	1,510	3,050	1,316	4,934	1,739	1,382	835
▲Fall River		122,516	.0567		.0574	98	97	33,394	7,832	16,230	11,789	10,105	13,180	5,498	5,198	4,624
New Bedford		133,081	.0615		.0613	102	102	37,806	8,571	22,344	10,391	6,780	15,196	6,798	4,078	5,005
North Attleboro		19,787	.0092		.0083	109	121	4,179	2,112	1,353	707	801	3,845	1,276	1,434	401
Taunton		49,533	.0229		.0227	98	97	12,869	4,176	2,531	3,539	2,966	5,989	3,154	4,481	1,446
Dukes		11,937	.0058	6,632	.0037	116	175	3,643	762	955	474	387	1,715	522	1,041	424
Essex	21	730,937	.3380	4,274	.3404	108	108	194,636	58,566	97,228	56,378	31,234	90,382	42,566	35,923	25,190
Beverly		44,127	.0204		.0205	110	109	14,411	2,244	3,826	888	1,568	9,785	3,193	1,967	1,470
Danvers		21,041	.0097		.0098	91	90	5,385	2,560	1,077	401	533	2,672	1,715	2,636	651
Gloucester		34,619	.0160		.0156	105	107	9,981	2,349	7,009	3,469	1,233	3,384	1,634	2,464	1,516
Haverhill		73,435	.0340		.0296	115	132	18,228	3,731	9,817	3,963	3,995	13,454	3,911	4,438	2,051
Lawrence		109,308	.0506		.0448	111	125	25,075	7,171	16,107	10,915	6,215	16,380	4,728	5,511	3,794
Lynn		123,126	.0569		.0612	110	103	34,933	10,886	20,204	9,680	6,476	11,975	5,831	4,129	4,476

SPRINGFIELD
MASSACHUSETTS

Vital Center of NEW ENGLAND and a Prime Metropolitan Market

2nd in MASSACHUSETTS Consumer Spendable Income
SRDS 1/15/60



Favored for Testing Through the Years

2nd in MASSACHUSETTS Retail Sales
SRDS 1/15/60

★ Wholesale Distribution Point
★ Major Highway, Rail and Airline Junction
★ Rapid Delivery Mail Concentration Terminal

Member Sunday Metropolitan Group

Springfield (Mass.) Newspapers
UNION am · REPUBLICAN Sunday · DAILY NEWS pm

Offices Also In New York: J. Cardinale, 60 E. 42nd St., OX 7-8422: Boston, N. K. Reynolds, 478 Statler Bldg., HA 6-0563: Chicago, G. Cole, 228 No. LaSalle St., ST 2-4829: San Francisco, R. J. Birch Co.: Los Angeles, A. D. Viller

SPRINGFIELD NEWSPAPERS
Saturation Circulation without Competition
Daily - 180,816
Sunday - 112,664
SRDS 9/30/59

MASS. — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Methuen		20,224	.0094		.0139	93	63	8,328	2,260	835	297	191	1,900	1,855	153	992
Newburyport		22,801	.0105		.0092	111	127	6,173	1,192	1,6[illegible]	1,495	1,863	3,699	1,047	2,076	342
Peabody		60,663	.0281		.0209	127	170	12,180	3,867	15,[illegible]	12,694	2,050	3,530	2,602	1,020	1,870
Salem		86,173	.0399		.0299	123	171	19,987	5,692	[illegible]	8,666	2,945	11,227	3,934	3,420	2,749
Franklin		**66,037**	**.0305**	**3,817**	**.0313**	**101**	**99**	**16,036**	**3,542**	**.02**	**3,058**	**2,109**	**10,441**	**4,395**	**4,113**	**1,776**
Greenfield		37,611	.0174		.0132	126	106	8,652	1,633	5,333	2,574	1,565	7,127	1,702	2,165	797
Hampden	**188**	**547,799**	**.2534**	**4,852**	**.2454**	**114**	**116**	**135,542**	**36,050**	**76,106**	**41,024**	**28,705**	**77,376**	**30,830**	**29,616**	**20,795**
Chicopee		48,197	.0223		.0304	95	70	15,989	4,069	1,759	1,639	2,452	7,169	4,418	1,956	2,333
▲Holyoke		85,515	.0395		.0348	115	130	22,909	5,257	12,526	5,918	5,928	10,259	3,298	4,170	2,590
Palmer		13,768	.0064		.0066	112	108	2,630	643	1,115	626	474	3,248	805	638	626
▲Springfield		267,582	.1238		.1140	120	131	57,594	16,598	41,848	27,477	15,501	41,134	12,723	12,007	10,241
West Springfield		43,427	.0201		.0168	124	149	9,599	3,525	11,643	2,492	1,851	4,431	2,394	2,317	973
Westfield		38,888	.0180		.0154	118	138	9,102	1,944	5,460	2,071	1,334	7,204	1,503	3,196	1,099

GREENFIELD, (MASS.)

. . . in the Valley of Good LIVING
. . . in the Valley of Good Selling

Greenfield, at the top of Western Massachusetts, a self-contained, isolated market, has an Effective Buying Income per Household of $7716-amongst the top in the State. This is 21% higher than the USA Average

Franklin County's Retail Sales Were 66 Million Dollars Plus (Sales Management estimate) in 1959. This newspaper is Published for these County folks and respected by them. The Recorder-Gazette is the medium to reach them.

97.3% Coverage of Greenfield City Zone. Total ABC Circulation in Franklin County Area, 13,014

Facts: Highly Skilled Labor Force, Year 'Round Employment, Diversified industries with Tools, Paper and Farming predominant

Recorder-Gazette
REPRESENTED BY BURKE, KUIPERS & MAHONEY, INC.

HOLYOKE CITY ZONE—123,645 Population

$170,000,000 SALES MARKET

35,100 Families
$255,555,000 Income
$7,281 Per Household
$170,305,000 Sales
$4,852 Per Household

The Transcript-Telegram — with 76% coverage of the city zone—is the only daily that delivers this big "must" segment of the metropolitan market.

Holyoke City Zone is on the move—with solid gains in income and retail sales based on greatly expanding industry. The Holyoke Water Power Company is investing $35 Million in a power plant to meet local growth needs.

The HOLYOKE TRANSCRIPT-TELEGRAM HOLYOKE, MASS.

City Zone's Daily Reading Habit for Generations

Represented by The Julius Mathews Special Agency, Inc.

MASS. — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Hampshire	155	**94,014**	**.0435**	**4,035**	**.0488**	**98**	**88**	**23,500**	**6,859**	**7,673**	**4,950**	**3,821**	**15,438**	**5,870**	**7,178**	**3,679**
Northampton		41,293	.0191		.0179	102	109	9,535	2,740	4,925	3,527	1,562	7,815	1,573	1,961	1,531
Middlesex	21	**1,442,619**	**.6672**	**4,324**	**.7276**	**110**	**101**	**375,774**	**98,016**	**205,041**	**77,273**	**62,859**	**217,127**	**81,654**	**80,843**	**50,867**
Arlington △		35,986	.0166		.0281	101	60	11,326	1,070	2,259	1,483	1,403	8,548	2,629	2,225	1,559
Belmont		28,449	.0132		.0202	121	79	7,477	1,017	1,731	4,692	300	5,675	1,586	1,061	1,499
Cambridge		224,251	.1037		.0890	129	150	49,428	21,442	48,703	8,158	19,000	27,819	10,861	9,825	6,190
Everett		33,956	.0157		.0233	94	63	12,165	3,535	2,226	560	1,887	3,268	3,104	1,267	2,110
Framingham		85,953	.0398		.0282	145	205	19,603	8,359	22,968	6,246	2,765	9,721	4,323	2,898	2,212
Lowell		123,769	.0572		.0552	105	109	28,025	9,343	16,415	11,103	5,460	16,763	6,085	8,146	4,123
Malden		97,036	.0449		.0395	117	133	27,148	5,154	16,998	5,830	2,580	16,480	3,265	4,498	2,935
Marlboro-Hudson		*51,264*	*.0145*		*.0167*	*104*	*96*	*9,278*	*2,080*	*2,101*	*1,302*	*1,262*	*4,700*	*2,140*	*1,559*	*909*
Marlboro		20,794	.0096		.0104	105	97	6,182	1,264	1,781	940	911	2,930	1,294	879	488
Medford		85,127	.0394		.0417	110	104	22,567	2,975	22,889	3,738	1,444	12,758	2,476	4,601	2,186
Melrose		21,765	.0101		.0175	104	60	8,576	739	915	600	1,545	2,239	1,187	1,300	784
Natick		37,609	.0174		.0183	110	105	9,515	1,566	9,782	1,421	3,021	5,261	2,124	1,180	1,469
Newton		107,965	.0499		.0650	127	97	33,105	5,232	9,302	13,134	4,150	15,755	5,541	3,384	4,538
Somerville		79,292	.0367		.0510	97	70	21,467	5,968	6,638	1,971	2,012	15,229	5,833	4,308	3,778
Wakefield		28,586	.0132		.0151	109	96	5,682	894	2,583	1,117	1,014	6,251	1,376	1,882	1,138
Waltham		92,101	.0426		.0353	117	141	20,300	4,921	16,983	4,765	4,324	11,509	3,312	10,123	2,969
Watertown		50,588	.0234		.0243	108	104	8,102	3,157	11,501	922	1,182	9,586	3,243	4,479	1,377
Woburn		27,973	.0129		.0144	99	88	7,798	1,012	3,374	1,567	1,080	3,139	2,302	1,779	1,007
Nantucket		**9,135**	**.0042**	**9,135**	**.0025**	**125**	**210**	**2,374**	**835**		**498**	**108**	**1,023**	**536**	**2,137**	**426**
Norfolk	21	**606,448**	**.2805**	**4,326**	**.3204**	**117**	**102**	**159,674**	**39,600**	**51,667**	**40,078**	**16,800**	**127,147**	**34,788**	**37,372**	**20,923**
Braintree		30,960	.0143		.0178	103	83	12,198	1,914	972	537	335	6,178	2,417	2,406	704
Brookline		110,636	.0512		.0541	149	141	24,503	7,400	6,847	7,137	3,663	38,202	4,756	973	3,474
Dedham		28,273	.0131		.0148	110	97	10,936	2,391	1,569	590	479	4,687	1,731	938	1,006
Needham		31,743	.0147		.0178	121	100	8,472	1,066	3,041	2,373	511	7,594	1,336	1,364	994
Norwood		51,797	.0240		.0179	130	174	13,209	1,959	7,673	1,683	1,519	15,388	1,509	3,217	1,507
Quincy		140,048	.0648		.0592	123	135	31,475	9,191	23,450	15,227	5,073	16,880	8,190	11,118	3,885
Wellesley		42,011	.0194		.0207	150	141	9,924	1,757	1,424	8,075	970	11,187	1,592	3,360	1,402
Weymouth		31,722	.0147		.0267	94	82	11,294	2,573	1,390	1,024	971	4,311	1,989	1,876	1,816

Massachusetts Population-Income data, pages 183-190
SM: Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

select Northampton

$7,965 income per household

Compare Northampton with any market in Massachusetts and you'll find it to be *select* . . . ideally diversified among professional, industrial, rural . . . but all with one thing in common . . . HIGH INCOME!

DAILY HAMPSHIRE GAZETTE

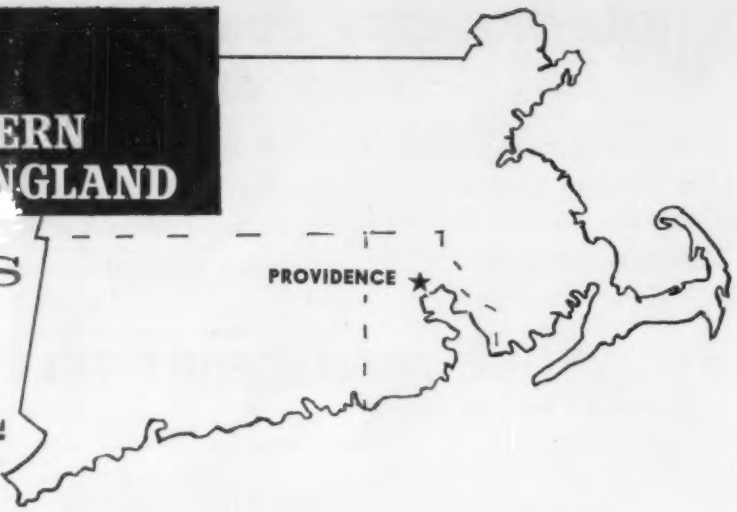
Northampton, Mass.

Represented by The Julius Mathews Special Agency, Inc.

TEST this market, ideal by every standard, with a **TEST**

SOUTHERN NEW ENGLAND

AMERICA'S MOST COMPACT REGIONAL MARKET



CHOOSE THE COVERAGE pattern to fit your distribution pattern. For example, these 14 Newspapers (each over 40,000 circulation) reach daily more than 80% of the families in this rich 3-State Market.

CITY AND NEWSPAPER	*CIRCULATION TOTAL	CITY ZONE	% HOUSEHOLD COVERAGE
BOSTON			
Globe, M&E	339,996	244,678	78%
Herald-Traveler, M&E	353,113	233,301	
PROVIDENCE			
Journal-Bulletin, M&E	201,407	154,638	100
HARTFORD			
Courant, M	110,819	46,301	100
Times, E	121,657	78,034	
SPRINGFIELD			
Union, News, M&E	180,816		100
WORCESTER			
Telegram-Gazette, M&E	149,708	94,435	100
NEW HAVEN			
Journal-Courier, Register M&E	122,684		100
BRIDGEPORT			
Post & Telegram, M&E	93,165	71,431	100
WATTERBURY			
Republican-American, M&E	82,724	45,152	100
NEW BEDFORD			
Standard-Times, E	62,200	36,104	94
QUINCY			
Patriot-Ledger, E	45,338	33,914	100
LOWELL			
Sun, E	43,750	35,580	75
BROCKTON			
Enterprise, E	42,413	18,392	91

Circulation of these newspapers totals almost 2,000,000, providing deep penetration in this big, rich three-state market.

Population	8,298,000
Households	2,419,000
Effective Buying Income	$18,423,894,000
(per household $7,616)	
Total Retail Sales	11,031,515,000
(per household $4,560)	

Source: Sales Management 1960 Survey of Buying Power.
*Newspaper Rates and Data Service (SR & DS, Inc.) May 15, 1960 issue.

Providence and the Journal-Bulletin Are Typical of Southern New England Opportunity

Second largest market in the whole New England area, and delivering a large slice of Southern New England is Providence and its high-coverage newspaper the Journal-Bulletin. The Journal-Bulletin market (Rhode Island and neighboring Connecticut and Massachusetts) accounts for 1,200,000 people, reaching more than 80% of the families in this BIG City-State. Its readership is as intensive as its circulation is complete. Sometimes called "the conscience of New England," the Providence newspapers are respected, crusading, responsible . . . they are carefully read, believed in, bought from.

Chosen day after day as an exclusive test city, Providence ranks FIRST in New England and with the top two in the nation as a test market.

This more-than-amillion market is isolated from other major markets, well-balanced between urban and suburban, compact and cosmopolitan in composition. It's the ideal testing ground for new products or new marketing strategy. Write for full market data to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

THE PROVIDENCE JOURNAL-BULLETIN

Boston Office: 479 Statler Bldg., Boston 16;
Represented in Florida by McAskill, Herman & Daley, 4014 Chase Avenue, Miami Beach 40;
Represented elsewhere by Ward-Griffith Co., Inc.

MASS. — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Plymouth	23	296,862	.1368	4,215	.1342	105	107	51,462	22,343	28,659	20,596	9,886	46,499	17,103	16,797	8,687
▲Brockton		110,698	.0512		.0436	118	138	24,799	5,459	19,445	13,879	5,641	12,658	5,421	4,918	3,058
Middleborough		13,516	.0063		.0068	101	94	3,979	1,976	937	566	462	1,885	801	520	403
Plymouth		23,843	.0110		.0089	114	141	7,475	1,836	1,601	904	786	4,577	1,064	1,704	788
Suffolk	21	1,008,880	.0978	6,308	.5715	122	148	273,022	163,025	368,459	125,230	72,829	159,056	48,693	38,238	46,031

Massachusetts Population-Income data, pages 183-190
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

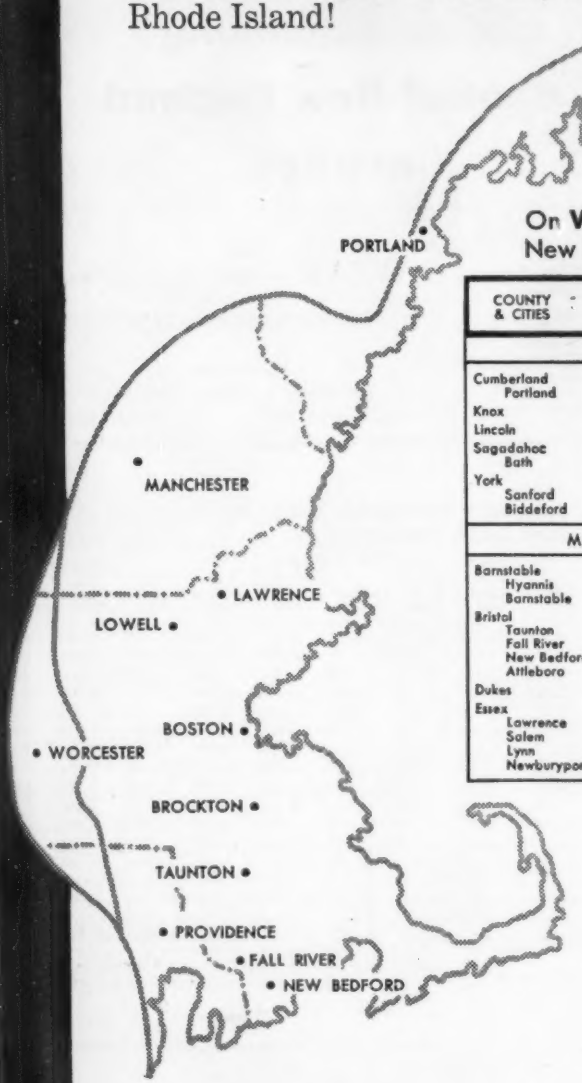
When you buy **50,000 Watt WHDH,** *you get* **BOSTON** *plus* **25 Key New England Counties!**

Weekly WHDH Penetration of 25-County New England Area*

STATION PENETRATION	MAINE 5 MAINE COUNTIES	N.H. 5 N.H. COUNTIES	R.I. 5 R.I. COUNTIES	MASS. 5 OTHER MASS. COUNTIES	BOSTON 5 BOSTON METRO COUNTIES	TOTAL 25 COUNTIES
PERCENT WHDH	63.0%	64.5%	45.3%	70.3%	78.8%	70.9%
FAMILIES	54,400	64,300	103,300	119,700	722,000	1,063,700

*Latest area Pulse

WHDH reaches **80%** of the population that accounts for **81%** of **ALL RETAIL SALES** in Maine, New Hampshire, Massachusetts and Rhode Island!



Serving 1,500,400 Radio Homes

On **WHDH,** your **$70.00** spot buys all **25** key New England counties, at these pro rated costs:

COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MAINE		
Cumberland — Portland	3%	$ 2.10
Knox	0.5%	.35
Lincoln	0.5%	.35
Sagadahoc — Bath	0.5%	.35
York — Sanford, Biddeford	2%	1.40
MASSACHUSETTS		
Barnstable — Hyannis, Barnstable	1%	$ .70
Bristol — Taunton, Fall River, New Bedford, Attleboro	8%	5.60
Dukes	0.5%	.35
Essex — Lawrence, Salem, Lynn, Newburyport	10%	7.00

COUNTY & CITIES	% OF 25-COUNTY POPULATION	PRO RATED COST
MASSACHUSETTS (Cont.)		
Middlesex — Lowell, Newton, Everett, Malden, Waltham	21%	$ 14.70
Nantucket	0.5%	.35
Norfolk — Brookline, Dedham, Quincy	8%	5.60
Plymouth — Brockton	4%	2.80
Suffolk — Boston, Chelsea, Revere	16%	11.20
Worcester — Worcester	2%	1.40
NEW HAMPSHIRE		
Belknap	0.5%	$ .35
Hillsboro — Nashua, Milford, Manchester	3%	2.10
Merrimack — Concord	1%	.70
Rockingham — Exeter	2%	1.40
Strafford — Dover, Portsmouth	1%	.70
RHODE ISLAND		
Bristol	0.5%	$ .35
Kent — Warwick	2%	1.40
Newport — Newport	1%	.70
Providence — Providence, Woonsocket, Pawtucket	11%	7.70
Washington	0.5%	.35
Total	100%	$70.00

Buy WHDH

50,000 watts
850 on the dial

Represented Nationally by John Blair & Company



MASS.

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
1▲Boston		1,412,318	.6532		.5204	125	157	245,335	153,108	357,666	125,225	69,292	143,707	42,362	32,176	41,474
Chelsea		42,156	.0195		.0205	100	96	13,217	3,627	4,131	1,761	1,738	3,965	2,247	3,490	1,961
Revere		42,876	.0198		.0226	99	86	9,896	5,941	3,994	830	1,502	9,310	2,888	2,202	1,850
Worcester	160	606,519	.3084	3,881	.3367	102	93	172,233	48,899	63,147	46,452	31,797	101,980	42,566	44,051	22,465
Athol		14,027	.0065		.0072	104	94	3,988	743	1,050	879	1,024	2,345	591	564	403
Clinton		16,049	.0083		.0077	105	114	5,533	1,120	621	1,133	819	4,005	1,000	429	624
Fitchburg		68,084	.0315		.0279	114	129	16,774	3,530	8,250	5,372	3,402	9,277	4,132	4,846	2,246
Gardner		25,012	.0116		.0121	108	104	7,408	928	2,547	1,205	1,059	3,460	1,990	1,308	1,198
Leominster		29,208	.0135		.0142	100	95	8,650	2,248	1,709	1,742	1,247	4,919	2,082	1,693	1,158
Milford		23,095	.0107		.0102	116	122	7,933	1,250	1,445	1,479	960	3,904	1,178	1,457	951
Southbridge		22,315	.0103		.0107	108	104	5,630	1,189	2,182	1,388	1,266	2,627	1,384	993	611
Webster		20,309	.0094		.0089	110	116	6,718	1,890	1,718	1,015	1,935	1,714	1,009	768	780
▲Worcester		377,862	.1285		.1278	109	109	61,994	19,179	36,024	29,468	14,770	44,726	15,362	15,323	8,451
Total Above Cities		5,493,664	2.5410		2.3973	115	122	1,282,190	424,269	930,603	432,383	262,259	764,391	254,871	243,781	178,860
State Total		6,709,455	3.1031	4,580	3.1008	110	110	1,636,582	535,685	980,129	468,149	295,888	949,730	352,607	340,889	224,798

1 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order. Massachusetts Population-Income data, pages 183-190

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

© SM, 1960.

FOR THE MEANING OF

The solid and open Triangles, SM Trade-Mark, Bold Face Lines, Light Face Lines, Italic Lines in these tables, and for an explanation of the Maps . . .

See Page 67



The Boston Market is a big market.

Boston proper and the Boston Trading Area make up a rich, growing market. U. S. Census of Retail Trade for 1958 shows Boston ABC City Zones sales are up to $2,793,057,000; Boston ABC Trading Area sales are now in excess of $4,131,000,000.

The Boston Trading Area, composed of 152 cities and towns within a 30-mile radius of Boston City Hall, is 6th in population in the U. S. and 1st in spendable income per household ($8,608 according to Standard Rate and Data Major Markets). It's New England's *largest* market with more retail sales than four New England states combined and nearly 1½ times more sales than the entire state of Connecticut.

The Boston Globe is a big newspaper.

Latest ABC circulation figures reveal its remarkable growth over the last nine years and that it's now ahead of its next competitor. In the City and Retail Trading Zones:

	Combined Daily		*Sunday*	
	1959	*1950*	*1959*	*1950*
Globe	296,256	233,775	334,823	292,127
Herald-Traveler	294,353	296,446	207,407	195,433

It all adds up to this:

The Globe is a big, growing newspaper in the big, growing Boston market.

What's more:

Only The Globe delivers a fresh audience twice a day. Morning and evening editions are practically the same; only the hard news changes.

Only The Globe can sell Boston with full ROP color plus experience.

Only The Globe has a steadily rising circulation based on solid readership, not on contests or gimmicks.

Just remember this:

it pays to use Global Strategy to sell Boston.

The Boston Globe

Morning • Evening • Sunday

A Million Market Newspaper: New York • Chicago • Detroit • Los Angeles • San Francisco

NEW ENGLAND LEADS THE NATION
of all U. S. regions

Per Household
FIRST In Effective Buying Income
FIRST In Retail Sales
FIRST In Food Sales

MASSACHUSETTS LEADS NEW ENGLAND

- Larger than other 5 New England States Combined in E.B.I.
- Twice the population of the 2nd leading state
- 50% of the Total Retail Sales

...and WORCESTER
A BILLION DOLLAR MARKET

E.B.I.	$1,112,205,000
RETAIL SALES	$ 669,589,000
FOOD SALES	$ 181,757,000



You can't cover Massachusetts without the Telegram and Gazette

86.4% COVERAGE

DAILY 158,215
SUNDAY 102,957

A.B.C. Audit Dec. 31, 1958

The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives



OWNERS OF RADIO STATION WTAG AND WTAG-FM

MASS. METRO. AREAS — RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-mo.ive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Boston	4,288,884	1.9835	4,852	1.9599	114	115	1,003,106	359,207	720,425	302,456	183,422	593,712	207,682	192,376	143,011
Brockton	295,882	.1368	4,218	.1342	105	107	81,462	22,343	28,659	20,596	9,888	46,499	17,103	16,797	8,687
Fall River-New Bedford	446,426	.2064	3,699	.2184	98	93	125,139	33,694	46,561	31,133	23,326	64,281	25,371	23,362	14,571
Pittsfield	175,608	.0813	4,191	.0828	106	104	44,647	11,765	20,214	11,822	9,329	26,619	10,204	9,590	5,238
Springfield-Holyoke	641,813	.2969	4,712	.2942	111	112	159,042	42,909	83,779	45,974	32,526	92,818	36,700	36,794	24,474
Worcester	666,519	.3084	3,891	.3367	102	93	172,233	48,899	63,147	46,452	31,797	101,980	42,566	44,051	22,465
Total Above Areas	6,515,110	3.0133	4,574	3.0282	110	110	1,585,629	518,837	962,785	458,433	290,286	925,907	339,626	322,970	218,446

Massachusetts Population-Income data, pages 183-190

© SM, 1960.

Meaning of SM Trade-Mark, Symbols, etc.

The SM Trade-mark SM indicates copyrighted SALES MANAGEMENT estimates.
Solid Triangle (▲) denotes central city of standard metropolitan area.
Open Triangle (△) denotes central city of potential metropolitan area.
Bold face line indicates **COUNTY** data, light face line CITY data.

Italic lines indicate a Multiple City—two or more adjoining cities constituting a single market. They can be separated by a river or state line, but the area between must be less than ten miles and must conform to the Census Bureau standards of urbanization.

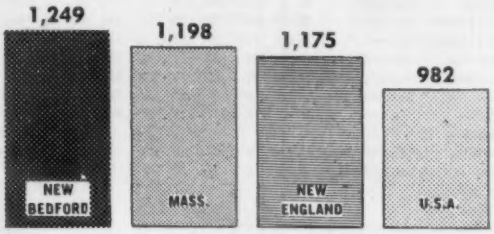
THE NEW BEDFORD-CAPE COD MARKET

A LEADING NEW ENGLAND FOOD SALES AREA

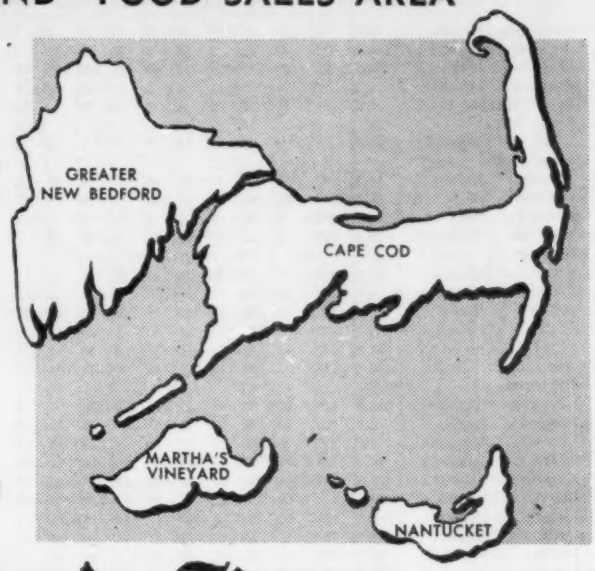
TOTAL FOOD SALES

$95,268,000

PER FAMILY FOOD SALES surpass State average by 4%; NEW ENGLAND by 10%; U.S.A. by 27%



All figures are for Greater New Bedford—plus Cape Cod and "The Islands" (Martha's Vineyard and Nantucket.)



The Standard-Times

"The Nation's Best Read Newspaper"

BASIL BREWER, Publisher

Represented by Story, Brooks & Finley, Inc.

MASSACHUSETTS STATISTICAL AREAS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Boston	3,730,429	1.7253		1.6733	116	120	857,183	315,326	660,801	267,932	158,189	518,675	175,007	157,312	122,583
Brockton	176,313	.0815		.0821	104	104	45,840	11,531	22,746	15,712	6,793	24,273	10,381	8,380	4,495
Fall River	149,483	.0691		.0724	94	90	42,170	10,939	16,594	13,175	10,813	17,847	6,996	7,799	5,451
Fitchburg-Leominster	100,808	.0466		.0484	105	105	25,596	6,529	10,808	7,143	4,664	14,266	7,025	6,585	3,404
Lawrence-Haverhill	237,778	.1100		.1006	116	126	61,913	15,671	29,787	17,652	11,014	36,522	11,825	11,923	9,084
Lowell	160,675	.0743		.0792	97	91	41,585	12,755	17,590	11,178	5,990	20,807	9,273	10,277	6,132
New Bedford	159,075	.0736		.0788	95	88	44,385	11,292	23,092	10,501	7,264	21,107	9,327	6,681	6,379
Pittsfield	106,402	.0502		.0485	119	128	26,051	7,171	15,655	7,427	5,916	18,037	5,695	5,712	3,067
Springfield-Holyoke	600,911	.2779		.2711	112	115	150,036	39,036	82,283	44,864	30,921	88,579	32,638	31,172	23,193
Worcester	381,217	.1763		.1834	101	97	93,186	27,242	40,564	31,500	18,076	61,285	22,781	27,106	12,333
Total Above Areas	5,804,899	2.6847		2.6339	112	114	1,387,944	457,492	919,920	427,144	259,640	821,398	290,948	272,946	196,091

MICHIGAN— (Other East North Central States: Illinois, Indiana, Ohio, Wisconsin.)

Map, page 198 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Adrian	Lenawee	26.2	263	33	39	24	27	17	27	38	22	6
Albion	Calhoun	13.3	150	18	23	11	17	13	11	20	11	4
Allen Park	Wayne	36.5	160	24	22	16	9	16	2	31	12	10
Alma	Gratiot	9.6	135	19	19	9	18	19	10	11	12	4
Alpena	Alpena	15.0	229	36	37	14	22	15	21	28	22	8
Ann Arbor	Washtenaw	52.7	531	58	95	24	61	54	40	68	26	25
Battle Creek	Calhoun	54.6	692	110	129	59	47	42	49	93	36	28
Bay City	Bay	57.8	742	143	143	52	61	54	40	80	51	25
Benton Harbor	Berrien	23.1	387	49	74	31	27	37	30	47	24	12
Berkley	Oakland	22.9	147	25	23	11	7	11	5	25	15	4
Birmingham	Oakland	25.8	319	31	31	27	46	27	17	42	27	15
Cadillac	Wexford	12.2	169	32	20	18	17	15	9	19	11	6
Center Line	Macomb	10.1	95	15	24	6	2	5	6	19	7	3
Charlotte	Eaton	7.8	128	18	21	10	7	11	7	22	18	5
Coldwater	Branch	10.3	174	23	25	14	12	18	13	31	16	4
Dearborn	Wayne	132.0	1,114	292	259	116	93	89	48	112	64	40
Detroit	Wayne	1914.9	16842	3792	4359	1285	1095	839	534	1784	702	716
East Detroit	Macomb	44.0	289	67	48	31	10	24	6	41	26	12
East Lansing	Ingham	31.7	106	10	10	9	13	7	3	24	7	7
Ecorse	Wayne	19.4	143	25	36	11	5	4	12	19	11	4
Escanaba	Delta	16.1	241	38	44	13	21	22	20	27	18	9
Fenton	Genesee	5.5	96	14	19	2	11	7	6	9	12	2
Ferndale	Oakland	32.9	274	47	42	22	27	22	21	37	8	8
Flint	Genesee	199.1	2,062	290	424	159	157	144	151	268	135	93

(Continued on page 562)

MICHIGAN

Cont. from page 561

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Garden City	Wayne	34.7	166	31	27	24	10	8	12	29	7	7
Grand Haven	Ottawa	10.8	171	21	29	9	14	16	23	20	13	4
Grand Rapids	Kent	192.1	2,283	413	356	206	158	208	121	283	153	92
Greenville	Montcalm	8.1	123	18	17	7	8	9	12	18	10	5
Grosse Pointe	Wayne	7.5	85	19	6	12	14	3	5	11	3	3
Grosse Pointe Park	Wayne	15.4	96	9	26	7	12	7	9	9	3	5
Grosse Pointe Woods	Wayne	18.5	117	16	14	12	12	15	3	8	12	5
Hamtramack	Wayne	39.1	517	134	143	27	60	32	11	30	17	17
Hastings	Barry	7.1	114	9	20	6	10	8	10	13	17	4
Hazel Park	Oakland	26.9	237	46	57	22	10	13	14	37	15	7
Highland Park	Wayne	43.8	415	73	96	35	49	24	14	43	12	17
Hillsdale	Hillsdale	8.1	138	16	23	12	11	8	17	15	9	3
Holland	Ottawa	19.2	345	68	39	27	30	29	18	53	18	15
Howell	Livingston	5.3	120	11	23	7	14	9	9	20	10	3
Inkster	Wayne	37.0	147	34	30	13	14	7	0	26	7	5
Ionia	Ionia	6.8	139	17	23	12	13	14	13	12	14	3
Iron Mountain	Dickinson	11.0	184	33	37	5	21	15	9	31	11	5
Ironwood	Gogebic	10.7	175	30	44	6	15	17	10	16	12	4
Ishpeming	Marquette	9.6	120	21	19	8	11	8	9	13	9	4
Jackson	Jackson	54.7	753	101	156	68	40	50	56	96	43	28
Kalamazoo	Kalamazoo	83.8	996	131	168	94	81	90	45	151	58	37
Lansing	Ingham	126.6	1,177	193	201	92	92	97	72	176	72	48
Lapeer	Lapeer	7.0	138	15	20	3	13	17	10	25	14	3
Lincoln Park	Wayne	50.3	371	57	59	24	43	33	21	59	23	10
Livonia	Wayne	59.7	279	51	43	37	12	19	7	48	34	11
Ludington	Mason	11.0	158	19	32	7	20	16	8	18	12	5
Manistee	Manistee	10.7	137	25	24	6	6	13	8	17	10	6
Marquette	Marquette	18.9	211	40	33	12	15	16	13	33	14	5
Marshall	Calhoun	6.5	127	18	21	17	13	8	9	13	13	2
Menominee	Menominee	12.3	132	25	31	6	4	6	12	23	7	3
Midland	Midland	25.5	238	29	31	11	28	26	26	32	22	5
Monroe	Monroe	25.5	340	43	87	28	31	26	17	40	20	9
Mount Clemens	Macomb	22.0	416	69	89	37	25	23	38	55	23	11
Mount Pleasant	Isabella	13.6	172	23	33	12	15	12	21	26	14	2
Muskegon	Muskegon	51.3	720	131	116	64	54	54	51	98	48	25
Muskegon Heights	Muskegon	20.7	167	25	26	8	12	22	11	19	13	7
Niles	Berrien	16.1	212	31	41	20	11	16	18	34	12	9
Owosso	Shiawassee	19.1	268	50	41	25	28	21	15	29	15	7
Petoskey	Emmet	6.9	155	17	21	11	29	11	11	12	10	4
Plymouth	Wayne	8.9	136	13	17	11	13	19	15	20	7	10
Pontiac	Oakland	85.6	909	143	179	61	67	63	57	132	53	45
Port Huron	St. Clair	38.4	460	70	95	23	35	32	45	68	29	15
River Rouge	Wayne	21.3	174	37	53	6	15	8	5	12	7	7
Rochester	Oakland	5.5	150	31	16	14	21	7	12	12	18	8
Roseville	Macomb	43.0	239	45	33	24	18	22	11	27	18	8
Royal Oak	Oakland	75.8	570	81	80	50	59	51	22	81	49	21
Saginaw	Saginaw	107.4	1,078	211	214	91	93	82	40	119	69	44
Sault Ste. Marie	Chippewa	21.5	250	52	48	15	15	21	11	26	18	6
South Haven	Van Buren	7.4	110	21	17	7	9	4	9	15	10	2
Springfield Plain Lakeview	Calhoun	18.8	•	•	•	•	•	•	•	•	•	•
St. Clair Shores	Macomb	72.6	385	70	62	41	19	31	17	55	32	16
St. Johns	Clinton	5.5	109	18	16	6	10	6	16	12	12	2
St. Joseph	Berrien	12.6	170	16	37	15	22	12	8	24	7	5
Sturgis	St. Joseph	9.4	139	22	15	8	14	16	11	15	16	4
Traverse City	Grand Traverse	19.0	322	45	45	24	29	23	22	43	26	16
Trenton	Wayne	17.3	107	17	21	6	4	8	7	24	5	5
Wayne	Wayne	16.0	156	22	31	18	15	10	9	29	4	7
Willow Run	Washtenaw	15.6	•	•	•	•	•	•	•	•	•	•
Wyandotte	Wayne	42.5	418	89	85	19	42	28	26	47	23	15
Ypsilanti	Washtenaw	21.8	231	38	43	10	29	23	27	48	11	11

RETAIL SALES— SM ESTIMATES, 1959

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Alcona		5,948	.0027	5,948	.0025	71	77	1,300	569	443	32		1,563	728	889	288
Alger		10,200	.0047	3,520	.0047	84	84	3,402	950	1,042	280	244	1,134	1,435	406	296
Allegan		64,078	.0296	3,427	.0307	86	83	15,784	3,742	3,049	1,838	1,621	12,357	5,072	7,051	1,345
Alpena		35,431	.0164	4,429	.0143	90	103	10,100	2,544	4,136	1,569	1,570	5,791	2,308	3,761	1,068
Alpena		28,429	.0131		.0093	111	156	8,129	1,652	3,800	1,568	1,444	4,441	1,668	2,404	1,087
Antrim		9,411	.0043	2,941	.0045	71	68	2,862	769	481	91	149	843	1,037	1,548	393
Arenac		13,060	.0061	4,503	.0050	58	107	2,949	1,565	827	450	215	2,736	1,575	1,726	352
Baraga		6,020	.0028	3,344	.0027	79	82	1,765	632	643	219	145	863	702	717	218
Barry		29,571	.0136	2,671	.0157	85	74	7,854	1,594	1,381	981	1,004	5,430	2,727	4,894	1,058
Hastings		16,136	.0075		.0051	128	188	4,151	629	1,016	855	537	3,533	1,334	1,945	662
Bay	17	124,260	.0575	4,048	.0572	95	96	32,453	8,817	13,694	7,694	8,928	20,020	9,185	11,641	4,642
▲Bay City		97,202	.0450		.0363	112	139	21,912	6,463	12,566	7,204	7,848	16,005	6,871	8,109	4,146
Benzie		8,718	.0040	3,790	.0037	80	87	2,347	634	559	91	109	1,404	801	1,476	243
Berrien	194	199,751	.0924	4,068	.0882	99	104	49,130	14,105	20,351	7,455	9,320	37,259	17,398	21,869	7,466
Benton Harbor-St. Joseph		*79,235*	*.0367*		*.0264*	*139*	*184*	*16,841*	*4,218*	*13,059*	*5,691*	*4,617*	*14,214*	*5,966*	*4,214*	*3,741*
△Benton Harbor		55,944	.0259		.0173	134	201	11,380	2,626	9,758	3,837	3,157	11,692	3,401	2,794	2,301
Niles		37,581	.0123		.0106	118	142	5,651	2,318	3,980	1,061	1,384	7,167	2,609	1,774	856
△St. Joseph		23,289	.0108		.0091	128	152	5,461	1,592	3,301	1,854	1,460	2,522	2,565	1,420	1,440
Branch		39,230	.0182	3,382	.0109	86	83	9,074	2,004	3,223	952	1,886	8,303	3,096	5,393	1,141
Coldwater		24,112	.0112		.0073	126	193	5,501	942	1,981	668	1,354	6,122	1,874	2,730	749
Calhoun	191	174,655	.0808	4,149	.0818	102	100	46,064	11,591	19,388	9,700	9,770	29,682	16,159	12,222	6,845
Albion		18,085	.0084		.0077	104	114	4,331	906	1,671	934	884	4,032	1,756	1,232	618
△Battle Creek		110,458	.0511		.0389	127	167	27,877	5,824	15,974	7,680	6,364	19,403	8,818	6,217	3,879
Lakeview		8,877	.0041		.0090	86	39	3,068	733	261	95	549	942	1,136	925	478
Marshall		13,213	.0061		.0043	119	169	2,476	2,144	761	732	486	2,757	1,372	1,355	574
Cass		27,394	.0126	2,686	.0162	84	70	7,430	2,640	784	1,131	959	6,068	2,731	2,673	1,053
Charlevoix		14,115	.0065	3,619	.0060	77	83	4,314	1,172	744	492	493	2,259	1,521	1,697	555
Cheboygan		20,289	.0094	5,572	.0069	86	118	5,311	2,668	1,331	389	470	2,693	3,187	1,905	834
Chippewa		39,490	.0183	4,201	.0171	92	99	10,843	3,783	5,612	1,589	1,084	6,321	3,096	2,809	964
Sault Ste. Marie		31,537	.0146		.0119	99	122	8,502	2,483	4,905	1,493	847	5,408	2,154	2,018	964
Clare		15,419	.0071	3,954	.0065	86	96	4,240	1,389	885	627	591	1,859	2,231	2,116	693
Clinton	82	31,956	.0148	3,196	.0166	83	74	8,937	1,783	1,625	1,134	1,183	7,994	3,004	5,455	693
St. Johns		14,770	.0068		.0042	135	219	3,849	494	435	965	476	4,332	1,214	1,957	207
Crawford		6,776	.0031	5,208	.0024	83	107	1,285	873	243	251	165	1,519	1,236	521	290
Delta		38,779	.0180	3,917	.0161	85	95	10,201	2,568	5,630	1,439	1,667	7,393	2,589	3,285	1,691
Escanaba		26,610	.0123		.0093	103	137	6,685	1,350	3,945	1,222	1,356	5,684	1,337	2,044	1,080

RETAIL SALES— SM ESTIMATES, 1959

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COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Dickinson		**28,313**	**.0131**	**3,988**	**.0115**	**91**	**103**	**7,624**	**1,823**	**2,621**	**2,477**	**1,748**	**4,057**	**2,467**	**2,454**	**788**
Iron Mountain-Kingsford		*21,958*	*.0102*		*.0089*	*84*	*107*	*5,635*	*1,160*	*2,286*	*2,409*	*1,367*	*3,197*	*1,911*	*1,424*	*539*
Iron Mountain		20,006	.0093		.0066	106	150	5,036	968	2,097	2,409	1,291	2,987	1,478	1,424	493
Eaton	82	**45,827**	**.0212**	**3,006**	**.0238**	**87**	**78**	**11,958**	**2,217**	**2,784**	**1,374**	**1,918**	**9,186**	**5,100**	**6,223**	**1,587**
Charlotte		16,894	.0078		.0054	123	177	3,450	666	1,082	459	657	4,260	1,951	2,791	671
Emmet		**25,829**	**.0119**	**5,615**	**.0068**	**97**	**131**	**5,147**	**2,040**	**3,080**	**2,211**	**919**	**4,080**	**2,069**	**2,560**	**787**
Petoskey		20,440	.0095		.0053	136	244	4,092	991	2,967	2,058	851	3,499	1,236	1,703	701
Genesee	53	**471,135**	**.2179**	**4,062**	**.2358**	**107**	**99**	**111,789**	**25,773**	**53,016**	**28,116**	**28,189**	**105,848**	**37,209**	**38,181**	**19,750**
Fenton		14,994	.0069		.0044	142	223	3,978	673	713	658	460	4,980	947	1,380	447
▲Flint		352,816	.1632		.1394	125	146	82,921	19,385	46,298	24,105	24,111	74,810	23,946	23,355	15,356
Gladwin		**13,629**	**.0063**	**4,700**	**.0051**	**86**	**107**	**3,646**	**627**	**662**	**306**	**1,189**	**2,380**	**1,092**	**2,938**	**338**
Gogebic		**27,438**	**.0127**	**3,430**	**.0123**	**84**	**87**	**9,489**	**1,912**	**1,830**	**2,444**	**1,331**	**4,178**	**1,932**	**1,864**	**790**
Ironwood		19,626	.0091		.0064	107	152	6,887	998	1,411	2,219	1,215	3,016	1,057	1,157	729
Grand Traverse		**49,890**	**.0231**	**5,307**	**.0182**	**93**	**118**	**11,947**	**2,634**	**6,271**	**2,300**	**2,362**	**9,252**	**3,634**	**6,435**	**1,555**
Traverse City		45,486	.0210		.0125	118	198	10,468	2,118	5,807	2,300	2,272	9,010	3,178	5,564	1,474
Gratiot		**42,388**	**.0196**	**3,925**	**.0180**	**87**	**95**	**9,603**	**2,104**	**2,742**	**1,631**	**2,109**	**8,568**	**4,401**	**7,664**	**1,104**
Alma		19,222	.0089		.0062	115	165	4,437	928	1,952	979	1,221	4,356	1,312	2,463	536
Hillsdale		**39,279**	**.0181**	**3,741**	**.0169**	**88**	**95**	**8,664**	**1,908**	**4,510**	**1,068**	**1,131**	**6,875**	**3,500**	**6,137**	**897**
Hillsdale		20,219	.0094		.0060	133	209	5,182	954	3,733	869	666	4,461	1,138	1,185	586
Houghton		**38,165**	**.0177**	**3,935**	**.0154**	**86**	**98**	**12,434**	**3,229**	**2,925**	**2,352**	**2,173**	**5,302**	**2,711**	**3,824**	**1,022**
Huron		**38,672**	**.0179**	**4,114**	**.0164**	**85**	**93**	**9,705**	**2,420**	**1,980**	**1,422**	**1,518**	**8,388**	**3,861**	**6,091**	**1,242**
Ingham	82	**321,672**	**.1487**	**4,979**	**.1413**	**115**	**121**	**57,306**	**17,360**	**48,147**	**15,515**	**18,871**	**61,651**	**21,853**	**23,020**	**10,729**
East Lansing		18,139	.0084		.0149	84	47	4,482	519	1,080	2,181	1,274	2,790	2,310	465	1,166
▲Lansing		249,524	.1154		.0939	132	163	43,975	13,196	45,296	12,345	15,792	49,205	14,268	16,944	7,259
Ionia		**46,065**	**.0213**	**3,715**	**.0205**	**83**	**87**	**10,434**	**2,236**	**3,244**	**1,567**	**1,323**	**13,634**	**3,395**	**5,849**	**1,348**
Ionia		19,873	.0092		.0054	142	242	4,591	710	1,855	989	673	7,173	962	1,309	556
Iosco		**21,485**	**.0100**	**4,132**	**.0085**	**87**	**102**	**5,832**	**1,769**	**1,412**	**801**	**810**	**3,678**	**2,453**	**2,888**	**1,171**
Iron		**21,287**	**.0098**	**3,670**	**.0095**	**91**	**94**	**5,846**	**1,325**	**1,515**	**767**	**1,022**	**3,158**	**1,518**	**4,145**	**481**
Isabella		**35,808**	**.0166**	**4,263**	**.0159**	**91**	**95**	**9,186**	**2,147**	**1,977**	**1,704**	**1,239**	**8,549**	**3,157**	**4,669**	**1,045**
Mount Pleasant		27,161	.0126		.0092	121	166	6,721	1,746	1,657	1,704	880	7,537	2,236	2,298	377
Jackson	72	**159,345**	**.0737**	**4,160**	**.0731**	**100**	**101**	**37,161**	**10,484**	**21,712**	**8,524**	**7,193**	**28,905**	**12,798**	**13,760**	**6,704**
▲Jackson		116,213	.0537		.0399	130	175	24,514	7,091	19,777	8,076	5,990	22,818	8,458	4,466	5,263
Kalamazoo	77	**221,728**	**.1025**	**4,553**	**.0972**	**107**	**113**	**54,510**	**10,583**	**27,353**	**11,527**	**13,838**	**37,799**	**17,391**	**22,005**	**9,371**
▲Kalamazoo		174,598	.0807		.0604	129	172	38,846	7,791	25,642	11,194	12,653	31,508	12,789	12,603	7,803
Kalkaska		**4,266**	**.0020**	**3,282**	**.0020**	**77**	**77**	**1,305**	**405**	**205**	**88**		**502**	**691**	**393**	**320**
Kent	61	**477,063**	**.2206**	**4,471**	**.2102**	**107**	**113**	**111,140**	**25,857**	**68,023**	**25,938**	**27,927**	**88,915**	**37,812**	**37,419**	**21,835**
▲Grand Rapids		355,081	.1642		.1312	122	153	73,097	18,819	64,895	23,481	24,310	63,729	24,350	23,062	15,706
Keweenaw		**1,243**	**.0006**	**1,776**	**.0009**	**64**	**43**	**538**	**239**	**70**			**122**	**118**		
Lake		**3,995**	**.0019**	**2,663**	**.0020**	**69**	**66**	**1,142**	**527**	**150**		**160**	**275**	**684**	**633**	**75**
Lapeer		**39,919**	**.0184**	**3,441**	**.0199**	**78**	**72**	**9,545**	**1,875**	**2,072**	**2,102**	**1,295**	**8,500**	**3,640**	**5,901**	**1,161**
Lapeer		18,625	.0086		.0048	123	221	5,168	539	246	1,627	830	4,920	1,405	2,275	594
Leelanau		**7,693**	**.0036**	**2,959**	**.0042**	**78**	**67**	**1,994**	**619**	**281**	**162**	**414**	**790**	**952**	**726**	**1,041**
Lenawee		**94,119**	**.0435**	**3,780**	**.0450**	**98**	**93**	**23,941**	**5,824**	**6,395**	**4,618**	**3,776**	**18,250**	**9,260**	**11,119**	**3,746**
Adrian		43,231	.0200		.0171	116	136	11,085	1,487	5,092	2,894	2,223	7,849	3,472	3,975	2,265
Livingston		**37,836**	**.0175**	**3,348**	**.0196**	**91**	**81**	**10,264**	**3,366**	**1,305**	**1,331**	**1,228**	**7,819**	**4,463**	**5,161**	**1,270**
Howell		14,320	.0066		.0041	137	220	4,305	707	456	925	450	3,667	1,574	1,398	464
Luce		**7,748**	**.0036**	**4,843**	**.0033**	**77**	**84**	**2,205**	**487**	**317**	**253**	**89**	**2,628**	**473**	**671**	**503**
Mackinac		**13,761**	**.0064**	**4,587**	**.0050**	**83**	**107**	**3,750**	**2,664**	**925**	**499**	**473**	**1,216**	**1,216**	**990**	**330**
Macomb	45	**379,311**	**.1754**	**3,477**	**.2102**	**95**	**79**	**116,735**	**25,385**	**27,688**	**11,333**	**18,178**	**75,453**	**34,651**	**33,994**	**14,992**
Center Line		22,506	.0104		.0071	125	182	6,988	1,145	631	513	643	8,540	1,943	1,041	112
East Detroit		57,358	.0265		.0253	103	108	22,252	2,476	1,205	554	1,913	14,421	3,770	7,099	1,979
Mount Clemens		52,484	.0243		.0163	133	198	14,497	3,873	4,682	2,095	2,366	13,477	4,078	2,798	2,293
Roseville		46,949	.0217		.0231	96	90	14,540	1,739	9,074	2,611	4,508	4,254	2,605	2,625	2,177
St. Clair Shores		56,020	.0259		.0370	91	64	21,014	3,264	2,600	1,277	3,182	11,436	5,382	1,700	2,750
Manistee		**19,469**	**.0090**	**3,090**	**.0092**	**81**	**79**	**5,310**	**1,353**	**2,151**	**463**	**919**	**3,131**	**2,026**	**1,729**	**875**
Manistee		13,551	.0063		.0055	92	105	3,992	733	1,867	274	862	2,248	1,081	690	599
Marquette		**53,110**	**.0246**	**3,663**	**.0245**	**86**	**87**	**16,611**	**3,257**	**5,703**	**2,383**	**2,169**	**8,213**	**4,543**	**5,279**	**1,314**
Ishpeming		12,713	.0059		.0052	96	109	4,430	764	1,564	667	835	2,138	800	600	369
Marquette		28,167	.0130		.0104	98	123	6,876	1,202	3,432	1,427	1,333	5,491	2,310	3,066	773
Mason		**26,695**	**.0123**	**4,045**	**.0109**	**92**	**104**	**7,468**	**1,928**	**2,094**	**762**	**1,854**	**4,307**	**2,471**	**2,755**	**972**
Ludington		15,673	.0072		.0061	98	116	4,067	1,285	1,966	654	950	2,521	1,126	1,339	594
Mecosta		**18,565**	**.0086**	**3,201**	**.0088**	**82**	**82**	**4,694**	**1,502**	**979**	**1,019**	**895**	**2,738**	**2,276**	**2,587**	**778**
Menominee		**20,032**	**.0093**	**2,782**	**.0110**	**78**	**66**	**6,506**	**1,563**	**1,681**	**191**	**784**	**2,791**	**2,551**	**1,852**	**243**
Menominee		11,173	.0052		.0060	87	75	3,413	709	1,195	191	597	1,696	1,804	672	243
Midland		**50,813**	**.0235**	**3,630**	**.0261**	**93**	**83**	**14,233**	**2,161**	**4,451**	**2,745**	**3,316**	**10,136**	**4,392**	**4,274**	**2,150**
Midland		41,904	.0194		.0167	113	131	10,073	1,322	4,160	2,488	3,015	9,747	3,334	3,294	1,746
Missaukee		**4,770**	**.0022**	**2,511**	**.0028**	**68**	**54**	**1,248**	**352**	**375**	**69**	**101**	**690**	**770**	**882**	**111**
Monroe		**104,873**	**.0485**	**3,543**	**.0534**	**92**	**83**	**32,164**	**6,070**	**8,022**	**2,727**	**4,575**	**18,872**	**6,928**	**13,759**	**2,668**
Monroe		60,379	.0279		.0193	135	195	22,450	4,639	7,231	2,562	2,892	10,045	3,176	2,694	1,909

Michigan Population-Income data, pages 192-208
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Here, taken from an important new survey*, are some facts and figures on THE PONTIAC PRESS—leader in Michigan's big growth market:

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***Newspaper Home Coverage Study of the Pontiac, Michigan Area** is a 50-page comprehensive survey conducted independently by Benson & Benson, Inc., Princeton, N.J. and in consultation with ADVERTISING RESEARCH FOUNDATION, INC.

Write direct, or contact our Representative in your area; this new study will be sent to you immediately.

The PONTIAC PRESS

PONTIAC, MICHIGAN

Circulation 59,339 Publisher's Statement Ending September 30, 1959

Represented by: Scolaro, Meeker & Scott, New York, Chicago, Philadelphia, Detroit: Doyle & Hawley Los Angeles & San Francisco

MICHIGAN — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Montcalm		43,384	.0200	3,646	.0192	90	94	11,809	2,561	2,776	869	958	10,934	3,587	5,291	1,475
Greenville		13,796	.0064		.0051	113	142	4,777	618	1,005	445	325	3,165	946	1,067	694
Montmorency		5,499	.0026	4,563	.0021	84	104	1,275	831	128	61	128	789	411	1,433	368
Muskegon	104	169,409	.0783	3,859	.0784	95	95	45,433	9,773	23,293	6,810	8,677	33,430	13,560	12,963	7,338
▲Muskegon		94,805	.0438		.0334	116	153	30,023	5,050	18,320	5,399	5,405	18,667	6,652	5,580	4,050
▲Muskegon Heights		24,016	.0111		.0112	97	96	6,297	1,159	2,002	800	2,371	6,607	1,817	1,073	1,181
Newaygo		22,732	.0105	2,991	.0117	80	71	6,979	1,288	1,099	1,013	712	3,719	2,199	3,626	739
Oakland	45	932,226	.4312	4,718	.4276	110	111	230,438	54,194	151,200	52,082	46,603	177,747	58,587	80,032	35,693
Berkley		21,415	.0099		.0129	101	77	5,877	2,528	997	625	1,457	3,515	2,666	1,341	1,031
Birmingham		92,180	.0426		.0268	186	296	19,645	3,175	2,049	10,666	3,840	24,325	6,143	6,609	5,760
Ferndale		64,836	.0300		.0235	128	163	11,571	1,912	9,789	2,299	2,523	25,350	3,866	825	1,114
Hazel Park		27,111	.0125		.0149	99	83	6,953	4,458	5,197	463	1,121	1,155	3,113	2,687	1,129
Pontiac		161,059	.0745		.0586	122	156	35,663	9,052	25,013	10,324	12,173	29,667	11,624	7,515	6,482
Rochester		28,874	.0134		.0064	206	432	8,090	963	1,034	1,518	575	11,895	1,641	1,676	1,060
Royal Oak		137,940	.0638		.0532	125	150	35,294	6,560	11,193	8,224	9,469	34,957	9,441	7,378	5,680
Oceana		18,153	.0084	3,862	.0075	81	90	6,175	822	353	438	544	3,352	1,883	2,387	559
Ogemaw		10,690	.0049	4,276	.0042	82	96	2,759	1,032	1,283	431	323	1,529	989	1,846	339
Ontonagon		6,627	.0040	2,876	.0043	74	69	2,583	1,130	373	294	189	1,267	705	1,351	290
Osceola		13,964	.0065	3,675	.0060	77	83	3,347	898	684	244	430	2,543	1,833	2,495	648
Oscoda		4,229	.0019	4,699	.0016	80	95	724	329	142	62	130	1,076	648	476	129
Otsego		9,409	.0044	4,705	.0034	81	105	2,327	1,026	598	245	446	1,285	1,637	1,039	336

MICHIGAN'S 2nd MARKET *Covered 1st by . . .* WPON PONTIAC



Detroit radio does not give you Oakland County, a billion dollar retail sales giant! PULSE proves that WPON leads around the clock in Pontiac and the rich northwestern Detroit suburbs!*

OAKLAND COUNTY

Population (1/1/60)	693,500
Households	197,600
Effective buying income — 1959	$1,470,689,000
Per household	$7,443

*Pulse — January 1960

CHIEF PONTIAC BROADCASTING COMPANY

SERVICE • RESPONSIBILITY

Contact Venard, Rintoul & McConnell, Inc.

WPON is associated with

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Studios in — Lansing
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WILS LANSING

MICHIGAN'S BEST BUY!
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Solid Saturation . . . . . .
. . . . . Where The People Are!

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MICHIGAN

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Ottawa		109,744	.0807	3,683	.0515	91	90	27,074	5,072	7,694	4,756	5,362	20,873	8,804	11,319	3,408
Grand Haven		20,482	.0095		.0073	122	158	5,842	1,000	1,281	1,398	1,039	4,145	1,440	1,966	627
Holland		45,757	.0212		.0135	126	198	10,556	1,933	3,005	2,531	2,688	9,831	3,681	2,648	1,633
Presque Isle		13,250	.0062	4,141	.0058	77	83	3,474	983	298	940	287	3,238	1,118	2,398	347
Roscommon		11,819	.0054	5,139	.0041	100	132	3,007	1,698	444	269	321	1,607	1,655	1,481	619
Saginaw	135	232,549	.1078	4,228	.1065	100	101	53,654	14,550	29,877	14,923	13,329	49,261	15,752	22,422	8,754
▲Saginaw		176,889	.0818		.0686	114	136	41,778	9,511	24,032	14,418	9,494	37,042	11,104	11,036	7,415
St. Clair	270	121,944	.0564	3,908	.0562	96	96	32,336	8,638	14,252	5,638	5,188	21,490	9,222	11,212	4,172
△Port Huron		75,720	.0350		.0258	120	163	19,099	4,283	10,401	4,526	3,636	13,969	4,467	7,194	2,204
St. Joseph		54,384	.0251	3,624	.0247	95	97	12,592	3,912	3,719	1,926	2,525	11,618	5,849	6,461	1,941
Sturgis		16,514	.0076		.0061	115	143	4,300	706	1,674	1,048	1,423	2,229	1,617	1,585	1,016
Sanilac		32,529	.0151	2,957	.0170	81	72	8,174	2,188	1,270	1,194	1,068	6,318	2,867	5,868	1,123
Schoolcraft		9,988	.0046	4,162	.0041	84	94	3,108	1,003	314	617	312	887	1,290	1,535	357
Shiawassee		64,430	.0298	3,812	.0298	95	95	17,092	3,025	5,834	3,345	3,409	12,980	4,831	8,866	1,425
Owosso		34,222	.0158		.0125	117	148	8,032	1,468	4,384	2,843	2,239	7,785	2,032	2,681	890
Tuscola		48,239	.0223	3,627	.0224	85	84	10,307	2,146	2,677	1,683	1,484	12,455	4,288	7,878	1,282
Van Buren		54,392	.0251	3,298	.0258	90	88	17,522	3,483	1,657	1,913	1,807	10,696	5,182	5,866	1,823
South Haven		15,690	.0073		.0050	122	178	5,734	893	608	821	555	3,475	1,117	873	466
Washtenaw	8	203,090	.0940	4,679	.0941	103	103	46,394	12,525	17,044	14,572	12,879	37,207	17,134	17,888	8,784
▲Ann Arbor		108,129	.0500		.0403	127	169	24,166	6,365	11,838	9,583	7,075	15,775	7,702	8,390	5,761
Willow Run		5,991	.0028		.0059	68	82	1,652	676	249	126	169	782	824	800	100
Ypsilanti		43,542	.0201		.0152	125	165	10,345	1,904	3,422	3,034	4,081	11,444	3,929	1,317	1,614

Michigan Population-Income data, pages 192-208
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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WOW - EEEE!

We're the GROWINGEST!

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- showed a greater percentage gain in total advertising lineage than either of Detroit's afternoon papers
- topped all Michigan papers in total daily circulation

What a powerful testimonial!

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Detroit Free Press

. . . in Michigan you see the friendly FREE PRESS everywhere

MICHIGAN

RETAIL SALES— SM ESTIMATES, 1959

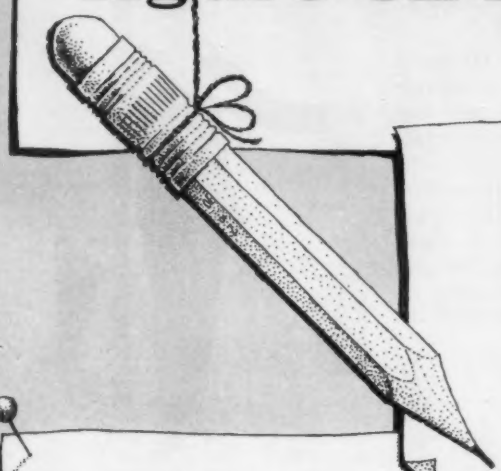
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wayne	45	**3,897,098**	**1.0638**	**4,342**	**1.7796**	**111**	**103**	**850,014**	**292,815**	**556,676**	**233,258**	**183,806**	**672,215**	**247,508**	**160,766**	**164,349**
Allen Park		18,908	.0087		.0174	85	43	8,819	1,025	1,004	648	1,266	172	2,752	1,085	1,261
Dearborn		204,105	.0944		.0896	121	128	49,608	15,811	30,484	14,423	14,014	39,687	13,733	8,721	8,364
▲Detroit		2,396,359	1.1083		1.1949	111	103	534,344	216,937	389,374	158,083	125,217	426,709	157,593	97,214	113,763
Ecorse		18,836	.0087		.0105	96	80	5,008	1,583	703	190	154	7,874	1,092	315	773
Garden City		28,537	.0132		.0176	91	68	11,812	1,421	1,035	641	640	6,251	3,357	541	2,201
Grosse Pointe		37,555	.0174		.0107	255	414	13,021	945	1,462	6,822	1,111	9,801	1,309	869	1,063
Grosse Pointe Park		26,042	.0120		.0131	152	140	674	1,767	315	2,513	626	17,192	1,214	170	938
Grosse Pointe Woods		48,493	.0224		.0156	150	215	4,840	837	34,217	1,264	994	1,305	1,233	557	1,664
Hamtramck		57,631	.0267		.0247	113	122	12,609	5,574	7,115	5,413	3,856	10,863	2,173	1,580	2,826
Highland Park		101,666	.0470		.0361	147	192	16,386	4,386	23,759	5,372	3,943	33,825	3,041	1,431	4,673
Inkster		29,653	.0137		.0176	83	66	9,805	1,604	6,529	1,709	1,879		2,309	3,080	1,470
Lincoln Park		102,229	.0473		.0354	126	168	21,420	3,764	29,060	7,847	4,865	17,877	6,394	4,957	1,738
Livonia		57,960	.0268		.0324	97	80	19,161	2,986	2,253	952	4,207	6,337	5,472	12,381	3,298
Plymouth		28,742	.0133		.0080	160	266	6,567	922	1,132	1,826	1,185	12,108	1,553	1,018	1,473
River Rouge		20,004	.0093		.0109	92	78	6,888	1,560	866	764	365	4,532	967	638	1,087
Trenton		17,445	.0081		.0097	100	84	3,878	1,345	718	326	547	5,506	2,018	1,526	946
Wayne		32,803	.0152		.0114	127	109	9,174	1,170	1,766	1,031	771	13,113	2,700	577	1,625
Wyandotte		67,435	.0312		.0279	117	131	15,045	3,876	7,870	4,912	4,749	18,590	3,846	2,583	2,595

Michigan Population-Income data, pages 192-208
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

figure on Detroit *in '60*



... and include the WWJ STATIONS in your figuring!

IMPORTANT FACTS ABOUT THE DETROIT STANDARD METROPOLITAN AREA

50% *of Michigan's population*
51% *of Michigan's retail sales*
55% *of Michigan's drug store sales*
51% *of Michigan's food store sales*
60% *of Michigan's department store sales*

Important FACTS about the WWJ Stations' Coverage

Blanketing the Standard Metropolitan Area, Detroit's basic stations also cover southeastern Michigan, thrust deep into northwestern Ohio and western Ontario—a rich, big-spending market of over 7,000,000 people.

Sources: Sales Management Survey of Buying Power
Michigan Department of Revenue
Fifth Quinquennial Survey of the Detroit Market

WWJ AM and FM **RADIO**
Detroit's Basic Radio Station

NBC

WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

WHAT MAKES WXYZ-TV AND WXYZ RADIO DETROIT'S MOST POPULAR STATIONS?*



WXY*Zing* Promotion that keeps "Young-at-Heart" Detroiters actively interested in Broadcast House. Aggressive promotion backed by separate Promotional specialists for TV *and* Radio. And a full time Merchandising staff headed by veteran Harold Christian. Result is a steady stream of ideas for every viewer and listener to actively participate in and enjoy. Tailored promotion for picture tube and speaker creates excitement that makes active Zingers out of our Southeastern Michigan audience. It's another way in which we work to stay on top in the nation's Fifth market. Put this Promotional-Zing in team with your next TV or Radio buy on WXYZ. It's a built-in bonus when your schedule includes the stations with WXY*Zing*!

*Check your rating books.

THE STATIONS WITH WXY*ZING*

WXYZ-TV CHANNEL 7 · WXYZ RADIO 1270 · ABC DETROIT

MICHIGAN

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wexford		23,820	.0111	4,254	.0096	91	106	5,376	1,657	2,966	1,275	1,651	3,078	2,396	2,728	1,073
Cadillac		17,971	.0083		.0068	100	122	4,392	893	2,451	1,211	1,566	3,008	1,392	1,357	812
Total Above Cities		7,002,928	3.2390		2.9679	115	126	1,635,965	466,213	1,017,623	443,991	392,674	1,393,159	477,558	389,200	299,382
State Total		9,743,367	4.5062	4,169	4.6309	103	100	2,403,091	673,777	1,232,140	530,028	491,075	1,845,721	756,228	744,608	394,007

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
Ann Arbor	203,090	.0940	4,679	.0941	103	103	48,334	12,525	17,044	14,572	12,879	37,207	17,134	17,888	8,784
△Battle Creek	174,655	.0808	4,149	.0818	102	100	48,064	11,591	19,366	9,700	9,770	29,682	16,159	12,222	6,845
Bay City	124,260	.0575	4,048	.0572	95	96	32,483	8,817	13,694	7,694	8,928	20,020	9,185	11,641	4,642
△Benton Harbor-St. Joseph	199,751	.0924	4,068	.0882	99	104	49,130	14,105	20,351	7,455	9,320	37,259	17,398	21,889	7,466
Detroit	4,908,835	2.2702	4,324	2.4174	109	102	1,197,187	372,394	737,564	296,673	248,587	925,415	350,744	254,792	215,034
Flint	471,136	.2179	4,062	.2358	107	99	111,789	25,773	53,016	28,116	28,189	105,848	37,209	38,181	19,759
Grand Rapids	477,063	.2206	4,471	.2102	107	113	111,140	25,857	68,023	25,938	27,927	88,915	37,812	37,419	21,835
Jackson	159,345	.0737	4,160	.0731	100	101	37,161	10,484	21,712	8,524	7,193	28,905	12,798	13,780	6,704
Kalamazoo	221,728	.1025	4,553	.0972	107	113	54,510	10,583	27,353	11,527	13,838	37,799	17,391	22,005	9,371
Lansing	399,455	.1847	4,468	.1817	107	109	86,201	21,360	52,556	18,023	21,972	78,631	29,957	34,698	12,999
Muskegon-Muskegon Heights	169,409	.0783	3,859	.0784	95	95	45,433	9,773	23,293	6,810	8,677	33,430	13,560	12,963	7,336
△Port Huron	121,944	.0564	3,908	.0562	96	96	32,338	8,638	14,252	5,638	5,188	21,490	9,222	11,212	4,172
Saginaw	232,549	.1076	4,228	.1065	100	101	53,654	14,550	28,877	14,923	13,329	49,261	15,752	22,422	8,754
Total Above Areas	7,853,020	3.6366	4,298	3.7778	107	103	1,903,452	548,450	1,095,101	455,593	415,797	1,494,062	584,321	511,072	333,703

MINNESOTA—

(Other West North Central States: Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota.)

Map, page 214

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albert Lea	Freeborn	18.2	252	30	49	19	19	21	16	33	28	4
Alexandria	Douglas	7.4	140	12	22	6	10	12	15	18	16	5
Anoka	Anoka	12.0	130	24	18	11	9	11	10	19	11	4
Austin	Mower	27.6	275	52	48	22	19	24	19	31	19	8
Bemidji	Beltrami	12.5	155	19	29	10	12	9	13	18	14	5
Blue Earth	Faribault	4.0	91	11	17	4	6	5	4	11	14	2

MINNESOTA (continued)

City	County	Pop. (thous.)	NUMBER OF OUTLETS								
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Brainerd	Crow Wing	14.0	211	26	40	13	17	8	18	27	19	8
Cloquet	Carlton	8.7	101	18	17	4	6	6	10	15	11	3
Crookston	Polk	9.1	128	19	15	9	11	11	6	16	17	3
Detroit Lakes	Becker	6.9	131	17	19	12	8	9	14	18	9	4
Duluth	St. Louis	111.6	1,075	215	197	83	97	65	43	142	55	26
Fairmont	Martin	10.2	168	17	29	16	19	13	13	17	16	5
Faribault	Rice	18.0	177	16	30	23	17	12	10	19	20	6
Fergus Falls	Otter Tail	14.7	192	22	24	12	20	17	14	22	24	6
Grand Rapids	Itasca	7.3	138	14	29	11	13	7	11	25	12	3
Hibbing	St. Louis	18.0	194	41	30	14	20	9	16	21	13	6
Hopkins	Hennepin	11.2	129	12	27	5	9	11	9	17	13	4
International Falls	Koochiching	6.7	102	12	20	5	9	12	5	14	8	3
Little Falls	Morrison	7.5	128	22	19	9	11	10	10	14	15	2
Mankato	Blue Earth	23.1	286	30	61	16	30	19	16	28	24	9
Marshall	Lyon	7.2	104	12	14	15	14	6	9	8	13	3
Minneapolis	Hennepin	564.0	5,590	1,107	1130	443	378	350	218	684	302	192
Montevideo	Chippewa	6.0	134	16	23	13	16	9	10	18	13	3
Moorhead	Clay	22.7	173	29	27	15	5	21	9	19	19	3
New Ulm	Brown	10.4	161	18	41	10	17	12	10	10	15	5
Owatonna	Steele	14.0	162	19	30	13	8	14	11	17	21	3
Pipestone	Pipestone	6.1	99	9	13	7	8	5	9	16	15	4
Red Wing	Goodhue	10.8	163	24	33	9	22	11	8	15	16	6
Redwood Falls	Redwood	5.2	82	8	11	9	8	8	7	10	11	3
Richfield	Hennepin	44.1	114	25	14	8	8	12	4	14	9	5
Robbinsdale	Hennepin	17.1	56	7	3	2	7	4	4	6	12	5
Rochester	Olmstead	39.2	417	52	93	22	37	32	19	54	24	9
South St. Paul	Dakota	21.6	170	30	33	14	11	10	7	27	11	4
St. Cloud	Stearns	34.1	326	45	55	20	32	22	27	49	25	7
St. Louis Park	Hennepin	44.8	134	19	19	10	15	11	6	15	21	9
St. Paul	Ramsey	344.0	2,812	570	619	194	169	179	95	356	124	100
Stillwater	Washington	8.7	117	19	19	14	7	9	9	17	10	3
Thief River Falls	Pennington	8.0	112	17	19	11	8	9	10	6	14	3
Virginia	St. Louis	14.6	211	28	38	9	21	23	16	22	14	5
Willmar	Kandiyohi	11.0	153	15	27	16	15	8	11	22	16	3
Winona	Winona	27.8	314	62	61	24	26	25	17	34	23	5
Worthington	Nobles	9.8	127	16	16	10	21	11	9	15	10	2

RETAIL SALES—SM ESTIMATES, 1959

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COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Aitkin		10,356	.0047	2,725	.0053	74	65	2,017	757	1,765	583	171	1,456	1,014	1,533	273
Anoka	100	42,294	.0196	2,262	.0297	77	51	14,239	2,997	1,968	1,179	1,782	4,571	4,823	5,682	1,424
Anoka		20,191	.0093		.0072	107	139	6,003	1,249	1,114	945	1,130	4,325	1,958	1,572	657
Becker		24,965	.0115	3,783	.0109	82	86	4,853	1,736	2,134	1,147	691	4,978	2,198	3,798	530
Detroit Lakes		16,635	.0077		.0048	123	197	3,101	635	1,647	1,072	691	3,888	1,573	1,693	413
Beltrami		24,831	.0115	3,547	.0110	79	83	5,585	2,902	2,034	1,470	549	4,363	1,811	3,637	754
Bemidji		19,739	.0091		.0070	100	130	4,428	2,158	1,388	1,429	521	3,474	1,236	2,959	660
Benton		19,952	.0092	4,072	.0084	79	87	4,976	1,217	792	210	445	1,181	3,212	5,069	438
1△St. Cloud																
Big Stone		10,494	.0049	4,563	.0044	88	98	2,241	864	578	469	321	1,552	713	2,560	217
Blue Earth		65,497	.0303	5,458	.0247	105	129	13,772	4,329	7,621	4,454	3,750	8,962	3,508	11,272	1,633
Mankato-North Mankato		*53,906*	*.0249*		*.0189*	*116*	*153*	*11,846*	*3,604*	*7,814*	*4,367*	*3,642*	*7,874*	*2,586*	*5,853*	*1,467*
Mankato		51,405	.0238		.0163	126	184	11,006	3,001	7,052	4,367	3,536	7,768	2,319	5,635	1,373
Brown		35,692	.0165	4,406	.0148	91	103	6,814	2,377	2,569	2,430	1,499	5,829	1,706	7,660	1,119
New Ulm		18,689	.0086		.0061	105	148	3,822	1,173	1,686	1,759	760	3,349	654	3,729	598
Carlton		24,336	.0112	3,289	.0129	82	71	4,786	1,731	3,160	1,067	760	4,833	2,090	3,889	657
Cloquet		13,142	.0061		.0054	110	124	3,128	564	426	1,013	516	3,029	1,038	2,501	446
Carver		20,252	.0094	3,682	.0098	86	82	3,634	1,729	1,146	271	556	2,478	2,393	4,688	474
Cass		14,320	.0066	2,806	.0071	68	63	3,870	1,597	1,133	209	182	1,944	1,195	2,100	541
Chippewa		22,402	.0104	4,766	.0090	97	112	3,968	1,326	1,453	1,425	940	3,179	2,000	4,405	495
Montevideo		13,737	.0064		.0042	124	188	2,647	815	1,251	1,190	789	2,364	1,281	2,123	302
Chisago		12,279	.0057	2,729	.0068	80	67	2,247	1,552	837	256	258	2,426	1,047	1,589	269
Clay		43,811	.0202	4,381	.0203	94	94	10,299	4,013	1,624	1,374	3,084	7,765	4,058	6,831	839
Moorhead		31,822	.0147		.0133	105	116	7,810	2,489	1,071	887	2,771	5,996	2,806	4,081	619
Clearwater		6,821	.0032	2,823	.0037	69	59	1,516	469	717	79	299	1,578	701	639	247
Cook		3,667	.0017	2,821	.0017	77	77	1,401	568	54	99		658	350	170	87
Cottonwood		20,947	.0097	4,364	.0090	98	105	3,258	902	1,873	537	651	3,503	1,156	5,358	400
Crow Wing		37,896	.0175	3,948	.0158	89	98	8,905	2,897	3,569	2,215	1,007	6,062	3,941	5,046	1,134
Brainerd		25,597	.0118		.0087	112	151	6,273	1,447	2,550	1,884	736	4,146	2,556	2,972	878
Dakota	100	64,839	.0300	3,360	.0344	86	75	15,096	4,578	3,271	1,461	2,695	13,338	5,151	9,505	1,558
South St. Paul		26,333	.0122		.0119	98	101	4,656	1,232	385	469	1,036	10,056	1,839	2,529	446
Dodge		15,839	.0073	4,061	.0067	86	94	2,873	1,065	846	155	151	2,101	1,004	4,791	420
Douglas		29,234	.0135	4,429	.0114	89	105	5,421	1,765	2,328	876	1,377	4,145	2,572	6,779	673
Alexandria		19,294	.0089		.0053	129	217	3,376	667	1,610	678	1,248	3,544	1,957	3,407	453
Faribault		33,145	.0154	4,419	.0139	95	105	5,860	1,283	1,397	1,588	778	4,092	2,516	10,089	713
Blue Earth		9,668	.0045		.0029	132	205	1,759	381	353	805	376	909	782	3,003	225
Fillmore		30,504	.0141	3,911	.0129	86	94	5,788	1,528	1,148	624	875	5,540	1,993	7,755	710
Freeborn		45,977	.0212	4,464	.0193	97	107	8,319	2,643	6,034	2,310	1,076	8,424	3,158	10,316	796
Albert Lea		32,019	.0148		.0115	113	145	6,388	1,786	5,690	2,054	933	5,655	2,336	3,936	796
Goodhue		39,385	.0182	4,060	.0171	92	98	7,562	3,308	2,909	2,074	1,924	6,754	3,038	7,979	1,023
Red Wing		18,571	.0086		.0068	113	143	3,906	1,683	2,018	1,329	1,369	2,886	1,178	2,096	579
Grant		11,025	.0051	3,938	.0048	86	91	1,838	531	922	224	237	2,143	1,639	2,979	352
Hennepin	100	1,329,683	.6150	5,277	.5408	118	134	255,119	92,234	289,293	73,139	65,633	245,605	78,174	99,025	47,891
Hopkins		32,617	.0151		.0091	144	240	6,936	1,728	268	730	1,102	15,082	1,469	3,060	754
2▲Minneapolis		973,502	.4503		.3843	122	143	165,718	74,212	249,186	57,989	54,635	149,500	56,556	65,371	33,798

1 St. Cloud is in three counties: Benton, Sherburne and Stearns.
2 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

Minnesota Population-Income data, pages 208-220
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.
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MINNESOTA

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Richfield		34,121	.0158		.0220	89	64	15,134	854	3,017	1,120	1,337	3,422	1,439	3,206	2,084
Robbinsdale		11,079	.0051		.0080	83	53	3,265	90	1,241	1,140	322	140	584	2,187	1,105
St. Louis Park		41,265	.0191		.0250	100	76	9,468	4,430	6,812	2,956	2,005	4,555	2,234	5,639	2,522
Houston		**12,577**	**.0058**	**2,795**	**.0070**	**80**	**66**	**2,906**	**1,360**	**254**	**321**	**306**	**2,227**	**1,225**	**2,024**	**440**
Hubbard		**8,597**	**.0040**	**3,184**	**.0041**	**76**	**74**	**2,773**	**530**	**399**	**471**	**166**	**856**	**756**	**1,220**	**156**
Isanti		**12,592**	**.0058**	**3,935**	**.0056**	**77**	**79**	**2,025**	**483**	**682**	**238**	**308**	**1,850**	**2,228**	**2,251**	**432**
Itasca		**35,332**	**.0164**	**3,183**	**.0177**	**83**	**77**	**10,221**	**2,735**	**3,218**	**2,176**	**836**	**5,074**	**3,425**	**4,221**	**1,121**
Grand Rapids		20,814	.0096		.0057	139	234	5,314	995	1,464	1,927	658	3,812	1,969	2,828	822
Jackson		**14,107**	**.0065**	**3,359**	**.0073**	**88**	**78**	**2,491**	**768**	**1,068**	**645**	**540**	**2,079**	**990**	**3,764**	**438**
Kanabec		**10,388**	**.0048**	**4,155**	**.0042**	**86**	**98**	**1,246**	**583**	**790**	**380**	**373**	**2,897**	**779**	**1,827**	**208**
Kandiyohi		**37,160**	**.0172**	**4,477**	**.0155**	**88**	**98**	**6,077**	**1,820**	**3,800**	**1,825**	**1,715**	**5,929**	**3,177**	**7,109**	**770**
Willmar		24,014	.0111		.0077	124	179	4,432	1,009	3,039	1,764	1,085	4,502	1,912	3,823	510
Kittson		**7,835**	**.0036**	**3,013**	**.0044**	**85**	**69**	**955**	**621**	**1,074**	**119**	**323**	**1,247**	**756**	**1,761**	**164**
Koochiching		**19,308**	**.0089**	**3,862**	**.0068**	**90**	**91**	**4,779**	**1,493**	**1,907**	**802**	**626**	**3,085**	**3,139**	**1,587**	**466**
International Falls		14,137	.0065		.0047	127	176	2,720	844	1,529	723	610	2,761	2,451	1,106	466
Lac Qui Parle		**10,883**	**.0051**	**3,023**	**.0061**	**82**	**69**	**2,276**	**618**	**819**	**255**	**258**	**1,489**	**1,119**	**2,986**	**331**
Lake		**10,650**	**.0049**	**2,663**	**.0062**	**91**	**72**	**3,527**	**881**	**769**	**302**	**120**	**1,538**	**1,237**	**697**	**492**
Lake of the Woods		**4,431**	**.0020**	**3,408**	**.0021**	**78**	**74**	**908**	**609**	**278**	**79**		**777**	**287**	**997**	**193**
Le Sueur		**19,835**	**.0092**	**3,306**	**.0097**	**84**	**79**	**4,462**	**1,269**	**905**	**526**	**694**	**4,259**	**2,020**	**4,714**	**238**
Lincoln		**1,378**	**.0007**	**475**	**.0038**	**68**	**13**	**46**	**416**	**72**		**37**				**243**
Lyon		**35,165**	**.0162**	**5,249**	**.0134**	**102**	**123**	**5,587**	**1,801**	**3,488**	**1,876**	**1,440**	**7,322**	**1,541**	**7,299**	**951**
Marshall		15,284	.0071		.0048	120	178	2,817	479	1,759	1,349	584	4,148	507	2,025	478
McLeod		**33,981**	**.0157**	**4,411**	**.0140**	**93**	**105**	**5,444**	**2,192**	**1,399**	**1,757**	**1,274**	**5,814**	**2,404**	**8,911**	**821**
Mahnomen		**5,077**	**.0024**	**3,385**	**.0026**	**68**	**63**	**1,060**	**356**	**308**	**147**	**81**	**1,243**	**586**	**673**	**161**
Marshall		**12,770**	**.0059**	**3,115**	**.0065**	**75**	**68**	**2,336**	**833**	**796**	**171**	**258**	**2,383**	**1,154**	**4,200**	**254**
Martin		**37,166**	**.0172**	**4,322**	**.0161**	**98**	**103**	**6,016**	**1,740**	**3,691**	**1,954**	**1,683**	**6,308**	**3,277**	**6,843**	**773**
Fairmount		22,837	.0106		.0072	126	186	4,156	996	2,771	1,745	1,291	4,446	1,665	2,695	549
Meeker		**22,125**	**.0102**	**4,097**	**.0096**	**86**	**92**	**3,808**	**1,160**	**926**	**599**	**358**	**3,200**	**1,544**	**6,718**	**548**
Mille Lacs		**18,701**	**.0086**	**3,817**	**.0079**	**81**	**89**	**3,303**	**1,238**	**1,907**	**574**	**370**	**3,711**	**1,618**	**3,080**	**401**
Morrison		**24,554**	**.0114**	**3,410**	**.0115**	**75**	**74**	**4,699**	**2,570**	**2,362**	**1,098**	**672**	**2,472**	**2,413**	**4,566**	**566**
Little Falls		14,345	.0066		.0046	110	157	2,911	860	907	885	636	1,809	1,411	2,138	466
Mower		**60,356**	**.0279**	**4,342**	**.0275**	**99**	**101**	**13,669**	**3,570**	**3,916**	**3,084**	**3,073**	**10,521**	**4,580**	**10,459**	**1,387**
Austin		40,684	.0188		.0174	113	122	10,630	2,388	3,760	2,903	2,194	8,796	2,703	3,339	1,264
Murray		**16,382**	**.0076**	**4,096**	**.0075**	**89**	**90**	**4,223**	**694**	**841**	**346**	**757**	**1,618**	**1,460**	**4,189**	**301**
Nicollet		**14,613**	**.0068**	**2,757**	**.0097**	**76**	**54**	**3,115**	**1,639**	**507**	**777**	**517**	**1,028**	**1,288**	**3,661**	**685**
See Mankato-North Mankato																
Nobles		**28,626**	**.0132**	**4,544**	**.0122**	**96**	**104**	**5,782**	**1,378**	**2,599**	**1,904**	**1,548**	**3,210**	**1,687**	**5,099**	**542**
Worthington		17,310	.0080		.0062	113	145	3,430	653	2,219	1,874	1,464	2,929	647	2,028	479
Norman		**12,061**	**.0056**	**3,769**	**.0058**	**84**	**81**	**2,406**	**732**	**652**	**348**		**1,551**	**1,274**	**3,262**	**260**
Olmstead 278		**93,362**	**.0431**	**5,763**	**.0350**	**107**	**132**	**16,696**	**6,775**	**11,068**	**6,730**	**3,927**	**16,382**	**6,284**	**10,946**	**4,336**
△Rochester		81,585	.0377		.0272	124	172	14,626	6,076	10,628	6,712	3,526	14,940	5,460	7,273	4,095

Minnesota Population-Income data, pages 208-220
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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ROCHESTER, Minn.

1ST IN THE NATION-

Retail Sales Per Household*

Retail Sales Per Household $6,137
Effective Buying Income $6,947

Rochester families earn more, spend more
Than families in any other Minn. city

The outstanding test market in the Upper Midwest

Rochester Post-Bulletin

Circulation over 25,000 daily



A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U. S. with 110,000 passengers yearly.

See your John Budd man

*Sales Management—May 10, 1959

MINNESOTA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Otter Tail		46,732	.0217	3,462	.0223	79	77	8,716	3,364	3,366	3,550	1,808	7,218	4,093	7,631	1,420
Fergus Falls		22,568	.0104		.0079	96	127	4,330	1,254	1,511	3,031	1,555	4,194	1,719	2,181	758
Pennington		15,427	.0071	4,537	.0063	93	104	2,753	766	2,065	756	988	3,405	727	2,053	509
Thief River Falls		14,270	.0066		.0049	109	147	2,635	607	2,002	757	980	3,249	592	1,881	509
Pine		14,664	.0068	2,875	.0076	75	67	2,627	1,129	1,134	227	396	2,498	2,386	2,784	310
Pipestone		18,625	.0086	4,776	.0076	95	108	3,638	869	1,736	996	517	2,668	1,531	4,395	374
Pipestone		10,681	.0049		.0036	106	144	1,565	345	941	946	395	2,332	833	1,975	266
Polk	227	40,304	.0186	3,767	.0187	87	87	9,272	3,541	2,065	1,363	1,199	4,386	3,615	8,866	1,076
Crookston		16,484	.0076		.0057	112	149	2,946	746	1,180	717	753	2,291	960	2,982	536
See Grand Forks (N. D.)-East Grand Forks (Minn.)																
Pope		9,740	.0045	2,885	.0053	78	66	2,436	648	715	395	186	1,212	831	2,193	128
Ramsey	100	563,756	.2608	4,598	.2474	100	115	124,821	44,704	140,874	28,307	26,434	84,016	32,434	23,378	21,375
2▲St. Paul		523,437	.2421		.2183	113	126	108,448	41,424	139,949	27,369	26,579	81,342	27,513	18,238	19,829
Red Lake		4,311	.0020	3,316	.0022	73	67	975	328	209	183	58	1,098	296	932	57
Redwood		26,746	.0123	4,179	.0119	92	95	5,719	1,427	2,601	710	593	3,667	1,696	6,307	587
Redwood Falls		12,563	.0058		.0038	131	200	3,363	318	1,735	580	390	2,404	451	1,762	326
Renville		22,904	.0106	3,226	.0122	86	75	3,444	1,624	1,322	637	307	4,752	1,592	6,136	705
Rice		37,762	.0175	3,893	.0187	83	77	8,137	2,945	3,208	2,856	1,697	6,926	2,066	6,297	1,307
Faribault		22,656	.0105		.0088	87	104	4,535	1,483	2,529	1,969	851	5,074	1,315	2,698	824
Rock		13,329	.0062	4,039	.0063	98	97	2,290	589	1,570	552	465	1,486	1,045	2,175	209
Roseau		12,959	.0059	3,410	.0061	76	74	2,126	496	326	673	243	5,066	1,351	1,880	276
St. Louis	47	260,718	.1206	3,652	.1245	96	93	64,618	17,656	43,700	18,162	11,163	40,236	20,870	16,245	9,139
▲Duluth		146,515	.0678		.0655	105	108	32,435	9,463	30,321	12,317	7,284	21,062	10,937	5,206	5,597
Hibbing		27,327	.0126		.0110	109	125	7,201	1,233	4,576	1,508	792	5,441	1,806	2,511	792
Virginia		26,627	.0123		.0094	115	150	6,903	1,394	3,044	2,859	1,193	4,107	1,870	3,106	975
Scott		22,554	.0105	4,255	.0097	86	93	3,870	3,002	3,066	188	265	4,103	2,142	2,661	587
Sherburne		9,126	.0042	2,944	.0048	73	64	1,614	636	396	130	124	2,132	1,331	1,262	160
1△St. Cloud																
Sibley		14,831	.0068	3,449	.0075	84	76	2,324	1,355	1,739	144	326	2,081	837	3,800	318
Stearns	280	90,108	.0417	4,528	.0398	84	88	17,248	6,554	10,697	4,827	2,762	14,224	7,211	14,644	2,996
1△St. Cloud		58,236	.0269		.0203	106	141	10,559	2,995	8,179	3,895	2,321	10,118	5,440	8,376	2,510
Steele		33,431	.0155	4,457	.0136	94	108	6,633	2,036	2,675	1,067	1,907	4,719	2,396	6,943	750
Owatonna		22,541	.0104		.0081	104	133	4,811	1,264	1,825	925	1,436	3,773	1,640	3,980	573
Stevens		14,720	.0068	5,076	.0061	97	108	2,582	1,269	1,035	658	547	2,486	530	2,849	612
Swift		18,403	.0085	4,489	.0076	92	102	3,065	673	1,383	580	625	3,028	1,632	5,357	330
Todd		18,296	.0085	2,731	.0100	72	62	3,276	1,312	1,655	683	652	2,999	1,550	3,666	483
Traverse		9,272	.0042	4,215	.0038	86	95	1,403	518	856	317	356	789	389	2,584	157
Wabasha		19,726	.0092	3,722	.0087	84	88	3,314	1,606	828	729	352	2,596	1,257	5,435	413
Wadena		23,180	.0107	5,654	.0079	93	126	2,742	1,162	1,717	525	1,077	4,136	1,239	6,277	368
Waseca		16,833	.0078	3,507	.0062	88	84	3,356	1,217	1,118	499	567	2,536	1,375	4,373	517

1 St. Cloud is in three counties: Benton, Sherburne and Stearns.
2 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order."

Minnesota Population-Income data, pages 208-220
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.
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Duluth • Superior

The westernmost port on America's Fourth Seacoast



In 1959 Duluth-Superior shipped more total cargo than any other Great Lakes Port. Present forecasts* are that in 1960 general cargo shipments will triple and grain exports will double . . . an indication of things to come in a market on the move.

*By Duluth Port Authority

DULUTH HERALD - Duluth News-Tribune
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MINNESOTA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel (a000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Washington	100	38,398	.0177	3,227	.0204	85	73	9,398	4,502	2,181	785	778	5,979	5,444	4,912	1,251
Stillwater		18,432	.0085		.0057	116	173	4,697	1,556	1,295	633	444	3,871	2,749	1,796	722
Watonwan		17,426	.0081	4,149	.0076	93	99	3,230	970	942	525	532	3,192	1,314	4,404	391
Wilkin		10,226	.0047	4,081	.0049	91	87	2,393	903	359	241	304	1,677	1,013	2,168	244
Winona		44,500	.0206	3,838	.0203	89	91	10,309	3,782	5,074	2,669	1,949	7,887	2,462	4,959	799
Winona		34,863	.0161		.0149	96	103	8,518	2,604	4,021	2,668	1,774	6,726	1,728	2,715	667
Wright		28,669	.0133	3,498	.0132	90	89	6,222	1,936	1,825	954	1,067	5,154	1,585	6,596	671
Yellow Medicine		16,702	.0077	3,796	.0077	99	89	4,081	1,006	1,020	576	377	2,109	1,216	4,562	381
Total Above Cities		2,617,696	1.2104		1.0339	114	134	522,808	181,580	519,949	163,872	134,608	458,215	164,073	208,361	92,721
State Total		4,194,815	1.9400	4,305	1.5471	98	103	887,643	298,289	637,067	206,894	176,672	699,136	298,265	528,932	132,245

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
Duluth-Superior	311,198	.1439	3,627	.1490	95	92	78,536	23,758	48,109	21,044	12,991	49,025	24,725	19,814	10,831
△Grand Forks-East Grand Forks	111,533	.0515	4,687	.0462	95	106	18,778	9,205	8,855	6,871	5,963	18,243	7,914	23,282	2,765

Minnesota Population-Income data, pages 208-220
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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IN METROPOLITAN MINNEAPOLIS-ST. PAUL*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 92.5% of all sales in Minneapolis-St. Paul are store sales!
Source: U.S. Census

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MINNESOTA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS (continued)	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Minneapolis-St. Paul	2,039,970	.9431	4,803	.8727	111	119	418,673	149,015	437,587	104,871	99,322	354,509	126,026	142,502	73,496
△Rochester	93,362	.0431	5,763	.0350	107	132	16,696	6,775	11,088	6,730	3,927	16,382	6,284	10,948	4,336
△St. Cloud	90,108	.0417	4,528	.0398	84	88	17,248	5,554	10,697	4,827	2,762	14,224	7,211	14,644	2,996
Total Above Areas	2,645,168	1.2233	4,638	1.1427	106	114	549,931	191,305	513,336	144,343	124,983	452,383	172,160	211,188	94,427

MISSISSIPPI— (Other East South Central States: Alabama, Kentucky, Tennessee.)

Map, page 222

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Biloxi	Harrison	56.4	410	93	90	21	27	15	27	39	18	12
Brookhaven	Lincoln	11.4	154	32	16	13	16	11	10	18	10	6
Clarksdale	Coahoma	21.4	230	50	28	27	26	11	14	30	14	10
Cleveland	Bolivar	10.1	110	12	8	18	8	9	14	11	14	3
Columbia	Marion	7.5	126	18	19	13	6	11	11	22	9	4
Columbus	Lowndes	28.5	281	78	34	27	19	21	16	29	21	7
Corinth	Alcorn	11.6	201	43	19	15	25	15	22	18	9	7
Greenville	Washington	42.0	355	93	44	27	32	23	23	45	21	14
Greenwood	Leflore	19.5	260	56	27	33	25	17	14	39	16	5
Gulfport	Harrison	32.2	330	67	57	22	32	24	24	47	13	14
Hattiesburg	Forrest	36.2	391	81	62	24	30	29	31	51	22	14
Jackson	Hinds	132.6	1,262	252	190	131	115	78	68	165	61	50
Kosciusko	Attala	8.3	119	25	7	8	10	9	14	20	10	5
Laurel	Jones	33.1	307	55	52	14	28	29	20	49	15	11
McComb	Pike	11.2	192	28	28	10	21	21	19	23	11	8
Meridian	Lauderdale	54.2	515	125	64	30	39	34	29	74	22	20
Natchez	Adams	31.5	279	62	48	22	35	17	20	24	4	11
Pascagoula	Jackson	20.3	195	33	32	16	18	15	22	23	8	7
Tupelo	Lee	16.3	224	33	26	21	18	18	19	38	18	4
Vicksburg	Warren	32.9	359	95	55	31	38	21	20	33	14	10
Yazoo	Yazoo	12.1	158	32	18	15	20	14	11	19	10	7

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		42,639	.0196	4,023	.0179	85	93	10,677	2,044	5,352	3,483	1,839	9,540	2,663	1,403	1,422
Natchez		39,451	.0182		.0159	90	103	9,625	1,715	5,200	3,483	1,708	9,541	2,087	932	1,284
Alcorn		20,581	.0095	2,899	.0087	89	97	3,992	568	1,793	1,480	1,007	5,819	1,831	1,247	614
Corinth		17,614	.0081		.0060	92	125	2,963	411	1,297	1,480	983	5,584	1,093	1,230	614
Amite		5,069	.0024	1,267	.0048	52	26	1,185	95	997	60	112	1,290	334	297	181

Mississippi Population-Income data, pages 222-224
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Atta'a		13,117	.0061	2,342	.0074	59	49	3,456	249	1,106	1,222	583	3,055	1,071	1,080	447
Kosciusko		11,384	.0053		.0039	85	115	2,848	194	663	1,222	583	2,847	885	988	447
Benton		2,026	.0009	1,014	.0023	49	19	259	144	537		271	316	63	43	33
Bolivar		30,195	.0140	2,000	.0186	58	44	7,617	882	3,282	1,446	681	4,470	2,280	4,815	1,084
Cleveland		17,140	.0079		.0055	96	139	2,539	317	1,748	823	546	3,204	770	3,599	479
Calhoun		8,511	.0039	2,128	.0052	59	44	1,743	15	1,081	412		1,270	1,089	1,845	223
Carroll		2,092	.0010	747	.0030	48	16	618	73	804	18	21	271	107		117
Chickasaw		11,006	.0051	2,502	.0059	61	53	2,211	256	1,556	556	448	2,047	1,322	1,780	316
Choctaw		3,188	.0014	1,448	.0026	53	29	471	139	773	31	210	493	588	119	163
Claiborne		5,642	.0026	2,170	.0036	59	43	1,797	87	268	327	131	834	674	821	157
Clarke		7,424	.0035	1,727	.0053	55	36	1,702	179	1,235	102	283	944	901	665	183
Clay		11,231	.0052	2,739	.0066	60	56	2,934	278	1,125	682	650	2,644	960	401	492
Cochama		31,115	.0144	2,322	.0177	65	53	7,570	858	2,555	2,598	1,102	4,596	2,294	4,075	1,007
Clarksdale		25,639	.0119		.0101	84	99	5,526	815	1,584	2,492	979	4,225	1,802	3,739	879
Copiah		16,121	.0074	2,208	.0093	60	48	4,460	312	2,536	636	731	3,242	1,204	1,530	721
Covington		6,389	.0030	1,775	.0044	52	36	1,317	174	1,478	91	153	1,169	922	409	303
De Soto		9,386	.0043	1,676	.0069	54	34	1,773	276	1,349		161	2,672	688	1,083	232
Forrest		63,986	.0296	4,413	.0240	85	104	12,447	2,682	8,876	4,884	3,618	14,172	4,928	3,437	2,136
Hattiesburg		56,479	.0261		.0192	95	129	9,126	2,087	7,965	4,765	3,463	14,049	3,722	3,066	1,676
Franklin		3,875	.0018	1,845	.0028	62	40	857	158	863	59	95	938	372	139	221
George		8,285	.0038	3,187	.0038	60	60	1,407	303	1,052	309	328	1,472	1,088	1,496	352
Greene		3,260	.0015	1,918	.0022	55	38	1,004	24	472	76	66	593	517	128	121
Grenada		14,558	.0068	3,097	.0068	67	67	3,081	1,292	978	700	486	3,144	1,480	1,242	617
Hancock		8,396	.0038	2,624	.0044	66	57	3,165	589	567	237	127	1,368	1,119	661	245
Harrison	196	103,959	.0481	3,548	.0534	82	74	25,385	8,124	13,417	6,908	5,921	20,444	8,279	5,111	3,972
Bilari-Gulfport		*88,719*	*.0411*		*.0457*	*86*	*83*	*19,668*	*5,010*	*12,960*	*6,675*	*5,485*	*19,778*	*5,790*	*4,339*	*3,156*
△Biloxi		40,993	.0190		.0263	85	60	9,654	3,119	4,145	2,442	2,139	9,819	3,056	2,669	1,188
△Gulfport		47,726	.0221		.0164	91	138	10,014	1,891	8,815	4,233	3,346	9,953	2,734	1,670	1,968
Hinds	73	238,867	.1105	4,987	.0813	94	113	52,092	11,577	34,399	19,532	12,069	52,853	16,057	14,638	8,875
▲Jackson		212,290	.0982		.0761	103	182	44,511	9,787	32,306	18,999	11,847	50,856	13,514	9,990	7,691
Holmes		12,284	.0057	1,981	.0080	57	40	3,044	354	1,402	611	349	2,641	1,167	1,277	366
Humphreys		8,879	.0041	2,186	.0052	55	44	2,518	167	425	503	539	966	1,055	1,778	274
Issaquena		404	.0002	577	.0009	56	13	172	25	207						
Itawamba		5,813	.0027	1,491	.0046	54	32	1,171	102	613	267	786	756	322	285	193
Jackson		46,684	.0216	3,564	.0197	74	81	14,838	2,737	3,777	2,037	1,811	9,469	4,258	3,322	2,489
Pascagoula		28,012	.0130		.0097	85	114	8,415	1,510	2,707	1,316	1,111	6,897	1,789	1,319	1,693
Jasper		8,446	.0039	1,920	.0058	53	37	2,498	165	843	15	39	1,397	1,172	1,430	380
Jefferson		4,836	.0022	2,015	.0030	57	42	914	128	1,184		41	1,353	337	270	136
Jefferson Davis		6,721	.0031	1,920	.0043	52	38	1,154	101	1,382	281	74	1,217	636	596	242
Jones		54,100	.0250	3,279	.0244	72	73	10,962	2,024	8,189	4,564	3,063	10,632	4,466	2,820	2,068
Laurel		46,973	.0217		.0165	89	117	8,141	1,594	7,014	4,559	3,362	10,569	3,501	2,405	1,655
Kemper		3,888	.0018	1,440	.0034	51	27	571	48	818	83	103	581	538	477	197

Mississippi Population-Income data, pages 222-224
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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WTOK-TV IS ONE OF THE NATION'S MOST EFFICIENT MEDIA BUYS—

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RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lafayette		13,563	.0063	2,826	.0076	69	57	3,660	564	1,460	1,095	576	1,425	1,562	1,486	584
Lamar		7,237	.0033	2,282	.0042	59	46	2,109	211	667	273	135	771	1,011	379	461
Laudordale	251	71,746	.0332	3,661	.0296	80	89	15,487	3,557	9,121	7,408	3,941	14,948	5,946	3,221	2,033
△Meridian		64,583	.0299		.0255	84	99	13,626	2,591	7,949	7,186	3,588	14,010	4,748	3,212	2,032
Lawrence		6,053	.0028	2,162	.0036	56	44	1,255	78	875	180	104	1,769	485	950	242
Leake		7,970	.0037	1,696	.0058	55	35	1,648	221	1,389	272	282	1,750	662	879	158
Lee		44,769	.0207	4,033	.0172	78	94	8,095	1,664	5,259	2,626	2,357	9,901	3,665	5,429	1,425
Tupelo		34,683	.0160		.0100	110	176	5,720	754	3,286	2,570	1,768	8,336	2,838	4,782	1,287
Leflore		43,862	.0203	3,566	.0192	73	77	7,583	1,357	3,283	2,539	1,359	8,557	5,037	6,805	1,041
Greenwood		34,902	.0161		.0115	106	148	6,005	917	2,273	2,374	1,300	8,555	4,218	3,797	824
Lincoln		20,931	.0097	2,948	.0103	69	65	4,659	535	2,169	1,739	787	5,275	1,358	981	1,038
Brookhaven		17,944	.0083		.0061	95	130	2,967	535	1,224	1,682	723	5,216	1,204	972	1,038
Lowndes		37,968	.0175	3,483	.0164	71	76	8,499	2,794	4,845	3,170	2,578	5,891	3,405	3,364	1,161
Columbus		31,699	.0147		.0126	79	92	7,273	1,697	3,777	3,169	1,910	5,665	2,504	2,818	841
Madison		17,024	.0079	2,467	.0095	59	49	4,179	487	1,696	949	679	3,576	1,682	1,469	360
Marion		18,586	.0086	3,047	.0086	66	66	4,020	708	3,470	653	656	3,824	1,847	1,656	705
Columbia		15,678	.0073		.0045	107	174	3,019	593	2,910	653	564	3,330	1,579	1,537	705
Marshall		8,421	.0039	1,851	.0065	52	31	2,113	249	1,329	523	186	796	775	1,022	591
Monroe		20,349	.0094	2,288	.0111	60	51	5,036	595	2,014	1,232	789	3,230	1,586	2,142	814
Montgomery		6,950	.0032	2,106	.0042	59	45	1,744	293	986	264	241	722	807	917	229
Neshoba		10,219	.0048	2,044	.0063	57	44	3,098	95	1,471	283	396	1,900	800	975	412
Newton		13,350	.0061	2,567	.0070	61	53	2,812	348	1,336	859	318	2,229	1,062	2,357	496
Noxubee		8,995	.0042	2,306	.0053	56	44	2,221	121	1,298	387	252	1,059	1,091	1,293	415
Oktibbeha		14,782	.0068	2,505	.0087	65	51	3,671	413	1,587	1,062	360	2,617	1,347	1,409	542
Panola		15,303	.0071	2,155	.0092	58	45	3,589	403	1,270	664	486	3,477	910	1,961	672
Pearl River		17,295	.0080	3,034	.0081	69	68	4,199	581	1,049	759	348	4,171	1,520	1,682	647
Perry		4,868	.0023	2,213	.0027	57	49	1,242	9	1,446	118	77	992	453	246	173
Pike		37,230	.0172	4,047	.0144	75	90	7,842	1,265	3,000	2,174	1,731	7,236	4,135	3,069	1,195
McComb		25,863	.0120		.0072	114	190	4,966	690	2,002	1,917	1,499	6,666	1,895	1,336	874
Pontotoc		9,692	.0045	1,978	.0060	58	44	1,448	124	1,134	626	238	2,634	579	1,266	322
Prentiss		11,885	.0055	2,476	.0063	63	55	2,536	147	926	712	368	2,342	1,205	1,184	1,415
Quitman		7,903	.0036	1,550	.0060	53	32	2,549	189	738	251	235	1,305	454	1,006	390
Rankin		11,989	.0056	1,903	.0089	53	33	3,363	216	1,272	207	679	1,905	1,209	537	401
Scott		16,522	.0076	3,304	.0073	64	67	3,328	376	1,738	1,070	417	4,960	1,049	1,404	443
Sharkey		5,996	.0028	2,398	.0034	58	47	1,305	94	833	79	70	215	389	2,044	174
Simpson		11,426	.0052	2,156	.0067	57	44	1,923	155	2,310	564	248	3,488	617	954	311
Smith		6,462	.0030	1,746	.0045	53	35	1,207	30	1,257		210	2,346	315		242
Stone		6,282	.0029	3,926	.0026	72	81	807	216	783	59	115	1,686	1,373	414	246
Sunflower		22,615	.0105	2,001	.0144	55	40	5,924	419	2,784	1,168	635	4,131	1,894	3,802	634
Tallahatchie		8,908	.0041	1,460	.0072	53	30	2,349	81	721	570	218	1,264	1,033	1,710	283
Tate		10,389	.0048	2,361	.0059	60	48	2,070	390	1,739	418	158	2,519	700	1,479	282
Tippah		8,416	.0039	2,053	.0053	57	42	1,824	225	1,807	412	268	1,306	805	932	342
Tishomingo		9,124	.0042	2,225	.0052	59	48	2,347	139	1,263	363	194	1,829	734	1,256	388
Tunica		8,011	.0037	1,541	.0062	55	33	2,058	308	725	350	50	833	550	2,009	206
Union		14,921	.0069	2,573	.0074	65	61	3,306	523	1,362	889	525	2,450	934	2,478	538
Walthall		8,470	.0040	2,353	.0048	56	47	884	390	1,457	241	121	1,799	685	2,051	350
Warren		42,197	.0195	3,403	.0181	83	89	11,244	2,669	5,323	2,833	1,562	8,068	3,677	1,925	958
Vicksburg		38,985	.0180		.0160	87	98	9,959	2,071	4,965	2,789	1,545	8,067	3,128	1,925	955

MISS.

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Washington	229	88,658	.0317	3,254	.0299	72	76	14,575	2,287	8,192	4,670	3,119	12,903	5,092	7,765	2,021
△Greenville		50,876	.0235		.0192	82	100	10,629	1,458	6,707	3,911	2,541	11,249	3,613	5,130	1,547
Wayne		9,204	.0043	2,360	.0062	55	46	2,116	150	1,066	344	339	2,323	931	919	303
Webster		6,378	.0029	2,453	.0035	59	49	1,323	51	833	218	168	1,311	1,049	332	264
Wilkinson		8,014	.0037	2,968	.0039	60	57	1,698	317	1,532	189	165	1,624	863	1,110	416
Winston		9,284	.0043	2,018	.0059	57	42	1,969	232	984	517	506	2,589	793	759	407
Yalobusha		7,367	.0034	2,302	.0041	59	49	1,778	88	1,700	288	457	796	478	719	351
Yazoo		20,373	.0095	2,485	.0111	61	52	4,856	564	2,441	1,453	854	4,151	1,859	1,735	779
Yazoo		17,438	.0081		.0058	85	119	3,585	482	1,606	1,453	843	4,099	1,365	1,713	688
Total Above Cities		876,352	.4054		.3240	92	116	181,111	35,228	110,143	73,518	46,348	202,737	62,045	58,829	30,375
State Total		1,620,929	.7498	2,917	.8033	67	63	368,608	64,237	203,181	101,930	69,255	325,360	137,196	143,710	58,486

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Biloxi-Gulfport	103,959	.0481	3,548	.0534	82	74	25,385	8,124	13,417	6,908	5,821	20,444	8,279	5,111	3,972
△Greenville	88,656	.0317	3,254	.0299	72	76	14,575	2,287	8,192	4,670	3,119	12,903	5,092	7,765	2,021
Jackson	238,867	.1105	4,987	.0913	94	113	52,092	11,577	34,399	19,532	12,089	52,653	16,057	14,638	8,875
△Meridian	71,746	.0332	3,881	.0296	80	89	15,487	3,557	9,121	7,408	3,941	14,948	5,546	3,221	2,033
Total Above Areas	483,228	.2235	4,099	.2042	85	93	107,539	25,545	65,129	38,518	25,070	100,948	35,374	30,735	16,901

MISSOURI—

(Other West North Central States: Iowa, Kansas, Minnesota, Nebraska, North Dakota, South Dakota.)

Map, page 226

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sat.	L-B-H	Drugs
Cape Girardeau	Cape Girardeau	25.3	335	51	55	22	27	23	19	39	24	14
Carthage	Jasper	13.0	192	26	24	13	12	13	17	38	13	4
Chillicothe	Livingston	9.6	181	21	30	15	16	12	13	19	22	4
Clayton	St. Louis	19.4	227	19	25	15	48	19	12	15	10	13
Clinton	Henry	6.3	132	18	21	8	16	10	11	10	14	6
Columbia	Boone	47.6	358	38	85	19	31	29	28	36	23	13
Ferguson	St. Louis	17.2	102	14	13	15	4	9	5	19	9	6
Fulton	Callaway	11.3	107	9	20	3	10	5	10	14	14	3
Hannibal	Marion	21.3	325	48	72	24	24	19	19	49	15	13
Independence	Jackson	58.9	541	83	80	54	24	40	33	98	38	20
Jefferson City	Cole	33.9	342	51	62	22	28	29	23	38	20	15
Jennings	St. Louis	21.3	152	35	25	11	20	7	4	20	7	4
Joplin	Jasper	42.4	610	95	121	53	44	27	44	86	34	21
Kansas City	Jackson	538.2	4,519	645	1042	487	331	287	267	439	193	230
Kennett	Dunklin	9.7	189	33	29	6	10	21	29	20	10	4
Kirksville	Adair	12.4	206	35	36	19	18	15	12	24	17	5
Kirkwood	St. Louis	30.3	209	21	34	26	14	8	15	32	14	6
Lebanon	Laclede	12.2	197	21	31	15	11	10	29	31	5	26
Maplewood	St. Louis	14.2	177	30	27	13	31	9	17	13	12	4
Marshall	Saline	10.5	164	17	27	12	10	9	23	17	19	5
Maryville	Nodaway	8.3	139	11	24	13	14	11	7	19	12	7
Mexico	Audrain	15.1	184	33	22	10	14	19	21	22	14	5
Moberly	Randolph	14.6	224	29	39	12	19	22	15	31	18	5
Neosho	Newton	7.0	157	20	29	9	12	8	21	19	12	5
Nevada	Vernon	8.7	152	15	21	13	13	11	9	23	18	5
North Kansas City	Clay	6.2	146	16	30	15	15	8	17	15	9	6
Overland	St. Louis	20.6	196	42	26	22	21	12	8	26	15	9
Poplar Bluff	Butler	18.7	292	58	43	16	20	15	25	46	19	12
Richmond Heights	St. Louis	17.4	88	15	13	9	4	4	3	24	4	4
Rolla	Phelps	15.8	179	22	25	18	14	14	20	21	8	6
Sedalia	Pettis	27.8	318	43	59	30	27	16	24	32	24	9
Sikeston	Scott	15.8	265	49	38	17	12	18	15	37	26	9
Springfield	Greene	105.0	1,227	180	206	104	90	90	105	165	84	38
St. Charles	St. Charles	23.7	222	41	35	10	16	15	20	21	18	6
St. Joseph	Buchanan	91.6	920	140	205	61	60	53	61	107	53	52
St. Louis	St. Louis	870.1	9,894	2,322	2566	784	623	484	370	815	353	371
Trenton	Grundy	6.2	120	19	22	8	11	10	9	11	11	4
University City	St. Louis	58.6	365	72	32	76	44	31	14	37	18	21
Webster Groves	St. Louis	29.4	166	38	14	18	8	8	5	26	21	8
Wellston	St. Louis	12.5	80	10	18	1	7	5	8	11	3	1

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		23,863	.0110	3,671	.0097	89	101	4,864	1,184	2,713	1,462	1,427	3,952	1,479	3,184	658
Kirksville		22,248	.0103		.0073	106	149	4,419	1,006	2,493	1,463	1,427	3,662	1,278	3,133	597
Andrew		8,674	.0040	2,344	.0061	80	63	1,548	452	707	93	73	1,579	621	1,680	250
Atchison		11,973	.0056	4,129	.0055	100	102	1,505	441	373	227	424	1,806	930	2,800	382
Audrain		36,139	.0167	4,061	.0154	101	110	7,983	1,788	1,836	2,162	1,792	7,558	2,788	5,516	1,069
Mexico		23,010	.0106		.0092	108	125	5,004	1,163	1,545	1,671	1,637	5,496	1,697	2,552	840
Barry		28,733	.0123	4,113	.0102	84	102	4,998	832	2,019	1,083	809	3,947	2,014	3,244	669
Barton		14,484	.0067	3,714	.0060	90	100	2,013	828	557	461	156	1,736	1,749	2,170	213
Bates		18,373	.0085	3,114	.0085	91	91	4,375	758	1,554	291	1,166	3,601	1,581	2,063	551
Benton		7,848	.0037	2,907	.0039	80	76	1,214	611	726	66	87	1,327	629	2,184	209
Bollinger		5,282	.0024	2,032	.0033	62	45	495	119	1,068	30	210	1,187	235	1,031	42
Boone		62,625	.0290	4,040	.0305	92	88	13,078	4,624	5,841	4,884	2,782	12,068	4,530	5,895	2,589
Columbia		51,768	.0239		.0263	99	90	9,337	3,971	5,287	4,678	2,476	10,802	3,095	4,545	2,368

Missouri Population-Income data, pages 225-231
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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See page 469 for explanation of column headings in these tables

No Other Medium

DELIVERS

The St. Joseph (Mo.) Market

like the

NEWS-PRESS & Gazette

METROPOLITAN AREA

★ Population 103,600

★ Effective Buying Income $193,374,000

* Sales Management 1960 Survey of Buying Power



100th Anniversary
The Pony Express
1860 — 1960

National Representatives . . . Kelly-Smith Co.

MISSOURI

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Buchanan	136	120,692	.0558	3,891	.0574	99	96	27,900	7,776	17,057	8,537	5,819	18,995	7,427	9,203	6,246
▲St. Joseph		116,328	.0538		.0523	102	105	26,587	7,187	16,676	8,522	5,804	18,963	6,425	9,176	6,210
Butler		36,506	.0169	3,380	.0159	75	80	7,400	2,429	4,007	1,782	1,656	7,510	4,580	3,183	1,376
Poplar Bluff		29,879	.0138		.0099	94	131	6,206	1,413	2,858	1,783	1,289	7,010	3,758	2,928	1,376
Caldwell		11,058	.0051	3,351	.0047	90	98	1,932	438	835	154	144	1,821	1,152	2,442	189
Callaway		20,474	.0094	3,302	.0105	80	71	3,378	1,337	1,774	910	405	2,908	3,145	3,079	720
Fulton		12,407	.0057		.0054	86	90	2,833	764	540	910	346	2,548	1,058	1,566	602
Camden		8,495	.0040	4,045	.0033	79	95	1,842	937	668	327	263	1,216	1,118	681	71
Cape Girardeau		55,686	.0257	4,719	.0216	98	117	11,638	2,861	6,134	3,818	3,870	8,427	3,916	6,906	1,982
Cape Girardeau		40,056	.0185		.0148	104	130	8,258	2,061	4,343	3,677	3,410	6,901	2,332	4,110	1,613
Carroll		16,838	.0078	3,660	.0072	89	96	3,285	756	988	527	508	2,972	870	3,648	501
Carter		2,624	.0012	1,874	.0016	64	48	761	260	574	32	27	147	498	151	120
Cass		25,893	.0120	3,865	.0107	96	108	5,292	1,161	642	552	874	3,728	3,246	4,385	977
Cedar		11,755	.0054	3,457	.0047	81	93	1,955	290	416	463	229	2,254	805	1,100	269
Chariton		11,462	.0053	2,796	.0061	86	75	2,378	621	.759	102	272	1,217	1,103	2,427	277
Christian		7,741	.0036	2,092	.0047	70	54	902	541	706	97		1,127	772	1,501	162
Clark		8,197	.0038	3,153	.0038	83	83	1,106	475	722	57	199	901	1,680	1,818	51
Clay	78	150,475	.0696	5,189	.0581	116	139	22,446	6,392	46,825	4,883	3,238	27,997	9,625	16,577	6,908
1North Kansas City		97,928	0453		.0165	471	1,294	13,217	1,538	44,269	2,494	1,709	14,332	2,436	12,087	4,459
1 ▲Kansas City																
Clinton		14,868	.0068	4,191	.0059	100	115	3,152	567	822	535	200	3,088	1,104	2,058	477
Cole		50,590	.0234	4,399	.0223	94	99	10,318	3,442	5,491	3,396	3,074	9,259	3,205	4,972	1,940
Jefferson City		45,829	.0212		.0191	101	112	9,761	3,550	4,588	3,396	3,032	9,259	2,284	4,295	1,939
Cooper		19,050	.0088	4,053	.0083	98	104	3,371	983	1,090	689	1,874	3,802	1,409	2,394	571
Crawford		10,374	.0048	3,346	.0047	80	81	2,353	817	947	308	254	2,158	1,096	973	343
Dade		6,724	.0031	2,586	.0035	76	67	791	208	528	265	101	617	255	1,284	160
Dallas		8,463	.0039	3,134	.0039	76	76	1,187	368	752	157	379	2,184	692	793	252
Daviess		9,555	.0044	2,986	.0047	85	80	2,367	322	516	109	405	1,907	974	1,346	195
De Kalb		7,825	.0037	3,402	.0035	90	95	1,003	337	704	65	176	745	789	2,174	108
Dent		9,282	.0043	3,094	.0042	75	77	1,893	390	1,000	550	502	1,803	987	1,165	271
Douglas		8,174	.0037	2,919	.0040	73	67	1,556	219	1,110	330	156	1,283	334	1,034	208
Dunklin		44,361	.0205	4,033	.0171	78	93	9,826	1,574	2,994	2,635	1,993	9,100	4,952	5,669	1,056
Kennett		20,188	.0093		.0058	107	172	3,857	679	1,784	1,988	1,402	6,304	1,149	1,567	398
Franklin		51,227	.0237	4,165	.0212	94	105	12,244	4,518	3,034	2,248	2,808	7,946	6,068	5,951	1,648
Gasconade		15,663	.0073	3,820	.0065	89	100	2,849	1,087	1,361	525	587	2,066	916	3,482	272
Gentry		12,023	.0055	3,878	.0051	93	100	1,872	422	495	308	348	2,810	790	1,841	320
Greene	156	176,871	.0818	4,181	.0723	101	115	31,900	8,689	26,262	10,313	9,235	34,073	13,364	16,688	8,580
▲Springfield		160,569	.0743		.0634	108	*126	30,192	7,683	22,377	10,075	9,169	32,640	10,197	15,733	8,406
Grundy		17,861	.0082	4,181	.0068	99	119	3,113	850	2,319	684	805	1,749	1,277	2,466	639
Trenton		15,106	.0070		.0044	126	200	2,716	592	1,784	684	637	1,610	718	2,275	574
Harrison		15,186	.0070	3,809	.0065	90	97	2,218	538	1,172	179	408	2,264	1,416	2,532	294
Henry		23,854	.0110	3,670	.0098	92	104	5,079	1,056	2,055	1,515	885	5,315	1,834	3,168	1,005
Clinton		14,651	.0068		.0043	123	194	2,807	526	1,382	1,132	746	4,068	637	2,150	544
Hickory		2,132	.0010	1,333	.0016	62	38	413	223	381	32	54	86	283	341	60
Holt		10,588	.0049	4,239	.0045	96	107	1,558	402	465	53	209	2,126	861	2,528	289
Howard		9,677	.0045	2,846	.0053	87	74	2,259	418	432	485	128	1,063	1,359	1,497	439
Howell		24,839	.0115	4,283	.0093	86	106	3,818	1,125	4,524	1,044	1,161	5,311	2,610	2,372	783

1 Kansas City is in Clay and Jackson counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

IN METROPOLITAN KANSAS CITY*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 87% of all sales in Kansas City are store sales!
Source: U.S. Census

General Outdoor Advertising Co.
INCORPORATED

2459 Summit Street, Kansas City 8, Missouri

MISSOURI — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Iron		5,784	.0026	3,044	.0028	67	62	1,753	330	662	140	252	654	575	507	294
Jackson	78	1,086,312	.5071	5,181	.4376	125	145	267,933	74,387	288,013	80,009	50,248	168,121	56,802	46,402	54,888
Independence		75,093	.0347		.0348	105	105	21,658	3,374	6,172	2,326	4,313	18,199	7,423	3,657	4,117
1, 2▲Kansas City		947,328	.4381		.3807	126	145	161,019	68,540	275,445	76,223	44,755	137,825	36,751	37,077	47,862
Jasper	234	119,278	.0551	4,171	.0486	109	118	23,913	6,644	16,675	4,461	4,519	25,933	9,889	8,552	4,393
Carthage		18,922	.0088		.0073	100	121	3,859	587	2,330	688	554	4,172	1,838	1,518	631
3△Joplin		79,760	.0369		.0275	116	156	15,166	5,102	12,955	3,456	3,020	19,807	4,360	5,076	3,104
Jefferson	137	44,518	.0206	2,248	.0300	81	95	14,137	3,257	2,878	1,454	1,387	7,060	5,216	5,163	1,025
Johnson		24,930	.0116	3,120	.0131	85	75	5,456	1,775	1,636	1,059	765	3,254	2,324	4,616	873
Knox		7,038	.0032	2,607	.0036	84	74	672	183	453	335	163	1,288	757	1,883	178
Laclede		23,394	.0108	3,899	.0093	85	98	3,680	1,324	1,218	1,086	667	6,749	2,330	2,466	606
Lebanon		19,859	.0092		.0068	100	135	2,906	969	972	1,015	569	6,045	1,422	2,399	606
Lafayette		31,788	.0147	4,123	.0132	98	109	5,524	1,591	2,203	1,275	1,499	5,206	2,840	3,796	1,444
Lawrence		21,800	.0101	3,028	.0102	83	82	3,713	1,083	1,124	672	705	4,136	2,073	2,714	736
Lewis		13,008	.0060	3,826	.0056	95	102	2,501	491	541	133	235	2,977	1,045	2,075	621
Lincoln		15,552	.0072	2,777	.0077	87	81	2,868	806	1,300	335	329	3,172	1,763	2,475	219
Linn		20,546	.0095	3,388	.0092	95	98	4,967	736	2,116	802	381	3,961	1,185	2,345	1,022
Livingston		24,951	.0116	4,092	.0093	104	130	3,924	928	2,630	1,089	663	3,340	1,693	6,409	731
Chillicothe		20,759	.0096		.0065	120	178	3,254	848	1,519	1,089	548	2,980	1,090	5,317	672
McDonald		13,270	.0061	3,160	.0058	73	77	1,839	493	2,557	30	95	2,102	611	712	334
Macon		19,515	.0090	2,710	.0098	84	77	3,863	1,154	1,659	715	629	3,895	1,732	3,778	547
Madison		9,143	.0042	3,153	.0048	79	74	2,524	645	676	392	365	1,398	1,134	523	254
Maries		3,864	.0018	1,840	.0026	67	46	1,304	190	332		179	789	344	489	105
Marion		38,972	.0181	3,937	.0186	99	106	10,058	2,943	1,977	3,497	1,874	6,390	4,703	4,025	1,243
4Hannibal		28,441	.0132		.0122	102	110	7,478	2,045	1,549	3,398	1,727	5,216	2,403	1,719	1,167
Mercer		6,141	.0028	3,071	.0028	85	85	877	177	197	29	28	1,182	650	1,275	98
Miller		15,818	.0073	3,595	.0064	81	92	2,946	1,008	1,523	479	489	3,543	1,057	1,426	196
Mississippi		22,119	.0102	4,022	.0091	78	87	5,301	594	2,281	966	1,320	3,130	1,894	3,718	582
Moniteau		10,952	.0051	3,423	.0048	86	91	1,601	439	597	280	471	3,163	761	1,875	214
Monroe		12,441	.0058	4,013	.0051	98	112	1,835	629	432	811	703	2,410	843	2,505	216
Montgomery		13,865	.0064	3,961	.0084	92	108	1,728	905	1,462	388	613	1,641	1,289	2,657	269

1 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".
2 Kansas City is in both Clay and Jackson counties.
3 Joplin is in Jasper and Newton counties.
4 Hannibal is in Marion and Ralls counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Missouri Population-Income data, pages 225-231. Before using these figures see page 464.

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This Is a Posed Picture

■ The WDAF fleet of rolling stock is *never* lined up behind the station, as you see it above, except by appointment and under protest. ■ The newsmen, the farm department, the sportscasters and the remote crews who pilot the Signal Hill fleet can't spare much time for posing. The events they cover are spread all over the map . . . and they don't wait to happen. ■ Shortly before this picture was taken, here was the deployment: Unit #1 (News) at the Truman Library, where Harry S. Truman was receiving official documents from former Interior Secretary Oscar Chapman; Unit #2 (News) checking a reported robbery in a downtown fur shop; Unit #3 (Farm Dept.) with Farm Director Jack Kreck at state REA meeting in Jefferson City, covering activities of 350 delegates from every county in Missouri; Unit #4 (Sports Dept.) with Merle Harmon covering basketball double-header — Kansas State vs. San Francisco, Kansas University vs. Brigham Young — in Manhattan, Kansas; Unit #5 (News) at Municipal Air Terminal filming arrival of globe-girdling Max Conrad, the flying grandfather; Unit #6 (Mobile TV Truck) videotaping a 2½ hour presentation of "The Messiah" by the RLDS choir from the church's world headquarters in Independence, Missouri. ■ Our mobile fleet (the largest in the Heartland) moves with the news. When you look at the geography we cover from Signal Hill, that's a heap of moving.

TV Representative: Harrington, Righter & Parsons, Inc.
Radio Representative: Henry I. Christal Company, Inc.

WDAF SIGNAL HILL **RADIO & TV**

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Now... for the first time ...you can sell the entire Greater St. Louis market effectively and economically through the unduplicated circulation of...

5 KEY EVENING NEWSPAPERS...

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...give you an average of 60% county coverage in 36 Illinois and Missouri counties.

...deliver 813,000 families who spend more than 3-billion dollars annually for goods.

For further information about the new St. Louis and Illinois Interurbia Market... write, wire, or call the advertising manager of any of the newspapers in the group.



MISSOURI

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Morgan		10,584	.0049	3,659	.0042	84	96	2,568	448	582	162	273	2,045	1,102	1,028	149
New Madrid		24,779	.0114	2,816	.0126	85	59	6,080	1,001	2,445	1,357	1,174	2,238	3,149	4,980	787
5Sikeston																
Newton	234	26,496	.0132	3,031	.0138	81	77	6,111	1,355	1,793	850	842	7,282	2,739	2,344	462
Neosho		16,698	.0077		.0049	126	197	3,227	797	1,099	850	697	5,769	838	1,755	408
3△Joplin																
Nodaway		26,031	.0121	3,518	.0125	94	91	4,883	1,307	1,933	1,334	745	3,080	2,867	4,209	743
Maryville		16,524	.0076		.0058	126	165	3,137	638	1,382	1,178	641	2,707	960	2,313	629
Oregon		8,759	.0040	2,920	.0042	71	68	1,384	455	670	445	121	1,534	651	1,254	237
Osage		8,583	.0040	2,864	.0045	73	65	1,271	420	991	63	390	2,914	566	809	134
Ozark		5,560	.0025	2,224	.0034	62	45	389	359	1,319	32	48	1,285	574	665	54
Pemiscot		27,984	.0130	2,640	.0149	67	59	7,723	1,153	1,132	1,239	1,401	6,071	3,390	3,582	793
Perry		14,729	.0068	4,332	.0060	86	97	2,067	1,275	2,867	88	431	2,192	1,392	2,308	311
Pettis		44,394	.0208	3,563	.0198	97	101	7,195	2,494	4,999	2,489	1,810	9,323	4,033	5,641	1,444
Sedalia		39,620	.0183		.0160	103	117	6,394	2,071	4,511	2,488	1,602	9,071	2,711	5,060	1,306
Phelps		29,408	.0136	3,631	.0130	85	89	6,042	1,768	1,586	1,494	1,179	6,079	2,177	3,297	1,073
Rolla		21,610	.0100		.0090	102	114	4,780	903	1,057	1,228	1,114	5,132	1,451	1,620	937
Pike		20,542	.0095	3,482	.0090	95	100	4,568	926	894	896	641	3,022	2,162	3,538	727
Platte		24,861	.0115	3,603	.0116	91	90	8,453	1,175	997	139	308	4,541	4,892	2,791	212
Polk		14,340	.0066	3,051	.0067	82	80	1,839	794	968	519	564	3,164	724	1,720	185
Pulaski		17,235	.0080	1,894	.0166	79	37	3,221	1,574	1,391	788	579	3,406	1,800	1,523	628
Putnam		6,971	.0032	2,490	.0037	79	68	1,170	192	845	132	171	1,227	542	1,279	75
Ralls		5,781	.0027	2,628	.0035	81	63	1,053	439	218	43		283	554	1,400	141
4Hannibal																
Randolph		30,458	.0140	3,807	.0132	102	108	8,545	1,490	2,729	1,317	1,125	5,331	2,556	3,931	636
Moberly		26,217	.0121		.0095	116	148	7,604	1,155	2,469	1,257	1,065	5,331	1,687	3,099	555
Ray		18,307	.0078	3,020	.0078	91	88	3,016	484	967	550	624	2,977	974	3,180	389
Reynolds		3,208	.0015	2,137	.0020	65	46	623	119	615			571	179	109	52
Ripley		7,329	.0034	2,440	.0038	66	61	1,554	154	394	316	526	1,486	416	755	257
St. Charles	137	90,906	.0233	4,317	.0218	95	102	11,476	3,225	3,077	1,937	2,159	8,120	3,995	7,664	1,454
St. Charles		33,635	.0151		.0134	101	114	9,164	1,521	1,504	1,867	1,520	6,658	1,997	4,966	1,231
St. Clair		7,021	.0033	2,421	.0038	78	67	1,218	387	785		144	1,088	965	1,333	105
St. Francois		36,298	.0167	3,121	.0183	83	76	12,199	1,642	3,094	1,982	1,355	6,984	3,073	3,041	1,224
6St. Louis	137	1,924,080	.8902	4,131	.9119	108	105	460,083	147,533	361,826	119,286	94,621	307,181	135,549	83,775	76,428

3 Joplin is in Jasper and Newton counties.
4 Hannibal is in Marion and Ralls counties.

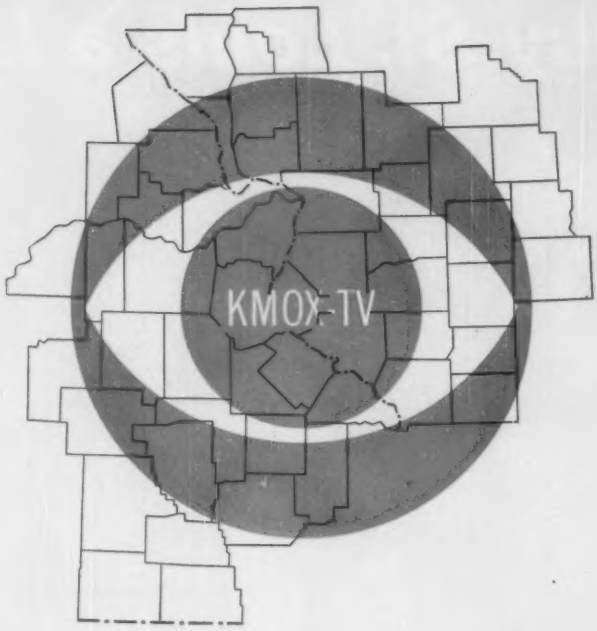
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5 Sikeston is in New Madrid and Scott counties.
6 St. Louis county combined with the independent city of St. Louis.


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*KTVI rate card
...your lowest
cost per thousand
TV buy
in St. Louis
NORTHLAND in St. Louis County . . . largest shopping center in the Midwest
KTVI 2
CHANNEL
ST. LOUIS
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Represented nationally by
BLAIR-TV

BULL'S-EYE!

In the nation's ninth market, your most effective buy is television . . . and KMOX-TV. Outpulling any other medium, television reaches a 52-county area which last year accounted for more than $3½ billion in total retail sales. And throughout this broad area, only top-rated Channel 4 scores a direct hit. In fact, KMOX-TV (represented by CBS Television Spot Sales) moved into first position within two months of becoming a CBS Owned station . . . and has held the number one spot ever since, month after month after month (Nielsen)!



CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.

MISSOURI

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

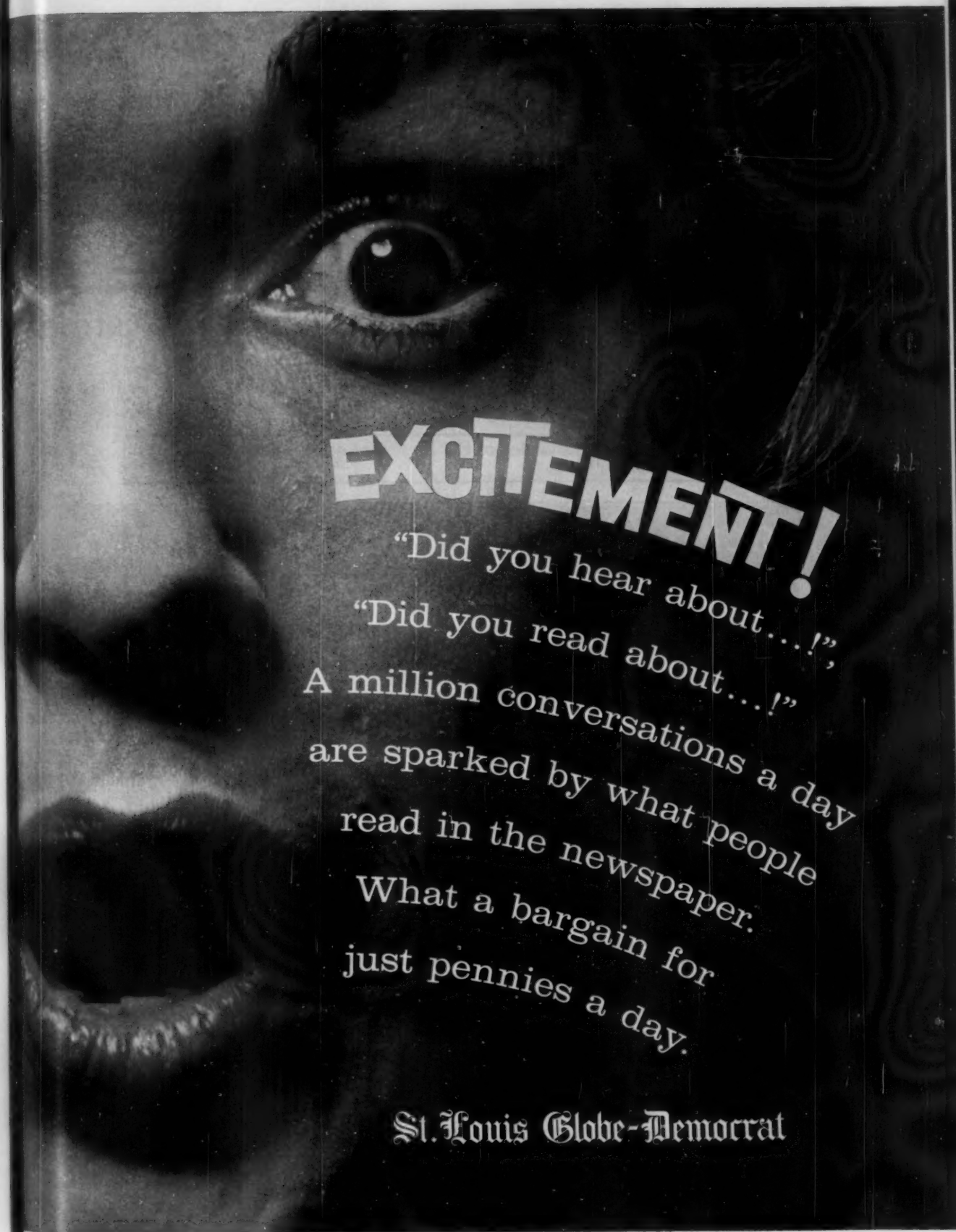
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Clayton		76,280	.0353		.0235	216	334	14,516	2,620	21,848	8,127	3,061	15,960	1,560	1,476	2,206
Ferguson		22,785	.0105		.0102	106	109	9,428	561	1,034	537	770	5,955	1,489	579	1,493
Jennings		59,400	.0275		.0169	142	231	8,398	1,666	28,822	3,773	670	8,222	2,396	947	2,090
Kirkwood		40,148	.0186		.0194	114	199	12,096	1,911	1,224	1,709	379	11,112	2,733	1,848	3,682
Maplewood		41,309	.0191		.0120	152	242	6,692	945	4,665	3,100	1,797	19,237	966	465	2,258
Overland		24,392	.0113		.0115	100	98	9,950	1,095	1,480	2,520	1,152	926	1,918	1,874	1,056
Richmond Heights		40,097	.0185		.0140	144	191	6,480	1,786	20,817	495	390	4,740	2,570	217	1,466
▲St. Louis		1,190,293	.5505		.5377	110	113	242,842	110,244	242,514	86,364	71,534	187,193	67,146	41,411	43,834
University City		38,204	.0177		.0338	103	54	16,083	1,607	4,394	1,042	2,082	1,075	3,406	4,334	3,043
Webster Groves		32,837	.0152		.0189	115	92	13,633	623	1,106	254	478	6,659	2,405	3,445	1,928
Wellston		12,333	.0057		.0067	96	81	3,264	382	287	1,170	356	4,328	913	689	489
Ste. Genevieve		**9,782**	**.0045**	**3,155**	**.0061**	**77**	**68**	**2,391**	**747**	**1,408**	**191**	**292**	**1,163**	**885**	**1,277**	**219**
Saline		**30,534**	**.0141**	**3,817**	**.0133**	**92**	**97**	**5,034**	**1,578**	**1,592**	**1,433**	**1,243**	**6,488**	**2,067**	**4,843**	**1,048**
Marshall		19,000	.0088		.0067	114	149	2,482	779	858	1,347	828	3,955	875	3,460	611
Schuyler		**7,748**	**.0036**	**4,843**	**.0026**	**104**	**144**	**742**	**242**	**256**			**2,839**	**794**	**1,027**	**125**
Scotland		**7,274**	**.0034**	**3,031**	**.0033**	**83**	**85**	**1,189**	**164**	**489**	**136**	**370**	**1,313**	**417**	**1,245**	**150**
Scott		**34,028**	**.0157**	**3,867**	**.0142**	**83**	**92**	**8,660**	**1,549**	**1,608**	**1,979**	**1,726**	**5,119**	**3,502**	**4,806**	**1,004**
Sikeston[1]		24,112	.0112		.0085	97	127	5,567	976	1,184	1,875	1,215	4,970	2,273	3,604	634
Shannon		**2,913**	**.0013**	**1,714**	**.0022**	**61**	**36**	**388**	**158**	**870**	**66**	**80**	**667**	**234**	**132**	**117**
Shelby		**9,987**	**.0047**	**3,222**	**.0044**	**90**	**86**	**1,833**	**385**	**574**	**377**	**191**	**1,052**	**963**	**2,287**	**214**
Stoddard		**27,598**	**.0127**	**3,285**	**.0124**	**72**	**74**	**6,228**	**990**	**2,131**	**610**	**1,061**	**3,934**	**2,038**	**5,605**	**568**
Stone		**10,908**	**.0051**	**4,040**	**.0041**	**79**	**98**	**1,116**	**289**	**1,234**	**263**	**56**	**940**	**329**	**487**	**126**
Sullivan		**7,379**	**.0034**	**2,236**	**.0044**	**79**	**61**	**1,607**	**213**	**670**	**134**	**337**	**1,391**	**661**	**1,161**	**152**
Taney		**11,849**	**.0055**	**3,822**	**.0048**	**80**	**92**	**1,784**	**1,619**	**1,233**	**364**	**140**	**2,008**	**1,179**	**1,338**	**462**
Texas		**18,711**	**.0086**	**3,283**	**.0080**	**76**	**82**	**3,232**	**942**	**2,233**	**338**	**315**	**5,024**	**1,535**	**2,183**	**463**
Vernon		**18,671**	**.0086**	**2,964**	**.0085**	**82**	**74**	**3,996**	**953**	**2,619**	**659**	**733**	**2,975**	**1,717**	**2,057**	**498**
Nevada		15,087	.0070		.0055	113	143	3,281	700	1,989	630	682	2,720	1,386	1,964	500
Warren		**8,695**	**.0041**	**3,623**	**.0037**	**88**	**95**	**1,545**	**948**	**859**	**233**	**197**	**1,067**	**519**	**1,891**	**214**
Washington		**9,027**	**.0041**	**2,376**	**.0050**	**63**	**52**	**2,868**	**767**	**851**	**672**	**155**	**921**	**1,212**	**1,062**	**140**
Wayne		**5,033**	**.0024**	**2,097**	**.0033**	**63**	**46**	**1,112**	**548**	**649**	**230**	**107**	**837**	**750**	**451**	**161**

[1] Sikeston is in New Madrid and Scott counties.

Missouri Population-Income data, pages 225-231

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.


EXCITEMENT!
"Did you hear about...!"
"Did you read about...!"
A million conversations a day
are sparked by what people
read in the newspaper.
What a bargain for
just pennies a day.
St. Louis Globe-Democrat

IN METROPOLITAN ST. LOUIS*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 98% of all sales in St. Louis are store sales!
Source: U.S. Census

General Outdoor Advertising Co.
INCORPORATED
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MISSOURI

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Webster		11,417	.0053	2,718	.0057	72	67	1,544	364	1,500	188	432	2,501	1,192	1,715	321
Worth		5,771	.0026	3,667	.0024	89	96	1,654	132	351	40	1,615	625	441	805	86
Wright		13,113	.0061	3,199	.0058	78	82	1,356	567	2,595	743	830	2,747	1,322	1,031	308
Total Above Cities		3,629,710	1.6787		1.4984	115	129	729,552	245,578	755,112	252,508	180,603	629,559	192,931	208,006	158,443
State Total		5,513,252	2.5498	4,014	2.4675	100	104	1,165,331	353,352	915,504	304,658	241,504	923,109	409,373	447,341	212,524

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
△Joplin	147,773	.0683	3,889	.0604	95	107	30,024	7,999	15,466	5,311	5,361	33,195	12,628	10,896	4,855
Kansas City	1,560,337	.7218	4,527	.6790	115	123	320,848	96,548	366,183	95,637	85,455	263,349	92,056	88,149	78,173
St. Joseph	120,692	.0558	3,691	.0574	99	96	27,900	7,776	17,057	8,537	5,819	18,995	7,427	9,203	6,246
St. Louis	2,527,105	1.1687	3,933	1.2256	105	100	623,785	197,208	408,773	150,594	125,895	411,263	184,020	137,221	96,147
Springfield	176,871	.0818	4,181	.0723	101	115	31,900	8,669	26,262	10,313	9,235	34,073	13,364	16,688	8,580
Total Above Areas	4,532,778	2.0964	4,120	2.0947	107	107	1,034,457	318,200	835,743	273,392	211,765	760,875	309,495	262,157	194,001

MONTANA—

(Other Mountain States: Arizona, Colorado, Idaho, Nevada, New Mexico, Utah, Wyoming.)

Map, page 232

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Anaconda	Deer Lodge	17.0	146	29	42	5	10	8	13	15	8	5
Billings	Yellowstone	43.8	565	60	110	57	42	40	26	67	35	18
Bozeman	Gallatin	12.7	169	26	26	9	16	11	10	31	18	6
Butte	Silver Bow	34.7	548	125	166	23	44	26	30	40	14	16
Glendive	Dawson	8.9	89	10	16	10	7	5	5	13	9	3
Glasgow	Valley	6.8	80	13	15	2	9	4	5	8	12	4
Great Falls	Cascade	54.6	591	98	138	43	40	41	32	66	37	17
Harve	Hill	12.2	124	14	26	10	10	8	11	13	16	4
Helena	Lewis and Clark	26.7	237	31	55	9	23	16	20	34	11	13
Kalispell	Flathead	11.1	197	28	31	15	18	17	20	26	16	6
Lewiston	Fergus	9.1	129	20	19	9	13	4	19	19	15	4
Livingston	Park	9.5	138	23	33	4	13	5	5	17	17	5
Miles City	Custer	10.1	165	18	35	17	14	7	15	22	12	4
Missoula	Missoula	28.6	337	48	63	16	19	32	24	54	18	14

Montana Population-Income data, pages 232-234

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COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beaverhead		11,498	.0053	4,259	.0040	105	139	2,459	1,134	700	579	486	3,129	461	1,279	127
Big Horn		10,227	.0047	3,653	.0047	80	80	2,244	890	539	550	181	2,015	710	1,943	173
Blaine		8,817	.0041	3,391	.0041	80	69	1,888	740	485	492	204	2,030	554	1,666	235
Broadwater		2,555	.0012	3,650	.0012	92	92	751	137	90		70	211	271	748	59
Carbon		6,555	.0030	2,731	.0035	78	67	1,936	774	372	252	54	828	685	1,119	240
Carter		1,632	.0007	2,040	.0011	79	50	350	326	134	49	32	75	422	165	41
Cascade	228	114,850	.0532	4,972	.0462	109	126	21,915	10,858	15,251	5,916	6,818	22,490	8,066	11,313	3,531
△Great Falls		105,082	.0486		.0374	122	159	20,450	8,666	15,018	5,874	6,789	20,993	7,470	10,131	3,455
Chouteau		9,786	.0045	4,069	.0049	114	105	1,288	317	526		35	1,769	356	2,675	171
Custer		21,746	.0100	5,437	.0077	110	143	4,243	2,149	2,236	1,147	559	4,891	1,850	2,693	821
Miles City		21,223	.0098		.0067	118	172	4,243	1,766	2,235	1,147	559	4,891	1,711	2,693	821
Daniels		4,794	.0022	4,794	.0018	82	100	956	589	189	206		796	189	1,398	147
Dawson		15,820	.0074	4,794	.0064	107	123	3,335	1,194	1,466	581	417	3,500	1,540	2,798	331
Glendive		12,296	.0057		.0053	106	114	2,684	829	822	581	417	2,790	1,277	2,250	331
Deer Lodge	204	18,448	.0085	2,883	.0106	86	69	5,531	2,128	405	1,632	449	3,739	1,939	1,379	447
△Anaconda		17,369	.0080		.0091	96	84	5,312	1,884	405	1,632	449	3,556	1,540	1,345	447
See Butte-Anaconda																
Fallon		4,982	.0023	4,529	.0021	95	105	892	513	328	213	324	704	343	1,159	263
Fergus		17,379	.0080	3,950	.0080	107	107	3,612	1,433	1,126	991	493	3,822	1,427	3,159	432
Lewistown		14,900	.0069		.0057	112	135	3,201	845	970	991	475	3,619	927	2,676	432
Flathead		42,151	.0195	4,053	.0173	95	107	9,930	3,233	4,737	2,370	2,135	8,697	3,112	3,452	1,177
Kalispell		27,775	.0129		.0079	127	206	6,694	1,135	3,413	2,054	1,851	6,666	1,544	1,991	686
Gallatin		35,386	.0164	4,537	.0145	104	118	7,705	2,982	2,486	2,339	1,152	5,051	4,025	6,435	1,103
Bozeman		26,667	.0123		.0089	125	173	5,721	1,567	1,988	2,029	1,152	4,430	2,422	4,994	904
Garfield		842	.0004	1,403	.0009	82	36	249	163	67				180	108	49
Glacier		13,963	.0064	4,654	.0057	93	105	3,063	1,507	1,267	373	291	2,575	1,237	2,496	357
Golden Valley		820	.0004	2,050	.0006	75	50	314	100	117			137	105		
Granite		2,999	.0014	2,999	.0016	89	78	1,030	585	48	65	53	476	192	243	146
Hill		27,440	.0127	4,989	.0105	104	126	4,863	1,931	2,275	1,664	1,043	6,056	1,347	5,170	714
Harve		23,577	.0109		.0080	118	160	4,361	1,334	1,810	1,625	998	5,567	1,330	3,509	714
Jefferson		6,227	.0029	6,227	.0021	88	121	864	782	144	113	69	2,927	490	389	149
Judith Basin		2,623	.0012	3,747	.0016	100	75	197	294	366			466	241	860	98
Lake		12,036	.0056	3,253	.0055	76	78	2,177	1,023	1,273	184	209	2,899	1,389	965	432
Lewis and Clark		39,310	.0181	3,817	.0178	104	106	8,686	4,526	3,801	2,000	1,541	8,397	3,318	3,159	1,442
Helena		35,980	.0166		.0158	106	111	7,764	3,571	3,801	1,918	1,427	8,340	2,644	2,975	1,442
Liberty		7,181	.0034	14,322	.0021	140	227	791	412	131	57		2,159	349	2,837	91
Lincoln		10,380	.0048	3,053	.0052	83	76	3,583	774	894	289	275	2,136	1,290	395	318
McCone		2,573	.0011	2,573	.0017	89	58	454	228	29			713	170	860	67
Madison		4,139	.0020	2,299	.0026	81	63	466	869	909	25	44	474	476	441	180
Meagher		3,075	.0014	3,075	.0015	94	88	707	427	77	165		329	805	379	68
Mineral		2,315	.0011	2,572	.0012	80	73	334	680	61			144	595	154	108
Missoula		65,826	.0304	4,478	.0259	103	121	14,403	4,847	8,179	2,413	3,258	13,255	5,672	6,389	2,189
Missoula		57,984	.0268		.0192	120	168	13,087	3,440	7,770	2,413	2,979	11,695	4,635	4,837	1,969
Musselshell		5,516	.0025	3,448	.0027	93	86	1,129	498	276	25	326	1,549	559	920	18
Park		18,592	.0086	5,164	.0070	95	116	4,393	1,981	818	1,084	191	3,257	2,478	2,827	521
Livingston		15,989	.0074		.0057	108	140	3,747	1,272	724	1,084	152	3,257	1,762	2,663	483
Petroleum		486	.0003	1,620	.0004	80	60	85	44	88				121	104	
Phillips		7,765	.0036	3,883	.0034	94	100	1,423	619	716	371	34	1,484	514	1,773	247
Pondera		12,171	.0056	6,086	.0048	120	140	1,984	624	713	412		1,701	618	4,475	551
Powder River		1,623	.0007	2,029	.0013	87	47	50	273	181	32	99	485	133	304	54
Powell		7,174	.0034	3,261	.0038	84	79	1,749	637	473	182	150	1,339	690	1,244	291
Prairie		2,512	.0011	3,589	.0013	93	79	590	176	190	50		343	154	891	60
Ravalli		12,051	.0056	3,013	.0057	81	80	2,740	801	1,041	206	250	2,804	921	1,456	457
Richland		16,964	.0078	5,815	.0058	95	128	3,513	1,111	1,457	283	646	3,019	719	4,673	519
Roosevelt		14,395	.0067	4,798	.0057	90	106	2,538	1,867	652	501	67	3,456	981	2,652	536
Rosebud		5,839	.0027	2,920	.0031	82	71	1,224	495	723	147	41	1,073	685	999	143
Sanders		5,781	.0026	2,312	.0034	76	58	851	872	1,599	19	10	850	718	385	213
Sheridan		6,927	.0032	3,848	.0033	87	84	1,378	871	300	597	77	766	501	1,312	310
Silver Bow	204	68,904	.0319	3,361	.0317	99	100	20,984	7,508	7,931	5,363	2,191	12,634	3,677	2,057	2,206
△*Butte-Anaconda*		*88,078*	*.0379*		*.0320*	*111*	*131*	*25,462*	*7,798*	*7,995*	*6,995*	*2,641*	*15,647*	*4,885*	*3,402*	*2,653*
△Butte		64,709	.0299		.0229	118	154	20,150	5,914	7,590	5,363	2,191	12,091	3,345	2,057	2,206
Stillwater		5,754	.0027	3,197	.0028	88	84	1,368	318	407	141	75	1,679	481	870	185
Sweet Grass		4,300	.0019	4,778	.0018	100	106	626	457	578	175	80	1,266	279	593	155
Teton		9,758	.0046	4,243	.0044	102	107	1,381	535	509	23	283	2,119	357	3,182	284
Toole		12,866	.0058	5,066	.0052	113	126	2,440	1,810	735	493	271	2,540	1,099	2,552	299
Treasure		1,206	.0006	4,020	.0006	100	100	312	134					366	320	53
Valley		17,518	.0081	4,171	.0074	94	103	3,467	1,914	691	938	461	3,997	739	3,128	802
Glasgow		13,632	.0063		.0044	116	166	2,660	1,180	242	938	461	3,510	418	2,724	802
Wheatland		4,266	.0020	4,740	.0018	113	125	738	505	308	146	35	753	682	787	
Wibaux		1,666	.0007	4,165	.0008	80	70	322	284		49		380	240	305	58

Montana Population-Income data, pages 232-234.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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MONTANA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Yellowstone	195	125,932	.0883	4,978	.0479	109	132	23,892	10,145	11,804	7,832	7,978	28,652	9,801	12,274	4,191
△Billings		107,965	.0499		.0331	135	204	19,447	7,145	9,917	7,777	7,261	26,969	7,592	9,376	3,721
Total Above Cities		545,148	.2519		.1901	119	158	119,521	40,548	56,705	35,426	27,161	118,374	38,617	54,221	18,415
State Total		898,002	.4153	4,198	.3805	99	108	100,331	82,824	82,897	43,714	33,407	182,987	71,319	118,317	27,859

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Billings	125,932	.0583	4,978	.0479	109	132	23,892	10,145	11,804	7,832	7,978	28,652	9,801	12,274	4,191
△Butte-Anaconda	87,392	.0404	3,247	.0423	96	91	26,495	9,636	8,336	6,995	2,640	16,373	5,616	3,436	2,653
△Great Falls	114,850	.0532	4,972	.0462	109	126	21,915	10,858	15,251	5,916	8,818	22,490	8,066	11,313	3,531
Total Above Areas	328,134	.1519	4,358	.1364	104	104	72,302	30,639	35,391	20,743	17,436	67,515	23,483	27,023	10,375

NEBRASKA—

(Other West North Central States: Iowa, Kansas, Minnesota, Missouri, North Dakota, South Dakota.)

Map, page 236

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alliance	Box Butte	8.6	139	13	24	9	10	12	10	12	14	4
Beatrice	Gage	13.1	190	17	39	7	14	20	12	27	17	7
Columbus	Platte	12.8	192	19	43	15	17	16	11	29	16	4
Fairbury	Jefferson	6.5	96	12	16	8	6	4	11	10	13	4
Falls City	Richardson	6.3	111	11	23	6	8	10	12	10	12	3
Fremont	Dodge	19.3	244	37	42	26	18	20	13	28	21	5
Grand Island	Hall	28.5	314	40	65	21	22	25	23	30	24	9
Hastings	Adams	24.4	270	35	39	15	21	24	22	28	18	11
Holdrege	Phelps	5.3	102	8	14	10	8	12	11	11	10	2
Kearney	Buffalo	15.1	222	30	36	14	19	14	30	27	14	7
Lexington	Dawson	6.4	100	15	14	7	10	4	7	11	11	3
Lincoln	Lancaster	130.4	983	114	193	66	41	61	68	145	61	42
McCook	Redwillow	8.7	149	15	28	15	10	11	11	14	15	4
Nebraska City	Otoe	7.6	125	17	21	8	12	7	12	13	16	3
Norfolk	Madison	14.2	237	25	47	18	17	16	14	30	18	7
North Platte	Lincoln	19.6	236	23	36	19	19	19	14	37	16	11
Omaha	Douglas	314.4	2,700	468	625	182	176	148	128	307	151	115
Scottsbluff	Scotts Bluff	14.5	244	24	39	20	25	23	21	31	16	1
Sidney	Cheyenne	9.0	131	10	20	16	8	7	13	23	15	8
York	York	6.7	118	15	17	8	13	10	8	12	10	6

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		42,166	.0195	4,534	.0186	97	114	8,060	1,774	4,318	2,716	2,662	8,667	3,185	5,243	1,223
Hastings		38,529	.0178		.0141	103	130	7,677	1,494	4,024	2,716	2,608	8,639	2,080	4,785	1,190
Antelope		14,900	.0069	4,257	.0058	92	110	2,423	562	241	602	432	4,240	1,190	2,588	303
Arthur		259	.0001	1,295	.0004	100	25	67							72	
Banner		145		290	.0007	70			30					72	43	
Blaine		869	.0004	4,345	.0006	86	57	241	51	77		57			249	
Boone		10,321	.0048	3,686	.0045	83	89	2,171	404	327	402	447	1,414	1,131	3,084	204
Box Butte		20,386	.0094	5,510	.0076	106	131	3,531	769	900	1,527	829	4,108	1,164	4,427	689
Alliance		17,540	.0081		.0056	117	169	2,987	633	807	1,512	829	4,066	713	3,028	654
Boyd		4,237	.0020	3,259	.0021	81	77	636	253	275	58		494	402	1,760	123
Brown		6,872	.0032	4,909	.0027	104	123	1,510	263	564	169	172	1,232	401	1,944	193
Buffalo		38,542	.0178	4,534	.0148	98	118	8,636	2,341	3,657	2,051	1,585	6,699	4,109	6,750	793
Kearney		27,351	.0126		.0092	108	148	4,270	1,298	3,500	1,880	1,327	5,778	2,662	4,078	420
Burt		14,460	.0067	4,131	.0062	97	105	2,564	696	1,003	212	393	2,150	1,066	3,270	314
Butler		9,551	.0044	2,894	.0048	77	71	1,886	957	652	50	183	785	680	3,043	156
Cass		15,602	.0072	2,644	.0087	84	69	4,633	1,110	528	263	189	2,357	1,603	2,845	520
Cedar		12,605	.0059	3,407	.0063	82	77	2,315	994	947	119	107	1,704	1,625	2,816	287
Chase		6,419	.0029	4,938	.0025	100	116	1,268	287	587	99	151	1,660	471	1,433	265
Cherry		12,422	.0058	4,778	.0049	100	118	1,923	417	674	548	927	3,253	584	2,798	357
Cheyenne		23,717	.0109	4,312	.0110	108	107	4,720	1,788	1,672	469	555	4,672	2,721	5,315	588
Sidney		18,661	.0086		.0065	130	172	4,100	1,132	1,662	460	535	4,462	1,723	3,606	390
Clay		10,425	.0049	3,258	.0046	87	92	1,888	330	356	59	275	831	1,110	3,651	278
Colfax		14,185	.0065	4,298	.0059	100	110	2,332	1,139	977	168	359	2,714	840	3,129	208
Cuming		14,570	.0068	3,834	.0066	88	91	2,661	878	781	426	297	2,166	1,145	2,971	347
Custer		19,790	.0091	3,598	.0090	90	91	3,783	813	1,539	598	671	3,929	1,711	4,551	654
Dakota		14,135	.0066	3,926	.0061	87	94	4,676	1,842	851	63	856	1,707	1,331	883	315
Dawes		13,492	.0062	4,819	.0053	104	122	2,860	961	524	605	590	2,497	1,448	2,682	414
Dawson		32,786	.0152	5,124	.0121	104	131	6,071	1,163	1,894	1,328	773	6,490	3,956	6,187	1,076
Lexington		14,997	.0069		.0044	122	192	3,068	498	593	984	348	3,789	1,613	1,710	534
Deuel		4,773	.0022	5,303	.0019	112	129	739	310	232	152	59	945	945	1,069	183
Dixon		8,182	.0038	3,151	.0040	82	78	1,761	437	494	35	499	1,043	772	2,556	234
Dodge		46,079	.0213	4,808	.0182	105	123	8,794	3,082	3,080	2,897	1,981	6,551	2,929	9,021	1,043
Fremont		32,580	.0151		.0124	115	140	7,105	1,779	3,556	2,747	1,648	6,281	1,687	4,544	747
Douglas	114	493,887	.2284	4,776	.2069	110	121	99,221	43,423	74,692	29,741	31,843	94,142	29,529	37,518	17,054
▲Omaha		471,361	.2180		.1956	111	124	95,050	41,365	74,025	29,610	30,965	92,056	27,252	30,514	16,733

Nebraska Population-Income data, pages 234-238
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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No. of Households	511,900
Effective Buying Income	$2,899,528,000

1960 Estimates Sales Management Survey of Buying Power

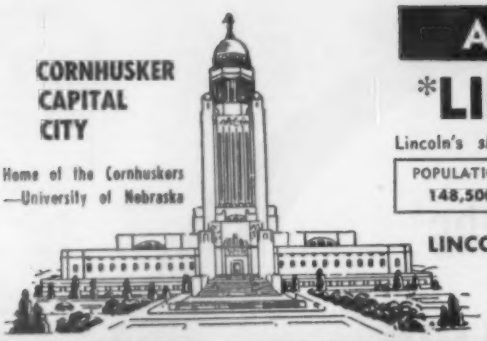
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RETAIL SALES ARE BOOMING in this *HIGH SPOT CITY

NEBRASKA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Dundy		4,611	.0021	4,611	.0019	95	105	882	227	115	171	99	1,530	545	806	170
Fillmore		11,316	.0063	3,233	.0049	88	95	2,092	1,003	550	182	246	1,446	770	3,737	334
Franklin		6,233	.0028	3,117	.0029	81	78	774	432	843	74	150	824	428	2,173	272
Frontier		3,855	.0018	2,754	.0024	83	62	765	256	392	22	16	537	591	929	102
Furnas		10,468	.0049	3,810	.0045	92	100	1,859	440	291	193	292	2,122	1,511	2,435	320
Gage		30,958	.0143	3,685	.0138	88	91	5,787	1,630	2,548	1,054	1,200	5,968	2,980	5,068	1,123
Beatrice		22,384	.0104		.0080	110	142	3,936	989	2,247	996	1,085	3,478	2,119	3,308	1,001
Garden		3,684	.0017	2,834	.0019	86	77	591	189	164	152	115	1,263	543	358	135
Garfield		3,594	.0016	4,493	.0015	94	100	699	136	132		62	788	511	474	128
Gosper		1,912	.0009	2,731	.0012	86	64	211	131	116		116		301	725	67
Grant		1,110	.0005	5,550	.0006	100	83	235	53	174				129	336	98
Greeley		5,567	.0026	3,473	.0025	78	91	917	259	36	50	244	181	913	1,720	188
Hall		54,746	.0253	4,562	.0220	103	118	8,965	3,653	6,375	3,717	2,283	10,921	3,934	6,843	2,307
Grand Island		44,327	.0205		.0171	107	128	8,312	2,739	5,963	3,717	2,283	8,922	2,340	3,634	2,180
Hamilton		10,285	.0048	3,318	.0049	94	92	2,362	423	509	183	263	2,164	598	2,737	116
Harlan		5,585	.0026	3,103	.0030	94	81	905	426	232	197	192	1,143	687	1,150	156
Hayes		871	.0004	1,742	.0010	83	33	214	77	78				143	321	
Hitchcock		3,603	.0016	2,574	.0022	81	59	974	228	56	96	24	240	574	1,073	121
Holt		16,033	.0075	3,910	.0066	81	93	2,625	972	1,088	873	502	4,218	1,719	2,357	439
Hooker		2,296	.0010	7,653	.0007	100	143			79	404		712	127	466	41
Howard		5,938	.0028	2,582	.0032	84	74	1,055	487	71	210	101	842	1,163	1,211	41
Jefferson		14,630	.0067	3,568	.0064	90	94	2,620	766	1,775	389	691	3,296	1,164	2,252	336
Fairbury		11,123	.0051		.0040	111	142	2,032	439	1,462	389	552	3,155	470	1,202	336
Johnson		6,722	.0031	3,361	.0031	86	86	1,327	417	348	106	271	1,484	618	1,825	276
Kearney		6,951	.0033	3,658	.0031	94	100	1,196	432	912	29	182	1,137	716	1,529	234
Keith		14,150	.0065	5,660	.0052	118	148	2,638	1,262	1,277	567	567	2,461	1,922	2,153	273
Keya Paha		998	.0005	2,495	.0008	73	45	151	21	104		27	233	68	326	
Kimball		13,494	.0062	7,102	.0048	123	159	2,614	858	588	371	468	2,652	2,621	2,556	395
Knox		13,012	.0060	3,174	.0068	88	78	2,797	674	950	394	237	1,485	1,042	4,150	431
Lancaster	87	198,192	.0917	4,190	.0888	107	110	37,496	11,264	41,037	11,156	8,422	39,130	14,413	14,621	6,797
▲Lincoln		186,294	.0862		.0816	112	118	35,823	9,426	40,737	11,156	7,755	37,842	10,808	13,074	6,798
Lincoln		39,429	.0182	4,107	.0173	98	103	7,234	2,476	3,980	2,597	2,080	6,308	5,585	4,571	1,720
North Platte		33,214	.0154		.0124	113	140	6,642	1,794	3,815	2,597	2,038	5,912	4,125	2,263	1,562
Logan		763	.0004	1,908	.0006	86	57	209	52					161	241	
Loup		337	.0001	1,123	.0003	60	20	48	15	59				137		
McPherson		215	.0001	2,150	.0002	67	33		17	198						
Madison		39,274	.0182	4,849	.0145	99	124	7,055	2,571	3,344	2,608	1,987	7,598	3,673	4,965	929
Norfolk		28,827	.0133		.0092	116	168	5,126	1,842	3,154	2,535	1,762	5,690	2,396	2,936	606
Merrick		10,887	.0050	3,888	.0046	94	102	1,849	658	297	224	231	2,053	1,858	2,534	207
Morrill		9,576	.0044	4,353	.0039	91	102	1,751	478	302	212	203	1,132	897	3,462	311
Nance		6,371	.0030	3,539	.0026	78	83	933	282	485	61	203	987	827	1,599	213
Nemaha		8,627	.0040	2,783	.0049	86	70	1,847	435	455	327	177	1,526	1,185	1,189	247
Nuckolls		10,952	.0051	3,911	.0047	87	94	2,227	385	613	444	518	2,513	1,297	2,159	311
Otoe		23,793	.0110	4,031	.0089	96	107	4,606	1,662	1,784	1,273	1,528	4,000	2,194	3,981	594
Nebraska City		15,375	.0071		.0049	114	165	3,151	1,013	1,263	1,237	1,310	3,028	1,409	1,819	403
Pawnee		3,973	.0018	2,081	.0024	80	60	735	83	284	71	71	1,121	405	684	133
Perkins		6,203	.0029	5,639	.0024	100	132	821	178	213	257	113	1,263	701	2,492	85

Nebraska Population-Income data, pages 234-238
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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NEBRASKA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Phelps		17,919	.0082	5,430	.0063	109	141	2,827	626	1,100	900	770	4,168	984	4,244	386
Holdrege		14,817	.0069		.0042	140	230	2,391	481	1,036	640	711	3,927	839	2,712	254
Pierce		9,318	.0044	3,584	.0042	88	92	1,378	794	294	158	225	1,503	1,559	2,190	167
Platte		33,011	.0152	4,649	.0126	93	113	6,362	3,291	3,793	1,417	1,370	5,372	3,324	4,815	499
Columbus		24,463	.0113		.0078	111	161	5,335	2,159	3,502	1,377	1,375	3,782	1,965	2,889	347
Polk		7,868	.0037	3,028	.0042	93	82	1,169	336	218	83	122	936	788	2,572	242
Red Willow		22,244	.0103	5,561	.0079	110	143	4,003	1,199	3,098	981	1,025	4,760	1,519	3,464	631
McCook		20,198	.0093		.0062	127	190	3,728	1,087	3,181	818	940	4,448	1,054	3,117	569
Richardson		18,636	.0086	3,965	.0079	99	106	3,424	990	1,262	470	1,009	3,933	1,518	3,597	488
Falls City		12,742	.0059		.0041	117	169	2,215	535	1,008	459	942	3,428	1,074	1,830	293
Rock		2,778	.0013	3,473	.0013	87	87	493	73	126	49	99	295	292	1,152	40
Saline		16,260	.0075	3,252	.0075	91	91	3,518	1,376	758	163	409	3,589	1,108	3,778	727
Sarpy	114	14,240	.0066	1,899	.0138	77	37	4,709	923	440	411	1,125	1,760	1,767	1,917	558
Saunders		19,308	.0089	3,387	.0093	94	90	4,425	1,359	337	480	1,075	3,912	1,101	4,562	399
Scotts Bluff		51,803	.0239	4,887	.0201	101	120	9,039	2,275	4,485	3,141	2,685	12,489	3,461	9,068	1,449
Scottsbluff		34,670	.0160		.0105	136	198	4,832	1,473	4,055	2,624	2,265	10,140	1,722	4,136	902
Seward		14,498	.0068	3,452	.0067	98	91	2,794	714	320	411	371	3,225	1,688	3,647	462
Sheridan		14,644	.0067	4,881	.0059	105	120	2,567	521	1,599	497	302	3,015	1,320	3,352	560
Sherman		4,498	.0021	2,811	.0025	74	62	982	404	221	122	155		712	1,438	73
Sioux		536	.0003	893	.0009	69	23	106	46			49	65	97	86	38
Stanton		3,129	.0014	1,956	.0024	80	47	836	166	20	49	31	118	227	1,276	45
Thayer		11,032	.0051	3,559	.0049	86	89	1,940	761	491	254	540	1,168	1,064	2,807	366
Thomas		1,036	.0005	2,072	.0007	109	71	310	116	21		55		146	223	165
Thurston		5,846	.0027	2,657	.0035	80	61	1,047	329	354	97	26	773	513	1,838	78
Valley		7,226	.0033	3,613	.0032	84	87	1,380	406	420	224	227	660	539	1,595	274
Washington		10,574	.0049	2,783	.0058	85	72	2,607	1,036	429	285	188	1,320	939	2,334	189
Wayne		11,378	.0053	3,793	.0056	95	90	2,241	563	540	295	539	1,688	681	2,235	206
Webster		6,154	.0028	2,676	.0030	79	74	1,051	390	421	84	378	880	740	1,746	257
Wheeler		397	.0002	1,323	.0004	57	29	67	49					243		
York		18,138	.0085	3,943	.0077	95	105	2,532	1,020	1,462	1,160	717	3,713	1,620	3,025	280
York		13,957	.0065		.0043	116	176	1,873	483	1,303	1,160	717	3,289	971	1,780	154
Total Above Cities		1,083,410	.5010		.4221	112	133	209,653	72,659	160,893	69,614	61,895	222,382	69,042	96,965	36,073
State Total		1,839,472	.8508	4,152	.7933	98	105	353,213	122,914	197,609	85,248	84,193	341,070	153,720	281,165	56,050

METRO. AREAS																
		RETAIL SALES— SM ESTIMATES, 1959														
Lincoln		198,192	.0917	4,190	.0888	107	110	37,496	11,264	41,037	11,158	8,422	39,130	14,413	14,621	8,797
Omaha		588,036	.2719	4,388	.2593	104	109	124,443	50,195	81,436	33,888	35,730	109,420	40,532	48,887	20,873
Total Above Areas		786,228	.3636	4,337	.3481	105	110	161,939	61,459	122,475	45,044	44,152	148,550	54,945	63,508	27,670

NEVADA—

(Other Mountain States: Arizona, Colorado, Idaho, Montana, New Mexico, Utah, Wyoming.)

Map, page 239 City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Elko	Elko	7.2	138	13	33	7	15	8	10	22	8	4
Ely	White Pine	5.7	86	11	19	7	6	7	6	19	2	5
Las Vegas	Clark	57.4	689	59	126	47	60	52	53	83	25	22
Reno	Washoe	54.8	637	69	146	49	49	47	42	86	30	35

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Churchill		11,353	.0052	5,975	.0043	113	137	2,184	886	3,327	234	163	1,735	1,109	783	266
Clark	242	202,988	.0938	4,903	.0863	118	128	46,663	17,186	18,175	16,097	9,235	42,235	20,106	8,449	8,192
△Las Vegas		161,479	.0747		.0493	154	233	33,474	11,853	16,858	14,027	8,312	35,723	13,965	7,719	6,461
Douglas		5,039	.0024	10,078	.0016	123	185	828	671	198	174	123	1,292	326	255	441
Elko		20,494	.0094	4,880	.0093	121	122	4,418	2,770	663	1,253	881	3,037	3,787	1,596	861
Elko		14,486	.0067		.0056	140	168	3,070	1,489	118	1,252	823	2,439	2,017	1,490	604
Esmeralda		196	.0001	980	.0002	67	33		119					77		
Eureka		584	.0003	2,920	.0004	100	75	62	74	114				142	52	111
Humboldt		10,395	.0048	7,425	.0034	128	178	2,092	1,498	596	633	209	1,708	2,004	840	626
Lander		1,937	.0009	4,843	.0009	100	100	329	309	81	99		134	691	105	
Lincoln		3,686	.0018	4,429	.0018	95	95	920	317	337			1,032	1,082	142	57
Lyon		5,056	.0038	6,713	.0025	109	165	1,803	1,022	395	244	214	1,172	1,002	1,394	242

Nevada Population-Income data, pages 238-239.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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INCOMES IN CLAREMONT NEW HAMPSHIRE INCREASED IN 1959



2½ MILLION DOLLARS OVER 1958

With a per capita Income of $1870. Average family Income of $6,016. TOTAL INCOME OF $27,674,000.

EASTERN VERMONT **DAILY EAGLE** WESTERN NEW HAMPSHIRE

Serving Claremont And The Twin State Valley

Lebanon, Newport and Hanover, N. H. Windsor, Springfield and White River Jct., Vt.

Represented By Julius Mathews Special Agency

NEVADA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Mineral		7,214	.0033	3,787	.0035	100	94	1,908	505	415	150	269	1,548	1,387	208	227
Nye		5,924	.0027	6,582	.0018	129	193	1,044	1,050	535	158		952	1,553	369	196
Ormsby		10,686	.0050	5,937	.0039	111	143	3,106	621	382	401	268	1,289	1,760	1,074	789
Pershing		5,630	.0026	5,116	.0023	110	124	1,082	731	64	95	49	536	1,145	708	211
Storey		956	.0004	4,780	.0003	160	133	183	453	32					29	49
Washoe	276	148,341	.0656	5,298	.0612	129	145	30,834	14,824	18,336	9,499	7,672	24,062	13,979	5,717	11,856
△Reno		130,703	.0604		.0459	150	197	24,876	11,827	17,569	8,445	6,686	23,294	11,541	5,587	10,945
White Pine		11,875	.0056	3,493	.0065	102	88	3,702	844	1,070	269	366	1,857	1,727	388	844
Ely		8,645	.0040		.0034	106	125	3,009	505	530	257	331	1,810	757	382	573
Total Above Cities		315,313	.1458		.1042	149	208	64,429	25,674	35,075	23,981	16,152	63,266	28,280	15,178	18,582
State Total		455,653	.2107	5,085	.1902	120	132	101,138	43,880	44,720	29,306	19,451	82,587	51,877	22,109	24,768

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
△Las Vegas	202,988	.0938	4,903	.0863	118	128	46,663	17,186	18,175	16,097	9,235	42,235	20,106	8,449	8,192
△Reno	148,341	.0686	5,298	.0612	129	145	32,834	14,824	18,336	9,499	7,672	24,062	13,979	5,717	11,856
Total Above Areas	351,329	.1624	5,062	.1167	122	135	77,497	32,010	36,511	25,596	16,907	66,297	34,085	14,166	20,048

NEW HAMPSHIRE— (Other New England States: Connecticut, Maine, Massachusetts, Rhode Island, Vermont.)

Map, page 240

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Berlin	Coos	18.1	229	79	31	17	22	18	13	15	11	5
Claremont	Sullivan	14.8	186	35	19	14	18	16	20	19	12	5
Concord	Merrimack	28.8	376	77	55	21	38	23	24	46	12	14
Dover	Strafford	18.9	249	47	39	25	33	21	12	20	12	6
Keene	Cheshire	17.3	244	36	27	22	29	17	19	35	17	6
Laconia	Belknap	15.6	250	42	24	17	26	24	17	22	14	9
Lebanon	Grafton	9.0	137	19	15	15	7	7	10	19	9	4
Manchester	Hillsborough	84.9	1,080	244	166	100	90	63	68	92	44	29
Nashua	Hillsborough	39.1	412	88	73	40	38	32	19	37	17	13
Portsmouth	Rockingham	24.7	313	58	60	11	31	23	22	34	19	6
Rochester	Strafford	15.2	213	44	39	7	18	21	10	24	13	5

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Belknap		41,427	.0181	5,114	.0159	104	125	11,503	2,218	2,100	2,103	1,902	7,679	2,035	2,719	1,829
Laconia		29,626	.0137		.0100	115	157	8,201	1,316	1,434	2,002	1,592	5,873	1,382	1,248	1,534
Carroll		24,356	.0114	5,011	.0089	99	127	6,649	1,293	1,800	1,335	413	4,994	2,187	1,856	852
Cheshire		49,681	.0230	3,912	.0225	95	97	14,508	1,993	4,333	2,592	1,363	9,135	4,519	2,853	1,311
Keene		33,124	.0153		.0114	118	158	8,924	1,170	2,549	2,466	1,176	6,540	3,190	1,547	939
Coos		40,385	.0187	3,883	.0187	90	90	13,094	1,918	2,502	2,364	1,069	7,100	2,709	2,503	1,030
Berlin		20,932	.0097		.0094	93	96	7,827	711	1,479	1,700	747	3,714	818	1,430	420
Grafton		63,427	.0293	4,917	.0263	102	113	16,822	2,483	5,032	2,770	2,566	12,611	4,180	3,914	2,044
Lebanon		14,984	.0069		.0055	110	138	3,885	607	1,533	680	585	2,961	950	846	271
Hillsborough	96	239,939	.1110	4,770	.1013	108	118	61,932	11,731	30,340	17,550	9,471	40,882	13,747	14,671	5,967
▲Manchester		142,212	.0658		.0551	116	139	33,348	6,476	22,172	12,471	6,398	26,064	7,067	8,169	3,697
Nashua		59,073	.0273		.0239	109	125	17,717	3,674	5,766	4,087	2,549	7,991	3,298	3,512	1,217
Merrimack		75,568	.0349	4,129	.0345	95	96	19,908	4,302	5,128	4,441	2,210	12,501	6,039	3,075	2,184
Concord		47,200	.0218		.0175	109	135	11,639	2,209	3,721	3,381	1,569	8,149	3,224	2,015	1,417
Rockingham		129,734	.0600	4,859	.0520	106	122	33,467	9,693	8,778	5,930	4,182	25,373	9,074	8,066	2,905
Portsmouth		52,640	.0243		.0170	123	176	11,716	2,739	3,328	3,849	2,725	11,259	4,323	2,858	1,197
Strafford		66,177	.0306	4,354	.0297	98	101	18,054	3,168	5,237	6,416	3,439	8,292	4,584	4,678	1,855
Dover		31,735	.0147		.0116	109	139	8,025	1,170	3,536	4,076	2,001	3,453	1,680	2,508	859
Rochester		17,222	.0080		.0083	98	94	4,049	952	1,125	1,550	883	3,084	1,324	768	554

New Hampshire Population-Income data, pages 240-241

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NEW HAMP. — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
Sullivan		32,671	.0152	3,755	.0155	96	94	9,006	1,119	3,096	1,889	1,605	5,638	2,782	2,921	968
Claremont		21,097	.0098		.0088	106	118	5,640	460	2,521	1,646	1,339	3,758	1,006	1,221	502
Total Above Cities		469,845	.2173		.1785	111	136	120,671	21,484	49,164	37,908	21,564	82,846	28,262	28,122	12,607
State Total		763,565	.3532	4,540	.3253	102	110	204,943	39,918	68,348	47,440	28,222	134,193	51,356	48,350	20,945
METRO. AREAS		**RETAIL SALES— SM ESTIMATES, 1959**														
Manchester		239,939	.1110	4,770	.1013	108	118	61,932	11,731	30,340	17,550	9,471	40,882	13,747	14,671	5,967
Total Above Areas		239,939	.1110	4,770	.1013	108	118	61,932	11,731	30,340	17,550	9,471	40,882	13,747	14,671	5,967
NEW HAMPSHIRE STATISTICAL AREA																
Manchester		147,318	.0681		.0608	119	134	34,641	6,636	22,677	12,521	6,481	26,064	7,953	8,221	3,697
Total Above Areas		147,318	.0681		.0608	119	134	34,641	6,636	22,677	12,521	6,481	26,064	7,953	8,221	3,697

NEW JERSEY— (Other Middle Atlantic States: New York, Pennsylvania.)

Map, page 244

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Asbury Park	Monmouth	19.5	489	79	138	41	60	26	16	16	17	16
Atlantic City	Atlantic	63.6	1,603	287	483	91	180	68	46	58	34	39
Bayonne	Hudson	80.0	928	296	187	65	84	53	21	51	24	24
Belleville	Essex	36.2	353	79	66	24	24	21	18	30	15	9
Belmar	Monmouth	6.0	146	22	36	30	9	9	10	11	12	3
Bergenfield	Bergen	24.8	220	34	26	19	36	21	18	19	13	8
Bloomfield	Essex	54.6	495	109	84	41	44	18	17	41	31	17
Boonton	Morris	8.0	134	25	20	9	14	9	7	17	2	3
Bound Brook	Somerset	9.7	162	24	28	9	18	5	12	17	14	5
Bridgeton	Cumberland	20.9	396	95	49	30	37	27	27	36	16	8
Burlington	Burlington	15.0	195	35	40	11	19	10	14	25	9	7
Caldwell	Essex	6.9	117	19	11	9	12	9	3	14	6	5
Camden	Camden	132.7	1,686	431	336	116	179	116	51	111	55	45
Carteret	Middlesex	16.5	198	53	45	17	12	10	2	11	7	6
Cliffside Park	Bergen	18.3	221	60	40	23	28	14	9	10	6	9
Clifton	Passaic	80.4	810	188	176	87	39	20	37	88	39	22
Collingswood	Camden	18.8	171	34	14	13	24	13	8	16	10	10
Cranford Township	Union	24.1	*	*	*	*	*	*	*	*	*	*
Dover	Morris	12.4	260	37	39	19	42	26	14	24	14	7
Dumont	Bergen	18.9	104	25	13	9	9	5	3	11	7	5
East Orange	Essex	85.2	708	174	82	71	81	47	35	58	12	25
East Paterson	Bergen	22.0	140	28	21	13	9	8	4	18	12	3
Elizabeth	Union	123.8	1,516	358	354	128	150	82	62	104	39	43
Englewood	Bergen	26.7	327	60	41	16	51	25	16	33	11	9
Fair Lawn	Bergen	35.0	281	56	48	51	15	15	6	22	17	8
Flemington	Hunterdon	3.6	115	15	12	14	16	10	6	13	7	3
Fort Lee	Bergen	24.0	194	33	48	18	9	8	6	35	3	8
Freehold	Monmouth	7.6	180	27	22	9	26	13	17	16	14	6
Garfield	Bergen	30.9	382	118	78	37	1	10	11	36	13	9
Gloucester City	Camden	14.5	156	44	43	10	10	4	5	15	5	4
Hackensack	Bergen	33.3	637	95	102	39	116	49	32	52	26	12
Haddonfield	Camden	13.1	174	27	12	8	36	14	4	18	12	6
Hammonton	Atlantic	9.6	197	34	29	18	27	6	9	24	13	3
Harrison	Hudson	13.1	201	52	70	14	12	10	3	7	5	4
Hawthorne	Passaic	16.9	172	49	18	21	6	4	11	19	12	3
Highland Park	Middlesex	12.6	126	30	20	9	7	7	12	16	4	3
Hightstown	Mercer	4.4	91	21	18	6	4	5	7	3	4	4
Hillside Township	Union	23.3	*	*	*	*	*	*	*	*	*	*
Hoboken	Hudson	51.8	744	196	239	45	67	34	10	18	16	18
Irvington	Essex	63.1	764	195	116	95	73	36	37	61	32	26
Jersey City	Hudson	305.1	3,345	992	750	187	345	171	65	169	93	95
Kearney	Hudson	40.4	410	108	78	35	23	10	21	48	19	11
Linden	Union	39.3	432	89	98	34	39	26	31	34	25	9
Little Ferry	Bergen	6.6	74	13	12	10	0	2	16	8	3	1
Lodi	Bergen	23.8	274	72	47	41	26	16	11	22	8	5
Long Branch	Monmouth	30.5	376	68	89	31	32	27	28	25	17	12
Lyndhurst Township	Bergen	22.5	*	*	*	*	*	*	*	*	*	*
Madison	Morris	14.8	114	20	18	6	11	5	9	13	6	4
Maplewood Township	Essex	27.0	*	*	*	*	*	*	*	*	*	*
Merchantville	Camden	5.6	125	18	21	16	12	4	5	13	11	6
Metuchen	Middlesex	16.0	159	27	29	17	19	11	11	19	4	4
Millburn Township	Essex	17.8	*	*	*	*	*	*	*	*	*	*
Millville	Cumberland	18.3	276	57	48	15	32	14	25	34	11	5
Montclair	Essex	46.8	456	100	47	48	45	26	23	33	18	14
Morristown	Morris	19.0	338	55	48	31	55	26	20	17	17	11
Neptune Township	Monmouth	20.6	*	*	*	*	*	*	*	*	*	*
New Brunswick	Middlesex	43.1	713	138	161	51	83	69	21	33	27	14
Newark	Essex	468.8	6,055	1,549	1517	485	534	300	119	310	182	157
Newton	Sussex	6.2	169	17	36	10	17	16	13	17	12	6
North Arlington	Bergen	19.1	148	36	30	13	10	6	5	13	5	4
North Bergen Township	Hudson	44.0	*	*	*	*	*	*	*	*	*	*
North Plainfield	Somerset	15.8	107	22	21	9	2	7	6	21	4	2
Nutley	Essex	31.2	233	54	38	18	16	9	7	38	12	8
Ocean City	Cape May	7.6	342	52	84	34	28	14	10	27	22	11
Orange	Essex	41.1	442	113	100	24	43	28	12	31	13	13
Palisades Park	Bergen	12.6	154	19	34	14	13	10	8	16	13	6
Paramus	Bergen	23.0	319	27	62	24	54	48	10	36	18	4
Passaic	Passaic	60.7	1,104	257	221	87	165	89	30	46	31	28
Paterson	Passaic	146.1	2,163	533	469	171	183	117	75	157	75	53
Pennsauken Township	Camden	28.8	*	*	*	*	*	*	*	*	*	*
Penns Grove	Salem	7.4	126	22	28	17	14	9	9	8	1	3
Perth Amboy	Middlesex	44.3	694	158	146	49	94	37	32	48	21	17
Phillipsburg	Warren	20.7	248	54	73	13	4	13	7	29	14	4
Plainfield	Union	48.0	616	120	69	43	96	54	30	44	27	20
Pleasantville	Atlantic	13.9	216	50	31	13	28	10	12	33	9	6

(Continued on page 592)

New Jersey Population-Income data, pages 241-247

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* Data not available

WOR-RADIO

Camden County is one of 139 Counties in 13 states covered by **WOR-Radio.** WOR has the largest station audience in America with 4,103,420 listening families every week. see page 651

Here Is Proof Positive ····

In Southern New Jersey — a rich and rapidly expanding three-county market (Atlantic, Cape May, Cumberland), a three-phase market (Industry, Agriculture, Recreation) — the PRESS again proved its strength as a *one-paper medium* in 1959, with 12,773,598 lines, an increase of 802,-159 lines over 1958*

*By Media Records for 1959

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President* — Scolaro, Meeker & Scott, Inc., *National Representatives*

NEW JERSEY

Cont. from page 591

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Point Pleasant	Ocean	7.7	87	15	14	13	2	2	8	12	6	2
Point Pleasant Beach	Ocean	5.1	164	20	40	10	13	15	10	17	8	2
Pompton Lakes	Passaic	8.4	142	19	23	13	19	11	11	8	11	4
Princeton	Mercer	14.6	172	26	30	8	30	15	13	12	8	5
Rahway	Union	27.1	281	50	47	24	24	15	18	39	12	7
Red Bank	Monmouth	15.2	393	59	59	24	60	24	21	34	17	9
Ridgefield	Bergen	11.5	92	11	20	16	0	4	8	20	1	2
Ridgefield Park	Bergen	13.1	110	24	15	12	7	4	5	13	7	3
Ridgewood	Bergen	25.6	243	25	27	25	46	20	23	18	12	6
River Edge	Bergen	13.8	71	14	9	6	4	3	2	14	5	4
Roselle	Union	24.0	159	37	21	17	8	9	8	26	8	6
Roselle Park	Union	15.2	109	29	17	4	4	6	5	11	6	3
Rutherford	Bergen	21.9	171	30	14	18	24	8	10	24	6	6
Salem	Salem	9.8	179	32	34	13	18	15	14	17	12	3
Sayreville	Middlesex	16.1	169	30	51	8	6	11	3	25	8	4
Somerville	Somerset	13.9	263	33	45	23	36	20	17	21	21	4
South Orange	Essex	16.3	133	20	16	13	21	6	11	7	5	5
South River	Middlesex	13.9	211	48	57	15	16	9	10	13	10	6
Summit	Union	21.3	238	30	27	17	43	26	12	15	11	8
Teaneck Township	Bergen	41.6	*	*	*	*	*	*	*	*	*	*
Tenafly	Bergen	14.5	103	20	15	12	13	5	3	12	5	3
Trenton	Mercer	136.4	2,388	574	539	187	211	149	70	185	67	56
Union City	Hudson	53.8	972	241	270	60	106	55	18	33	19	28
Union Township	Union	52.6	*	*	*	*	*	*	*	*	*	*
Verona	Essex	13.0	111	11	14	6	7	11	5	19	10	2
Vineland	Cumberland	38.0	550	94	74	58	76	27	31	53	37	7

(Continued on page 594)

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Atlantic	11	253,953	.1174	5,309	.0965	114	139	58,841	41,113	20,489	23,801	12,778	25,559	13,841	11,128	8,419
▲Atlantic City		144,944	.0670		.0462	130	188	26,140	27,054	14,940	18,593	9,312	13,372	3,883	5,104	4,990
Hammonton		18,934	.0083		.0063	117	163	4,768	1,175	860	1,845	637	2,499	1,624	1,500	299
Pleasantville		25,076	.0116		.0088	113	149	8,851	1,360	2,351	2,222	894	4,290	1,876	1,104	716
Bergen	116	990,006	.4620	4,041	.5455	121	102	255,257	74,101	128,900	80,440	65,956	141,258	68,607	54,649	28,020
Bergenfield		32,608	.0151		.0173	124	100	8,190	1,328	1,229	3,582	1,492	8,843	1,376	2,255	929
Cliffside Park		17,547	.0081		.0118	110	70	6,907	1,188	1,024	1,261	878	2,644	865	465	733
Dumont		12,140	.0056		.0108	102	53	5,705	492	579	393	237	1,674	751	469	517
East Paterson		17,891	.0083		.0126	102	67	7,706	1,028	1,532	1,211	573	256	1,619	1,669	703
Englewood		52,068	.0241		.0224	150	102	11,797	2,582	1,258	4,097	2,589	16,417	4,266	1,380	1,163
Fair Lawn		31,243	.0144		.0224	114	73	11,301	1,796	3,491	1,051	769	2,943	2,191	4,178	1,196
Fort Lee		24,363	.0113		.0159	119	84	5,987	2,777	1,715	269	789	4,601	5,408	380	594
Garfield		24,445	.0113		.0169	95	65	6,202	3,051	1,101	76	326	5,721	1,739	1,152	641
Hackensack		123,325	.0570		.0332	178	306	14,184	6,192	27,723	19,156	7,426	24,843	3,200	6,007	2,026
Little Ferry		9,114	.0042		.0041	111	114	826	1,115	341		458	3,399	574	712	215
Lodi		35,459	.0164		.0148	111	123	13,783	2,115	1,668	4,630	3,904	2,476	1,423	1,000	629
Lyndhurst Township		16,289	.0075		.0143	113	60	4,547	1,642	930	311	73	3,449	1,545	333	660
North Arlington		19,417	.0090		.0120	112	84	10,248	1,970	595	749	224	1,351	984	650	492
Palisades Park		18,134	.0084		.0091	128	118	3,754	1,239	879	511	179	3,987	1,423	2,009	1,181
Paramus		148,579	.0687		.0310	240	533	13,907	11,304	61,229	21,565	18,370	4,637	5,080	3,816	971
Ridgefield Borough		10,249	.0047		.0073	114	73	1,143	1,068	1,285		1,366	1,613	1,388	71	127
Ridgefield Park		13,119	.0061		.0081	111	84	3,291	890	514	278	163	4,119	1,900	278	429
Ridgewood		47,533	.0220		.0232	162	154	12,929	1,180	1,419	5,417	2,987	13,807	1,217	1,258	2,250
River Edge		15,224	.0070		.0098	137	91	6,011	336	2,024	198	1,128	2,349	1,329	385	631
Rutherford		23,695	.0110		.0155	126	89	7,370	580	1,489	2,019	598	5,938	1,967	533	755
Teaneck Township		32,386	.0150		.0296	127	64	14,925	2,281	1,586	1,366	1,860	816	2,741	1,351	1,344
Tenafly		15,497	.0072		.0112	138	89	6,386	1,089	805	428	158	2,669	745	725	803
Westwood		25,531	.0118		.0092	167	241	6,953	738	2,680	1,728	1,553	6,156	1,544	1,459	578

New Jersey Population-Income data, pages 241-247

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* Data not available



TRENTON TOPS THE DELAWARE VALLEY

Natty dressers, these Trenton folk. Survey of Buying Power statistics demonstrate they spend more per family on clothing (*and* food *and* furniture *and* cars) than the citizens of any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

The Trenton Times is the dominant newspaper of its market. That means it reaches 73% of metropolitan area households, 96% of city zone. Beats the Trenton coverage of Philadelphia papers nearly 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

NEW JERSEY

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

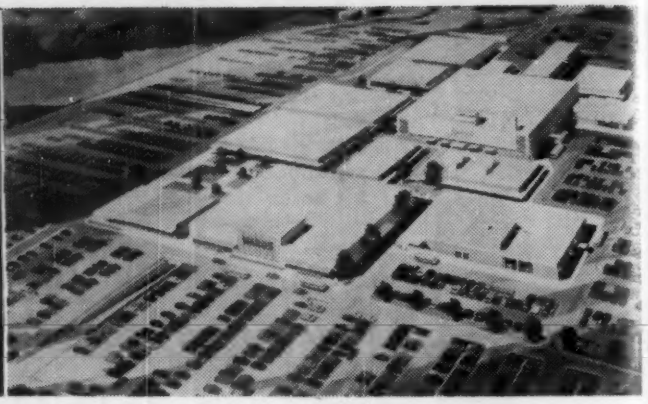
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Furn. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Burlington	6	185,142	.0856	3,931	.1033	99	82	45,498	15,42[illegible]	10,63[illegible]	6,269	6,897	40,069	18,037	15,939	5,008
Burlington		25,741	.0119		.0093	111	142	6,039	1,42[illegible]	1,10[illegible]	1,536	883	8,216	1,940	1,048	719
Camden	5	477,179	.2207	4,354	.2259	109	106	123,557	44,47[illegible]	50,61[illegible]	27,563	23,14[illegible]	90,742	31,29[illegible]	21,962	11,879
Camden		189,643	.0877		.0812	109	118	33,551	14,78[illegible]	39,03	11,301	14,27[illegible]	35,826	7,749	8,343	4,127
Collingswood		23,542	.0109		.0131	125	104	6,573	[illegible]9[illegible]	1,24[illegible]	1,005	659	6,715	1,652	1,317	768
Gloucester City		12,546	.0058		.0073	90	72	6,029	1,49[illegible]	44[illegible]	170	1[illegible]2	1,319	893	252	343
Haddonfield		32,317	.0149		.0118	162	204	8,013	543	797	7,753	1,970	6,925	1,334	528	1,155
Merchantville		13,194	.0061		.0050	161	197	3,718	3,01[illegible]	54[illegible]	1,032	123	844	605	628	622
Pennsauken Township		57,016	.0264		.0208	129	164	12,704	6,55[illegible]	1,26[illegible]	2,504	1,95[illegible]	23,223	3,32[illegible]	1,129	530
Cape May		90,545	.0419	5,842	.0306	115	158	24,779	15,11[illegible]	6,82[illegible]	4,040	2,72[illegible]	11,076	6,071	6,488	2,673
Ocean City		22,202	.0103		.0062	144	240	6,080	2,844	2,60[illegible]	1,312	650	3,227	1,301	1,261	941
Wildwood		27,485	.0127		.0062	182	374	6 501	5,982	2,145	1,698	1,340	2,820	1,279	814	802
Cumberland	294	141,895	.0656	4,505	.0605	103	111	33,109	7,10[illegible]	14,367	10,179	9,250	24,111	7,964	10,385	3,022
△Bridgeton		45,932	.0212		.0146	125	181	10,90[illegible]	1,76[illegible]	4,08[illegible]	3,441	4,818	8,467	2,045	2,831	1,057
Millville		23,978	.0111		.0105	103	109	5,859	1,674	1,390	1,850	1,000	6,404	1,544	707	564
△Vineland		61,909	.0286		.0241	113	134	12,776	2,724	8,587	4,668	2,943	8,993	3,264	5,144	1,401
Essex	106	1,350,019	.6244	4,595	.6562	119	113	308,227	125,74[illegible]	245,52[illegible]	120,861	77,567	166,937	61,996	45,751	39,237
Belleville		31,017	.0143		.0206	101	70	8,395	2,415	799	1,214	1,237	9,162	1,918	1,888	975
Bloomfield		58,461	.0270		.0347	113	88	17,309	4,848	2,995	6,238	3,199	10,191	3,526	1,408	2,074
Caldwell		19,170	.0089		.0066	169	228	5,042	1,402	763	2,741	650	3,655	935	636	714
East Orange		96,261	.0445		.0596	125	93	23,602	5,545	12,154	12,358	6,232	16,020	4,740	422	2,469
Irvington		79,858	.0369		.0422	120	105	24,240	5,039	4,110	6,460	3,980	17,318	3,945	3,239	3,528
Maplewood Township		25,433	.0118		.0198	131	78	8,409	973	572	713	520	6,216	2,682	695	664
Millburn Township		50,958	.0236		.0202	206	241	10,890	2,839	17,559	4,924	4,606	2,194	1,613	506	889
Montclair		75,103	.0347		.0370	141	132	16,430	2,404	8,841	4,655	3,091	18,029	3,426	2,516	2,148
▲Newark		700,184	.3238		.3062	117	123	130,099	79,241	180,508	69,872	45,410	49,858	26,033	20,959	18,710
Nutley		28,036	.0130		.0200	114	74	9,285	1,110	1,874	923	1,239	4,405	1,886	1,113	1,045
Orange		46,692	.0216		.0253	110	94	14,401	5,274	3,888	4,760	2,659	2,154	2,535	1,233	1,737
South Orange		27,490	.0127		.0142	156	140	5,906	1,483	1,104	2,804	416	10,049	808	820	864
Verona		17,542	.0081		.0089	122	111	3,160	1,733	376	444	1,716	3,416	1,609	2,474	297
West Orange		40,620	.0188		.0235	121	97	13,967	7,068	4,296	738	752	5,598	2,194	2,000	1,500
Gloucester	5	130,807	.0604	3,401	.0703	98	84	36,463	8,121	6,184	6,075	5,587	25,688	9,259	9,494	4,113
Woodbury		38,350	.0177		.0119	161	239	11,536	682	1,567	2,186	2,160	12,498	1,487	1,796	1,125
Hudson	75	655,370	.3031	3,442	.3687	102	84	185,041	72,053	50,172	64,636	39,612	79,930	36,854	25,024	18,480
Bayonne		66,861	.0309		.0444	99	69	22,494	6,941	3,991	7,479	4,552	6,212	3,879	1,763	2,058
Harrison		18,294	.0085		.0078	107	116	3,695	2,094	3,373	1,471	634	231	402	1,449	308
Hoboken		50,318	.0231		.0290	100	80	16,441	8,308	2,608	4,387	3,550	4,695	1,784	1,515	1,303
▲Jersey City		274,529	.1270		.1695	99	74	80,411	31,115	15,635	29,371	17,721	29,762	15,150	9,491	8,774
Kearny		37,580	.0174		.0228	101	77	11,436	3,042	1,608	1,756	359	6,950	4,240	3,305	1,162
North Bergen Township		48,063	.0222		.0271	110	90	11,509	4,325	3,417	1,166	2,333	13,391	3,229	1,359	782
Union City		90,806	.0420		.0371	123	140	20,828	9,045	16,077	8,322	5,278	13,061	2,396	2,511	2,227
West New York		47,184	.0218		.0241	115	104	11,823	3,189	2,919	10,161	4,843	5,563	1,412	2,015	1,194
Hunterdon		65,779	.0304	4,415	.0285	103	110	15,556	4,802	2,353	3,194	2,399	11,181	4,779	6,550	1,459
Flemington		20,702	.0096		.0046	230	480	5,301	630	480	2,231	1,578	3,963	506	966	362
Mercer	166	377,273	.1745	5,133	.1744	114	115	87,181	33,583	49,590	27,799	21,060	58,684	21,335	19,080	9,430
Hightstown		17,644	.0082		.0046	184	328	2,814	1,035	221	197	67	1,953	247	509	324
Princeton		30,277	.0140		.0166	141	171	5,926	2,757	3,177	3,291	1,351	7,452	1,193	1,429	1,200
▲Trenton		213,705	.0988		.0889	117	129	44,197	19,249	40,809	22,337	16,952	20,998	10,917	8,835	5,269

NEW MULTI-MILLION DOLLAR MONMOUTH SHOPPING CENTER IN THE FASTEST GROWING ALL YEAR RESIDENTIAL AREA IN NEW JERSEY!

ASBURY PARK PRESS

COVERING MONMOUTH AND OCEAN COUNTIES SEVEN DAYS A WEEK

ASBURY PARK, N. J. 35,406 ABC



NEW JERSEY

Cont. from page 592

City	County	Pop. (thous.)	NUMBER OF OUTLETS								
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Washington	Warren	5.3	105	17	14	8	12	8	8	11	4	4
West New York	Hudson	37.8	555	145	94	49	74	41	21	30	16	16
West Orange	Essex	34.7	305	58	80	41	11	14	7	22	22	12
Westfield	Union	27.2	255	35	19	22	39	22	15	28	17	8
Westwood	Bergen	8.8	139	17	13	15	21	14	9	11	9	4
WildWood	Cape May	6.0	441	66	162	34	29	20	15	31	13	8
Woodbridge Township	Middlesex	52.5	•	•	•	•	•	•	•	•	•	•
Woodbury	Gloucester	13.3	204	30	12	17	26	18	19	18	11	5

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Middlesex	259	**499,179**	**.2309**	**4,714**	**.2321**	**113**	**112**	**132,439**	**46,187**	**48,878**	**38,467**	**29,006**	**75,869**	**34,495**	**31,926**	**14,524**
Carteret		15,885	.0073		.0090	98	79	5,712	1,660	1,520	1,245	562	781	933	895	450
Highland Park		11,950	.0055		.0085	120	77	4,684	592	487	604	380	2,445	916	193	197
Metuchen		33,621	.0155		.0129	143	172	11,793	1,924	1,800	1,281	569	9,473	1,383	1,679	763
△New Brunswick		84,460	.0391		.0318	132	162	14,472	7,158	10,274	14,569	6,983	12,794	3,211	3,055	2,321
△Perth Amboy		75,380	.0349		.0299	121	141	15,133	6,148	9,263	9,392	6,711	12,415	2,739	2,911	1,688
Sayreville		15,237	.0070		.0095	106	78	5,379	1,579	443	1,098	497	973	2,347	675	878
South River		18,871	.0087		.0087	112	112	4,913	1,596	1,080	750	736	4,546	638	1,762	674
Woodbridge Township		65,312	.0302		.0325	111	103	15,928	6,801	1,347	6,712	6,654	11,003	7,231	3,323	1,904
Monmouth		**443,110**	**.2049**	**4,785**	**.1955**	**112**	**118**	**119,676**	**41,778**	**43,322**	**29,218**	**20,364**	**67,160**	**25,353**	**25,941**	**12,497**
Asbury Park		66,811	.0309		.0181	166	283	7,906	6,265	20,147	8,394	4,612	9,521	1,266	2,148	1,830
Belmar		13,340	.0062		.0045	132	182	3,804	1,670	510	545	230	3,245	568	1,450	242
Freehold		21,215	.0098		.0061	142	228	5,378	836	1,074	1,504	1,281	4,266	803	1,454	672
Long Branch		35,692	.0165		.0180	105	96	8,332	3,162	2,634	2,227	1,678	8,081	1,451	2,566	1,142
Neptune Township		14,146	.0065		.0108	94	57	1,667	2,229	130	42	143	4,668	1,127	1,120	480
Red Bank		57,601	.0266		.0154	181	313	11,593	2,852	5,449	8,672	3,188	11,958	2,175	2,743	1,286
Morris	106	**290,470**	**.1385**	**4,731**	**.1436**	**113**	**109**	**66,952**	**23,644**	**29,666**	**15,571**	**16,051**	**52,097**	**21,443**	**26,725**	**8,697**
Boonton		15,869	.0073		.0058	129	162	3,158	1,132	565	700	348	5,345	962	244	265
Dover		33,714	.0156		.0101	146	226	7,832	2,684	4,290	3,929	1,766	6,585	1,647	1,301	1,039
Madison		16,565	.0077		.0099	119	93	3,319	884	336	772	486	5,090	1,350	1,141	629
Morristown		58,202	.0269		.0175	165	254	7,403	2,003	15,393	5,446	2,684	11,707	1,893	4,394	1,590
Ocean		**181,742**	**.0841**	**6,537**	**.0575**	**121**	**177**	**49,051**	**17,427**	**7,156**	**7,240**	**6,931**	**27,777**	**10,844**	**17,279**	**4,445**
Point Pleasant		5,125	.0024		.0037	86	86	1,385	770	350	94	89	694	680	253	143
Point Pleasant Beach		27,143	.0126		.0060	207	434	10,070	1,948	748	1,616	1,568	4,157	924	3,053	540
Passaic	118	**583,005**	**.2696**	**4,953**	**.2538**	**120**	**127**	**133,042**	**46,874**	**92,922**	**50,671**	**39,039**	**89,248**	**29,756**	**27,659**	**14,528**
▲Clifton		80,888	.0416		.0506	113	92	23,993	9,316	5,600	2,750	1,660	17,794	6,632	9,560	2,565
Hawthorne		18,960	.0088		.0109	115	93	3,668	995	581	190	317	7,918	1,395	1,025	429
Passaic-Clifton		*224,631*	*.1039*		*.0978*	*124*	*133*	*44,906*	*17,078*	*48,908*	*21,148*	*11,944*	*30,479*	*9,655*	*12,854*	*5,288*
▲Passaic		134,743	.0623		.0470	138	183	20,312	7,760	43,302	18,395	10,284	12,678	3,023	2,694	2,733
▲Paterson		218,123	.1009		.0954	117	123	48,464	17,582	30,854	22,100	17,093	35,493	8,885	8,400	6,293
Pompton Lakes		18,291	.0085		.0065	138	181	5,480	973	1,595	1,878	939	2,623	547	1,495	655
Salem	178	**68,149**	**.0315**	**3,939**	**.0333**	**104**	**98**	**16,372**	**4,453**	**3,549**	**2,967**	**3,226**	**13,859**	**4,838**	**4,134**	**1,457**
Penns Grove		14,503	.0067		.0052	127	163	3,671	910	1,086	842	624	4,463	494	104	371
Salem		16,942	.0078		.0065	118	142	5,442	1,253	665	1,689	1,576	2,585	610	1,086	486

New Jersey Population-Income data, pages 241-247
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

WOR-RADIO

Salem County is one of 139 Counties in 13 states covered by **WOR-Radio**. WOR has the largest station audience in America with 4,103,420 listening families every week.

see page 651

PATERSON-CLIFTON-PASSAIC, N. J.

Metropolitan Area

This new metropolitan area (Passaic and Bergen Counties) is one of the top marketing centers of the nation—the fastest growing market in New Jersey.

With scores of big shopping centers—busy cities and towns drawing trade from both counties (445 square miles) you are sure of maximum sales from your advertising investments.

Its spectacular growth over the past decade is proof of the sales opportunities of today—tomorrow and in the future. You can sell more in northern New Jersey.

Quality Index of 120—1st in state—6% above state average
Income per Capita $2516—1st in state—$484 above state average
Income per Family $8217—3rd in state—$529 above state average —9th in nation
Population 1,185,400—2nd in state—351,600 more than 1950—18th in nation
Total Income $2,982,001,000—2nd in state—$1,750,679,000 more than 1950—14th in nation
Total Sales $1,582,011,000—2nd in state—$887,919,000 more than 1960— 19th in nation

THE HERALD-NEWS CITY ZONE has 92,781 families, 59,810 of THE HERALD NEWS total circulation (68,038) is in this important part of the market compared with the Bergen Evening Record 6,159, Paterson Evening News 5,156, Newark Evening News 4,656 and Newark Star-Ledger 5,865. ABC 12/31/59 Audits.

1960	Paterson-Clifton Passaic Metro Area	% of Growth 1960-1950	State of New Jersey	% of Growth 1960-1950
Population	1,185,400	42%	5,918,000	23%
Households	364,900	53%	1,751,500	27%
Effective Buying Income	$2,982,001,000	142%	$13,464,686,000	91%
Per Capita Income	$ 2,516	70%	$ 2,275	55%
Per Family Income	$ 8,172	58%	$ 7,688	50%
Total Retail Sales	$1,582,011,000	128%	$ 7,844,011,000	84%
Food Sales	$ 388,299,000	79%	$ 1,957,014,000	57%
General Merchandise Sales	$ 221,822,000	376%	$ 911,642,000	137%
Drug Sales	$ 42,548,000	196%	$ 215,797,000	124%
Furn.-Hsld.-Appl. Sales	$ 104,995,000	177%	$ 460,392,000	109%
Quality Index	120	12%	114	5%

In this same 10 year period THE HERALD-NEWS of Passaic-Clifton, New Jersey, has enjoyed a 31% increase in circulation in its portion of this market.

THE HERALD-NEWS current ABC Audit 12/31/59 circulation of 68,038 is predominantly home delivered.

We invite you to accept a complimentary copy of detailed circulations of all newspapers in the Paterson-Clifton-Passaic Metropolitan Area.

THE HERALD NEWS

Write: William J. Hay, General Advertising Manager

Post Office Box 1019, Passaic, New Jersey—PRescott 7-6000

New York Office—60 East 42nd Street—James J. Todd, Manager—Telephone: YUkon 6-5542

DOUBLE Sales Potential

in Jersey's Best Big Market

Note these figures on per capita Retail Sales for Plainfield vs averages for all other New Jersey cities of 50,000 or more population . . . About double in each line of trade.

Per Capita:	Total Sales $	Food $	General Mdse. $	Apparel $	Furn.-House-Appl. $	Automotive $	Gas Stations $	Lumber-Bldg. Hdwre. $	Drugs $
Plainfield	2,510	615	416	254	197	448	65	153	60
All other N. J. cities over 50M or more population	1,328	300	230	134	90	162	58	48	28

Plainfield people have the highest average income among all these major cities where local newspapers are available. The above figures show what this means in sales opportunity for advertisers.

Local merchants know. Retail grocers, for example, last year ran more advertising in the Courier-News than in any other newspaper measured by Media Records in the entire Northeastern U. S.

Over 90% of the homes in the ABC City Zone read the Courier-News each evening.



More than 141,464 people live within 4 miles of downtown Plainfield (A.B.C. City Zone.)

No outside New Jersey or New York newspaper adequately reaches Plainfield housewives.

CIRCULATION NOW OVER 41,525 DAILY

PLAINFIELD COURIER-NEWS

Plainfield, N. J.

Represented by Gannett Advertising Sales, Inc., a Division of

The Gannett Newspapers

Offices: New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

NEW JERSEY — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Somerset	250	**149,702**	**.0692**	**4,079**	**.0779**	**108**	**94**	**38,218**	**14,600**	**9,652**	**9,226**	**7,698**	**27,205**	**10,812**	**12,627**	**3,873**
Bound Brook		20,362	.0094		.0070	130	174	4,834	1,978	517	1,457	827	5,651	1,016	786	687
North Plainfield		12,771	.0059		.0092	105	67	3,004	1,908	647	317	883	3,254	1,483	317	499
Somerville		39,181	.0181		.0121	155	232	9,830	1,706	4,872	3,225	2,165	7,483	1,991	2,193	954
Sussex		**58,693**	**.0272**	**4,891**	**.0231**	**104**	**122**	**15,465**	**5,635**	**3,300**	**1,744**	**2,175**	**9,578**	**5,211**	**6,657**	**1,354**
Newton		22,044	.0102		.0056	160	291	7,153	1,036	1,204	1,151	1,215	5,812	709	848	585
Union	108	**764,809**	**.3537**	**5,116**	**.3579**	**126**	**125**	**195,615**	**49,279**	**83,835**	**61,177**	**65,691**	**117,976**	**41,139**	**54,722**	**20,881**
Cranford Township		17,121	.0079		.0157	116	59	6,985	1,059	383	1,032	577	25	1,611	1,492	983
Elizabeth		170,468	.0788		.0814	117	114	39,994	14,532	24,484	15,173	12,024	27,780	7,570	6,303	5,016
Hillside Township		23,653	.0109		.0153	118	84	4,754	1,634	4,358	480	635	6,129	1,976	612	503
Linden		61,402	.0284		.0270	123	129	16,727	4,806	1,939	3,707	3,905	14,477	3,606	5,982	1,288
Plainfield		120,542	.0557		.0411	153	207	29,503	3,135	19,939	12,216	9,440	21,435	3,100	7,326	2,864
Rahway		65,229	.0302		.0222	146	.	11,268	2,980	9,269	2,121	16,128	11,130	2,771	2,456	1,289
Roselle		19,500	.0090		.0147	110	67	8,236	755	1,782	669	1,153	819	1,657	1,294	709

New Jersey Population-Income data, pages 241-247

© SM, 1960.

Before using these figures see page 464.

THE MOST POWERFUL SELLING COMBINATION IN UNION COUNTY


Elizabeth Daily Journal

President In Chile; Cheered At Airport

Nonstop Session Begun

Austerity Subdues Display

Problems Increase As Medical Science Adds Years To Life

Bruchet May Link Mussatello, Dewey

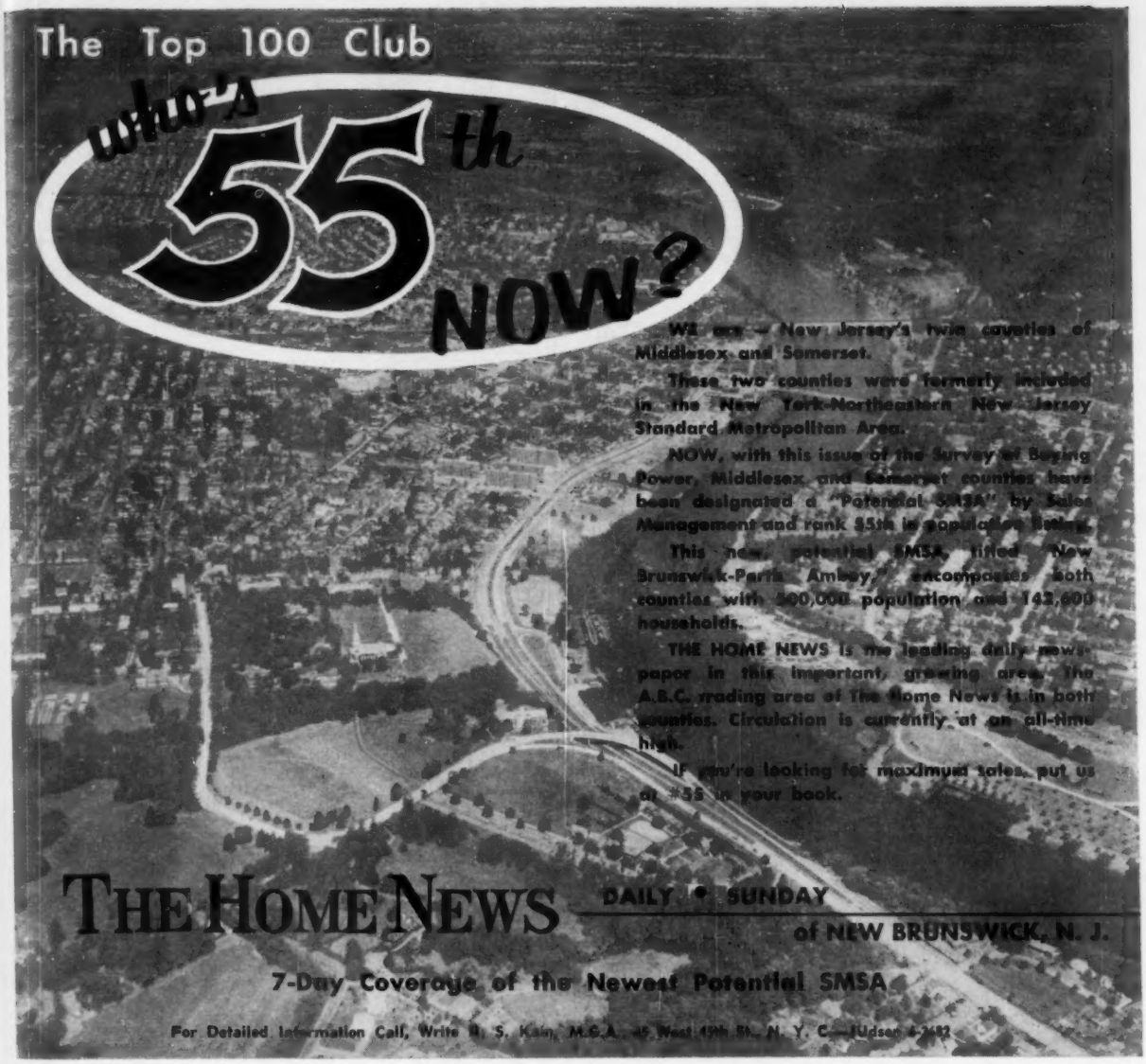
R O P Plus COLOR

Add the impact of R.O.P. Color to the unsurpassed coverage of the Elizabeth Journal for productive selling in this most important Union County market. Full and Spot Color available everyday in the . . .

ELIZABETH DAILY JOURNAL

52,000 CIRCULATION SERVING WEALTHY UNION COUNTY

Represented Nationally By: STORY, BROOKS & FINLEY, INC.



NEW JERSEY		RETAIL SALES— SM ESTIMATES, 1959														
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel (a000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Roselle Park		14,943	.0069		.0097	114	81	3,087	844	267	260	768	6,415	1,104	730	258
Summit		42,698	.0197		.0185	155	166	9,721	1,338	2,251	4,026	1,932	10,422	2,192	4,897	1,860
Union Township		93,841	.0434		.0397	135	148	30,052	,342	5,578	9,626	8,109	11,198	5,377	8,862	1,595
Westfield		41,155	.0190		.0217	143	125	10,899	922	1,965	4,556	2,634	7,319	2,561	3,060	1,495
Warren	4	69,384	.0321	3,633	.0350	100	92	18,695	6,594	3,594	1,626	3,232	11,418	6,621	7,042	1,801
Easton (Pa.)-Wilson (Pa.)-Phillipsburg (N. J.)		*108,602*	*.0502*		*.0427*	*114*	*135*	*29,559*	*7,467*	*16,211*	*9,791*	*8,694*	*18,796*	*6,603*	*4,939*	*5,494*
Phillipsburg		23,098	.0107		.0119	103	91	7,966	2,594	900	132	874	3,310	3,282	1,342	596
Washington		12,918	.0060		.0040	133	200	2,330	492	1,292	688	970	2,949	690	1,072	616
Total Above Cities		5,739,638	2.6541		2.6029	121	123	1,350,238	476,903	777,444	522,796	364,697	901,861	282,897	251,392	156,355
State Total		7,844,011	3.6277	4,478	3.7701	114	110	1,957,014	698,128	911,642	592,784	460,392	1,167,432	470,353	441,140	215,797

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
Atlantic City	253,953	.1174	5,369	.0965	114	139	58,841	41,113	20,489	23,801	12,776	25,559	13,841	11,128	8,419
1Camden															
Jersey City	655,370	.3031	3,442	.3687	102	84	185,041	72,053	50,172	64,636	39,612	79,930	36,854	25,024	18,480
△New Brunswick-Perth Amboy	648,881	.3001	4,550	.3100	111	107	168,657	60,787	58,530	47,693	36,704	103,094	45,307	44,553	18,397

1 Included in the Philadelphia Metropolitan Area

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SM Standard (▲) and Potential (△) Metropolitan County Areas.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

NEW JERSEY

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS (continued)	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
New York-Northeastern New Jersey Standard Consolidated Area, N. J. Portion Only	*5,300,560*	*3.4514*	*4,401*	*3.6357*	*116*	*108*	*1,318,791*	*459,480*	*639,846*	*441,049*	*340,980*	*750,540*	*305,108*	*279,083*	*148,240*
Newark	2,414,298	1.1166	4,798	1.1577	120	116	570,794	198,665	359,021	197,609	159,309	337,010	124,578	127,198	68,815
Paterson-Clifton-Passaic	1,582,011	.7316	4,335	.7993	120	110	388,299	120,975	221,822	131,111	104,985	230,508	98,363	82,308	42,548
Trenton	377,273	.1745	5,133	.1744	114	115	87,161	33,563	49,590	27,799	21,060	58,684	21,335	19,660	9,430
△Vineland-Bridgeton	141,895	.0656	4,505	.0605	103	111	33,109	7,140	14,387	10,179	9,250	24,111	7,964	10,385	3,022
Total Above Areas	6,073,681	2.8089	4,476	2.9671	116	110	1,491,902	534,316	774,011	502,828	383,706	858,894	348,242	319,656	169,111

NEW MEXICO— (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, Utah, Wyoming.)

Map, page 248

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat.-& Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alamagordo	Otero	21.1	193	29	22	13	23	24	28	27	13	7
Albuquerque	Bernalillo	206.1	1,845	232	344	150	123	131	139	283	76	68
Artesia	Eddy	15.1	147	18	22	11	9	12	9	25	14	4
Carlsbad	Eddy	29.1	275	40	47	23	22	19	21	38	16	10
Clovis	Curry	27.6	274	26	38	14	25	30	35	39	30	6
Farmington	San Juan	20.5	245	28	39	19	29	25	25	26	17	7
Gallup	McKinley	12.6	212	31	45	23	13	9	13	31	4	7
Hobbs	Lea	29.6	296	33	46	18	24	17	31	45	24	9
Las Cruces	Dona Ana	22.5	276	44	50	18	18	16	14	57	17	9
Los Alamos	Los Alamos	13.3	35	4	4	5	2	4	1	4	0	2
Portales	Roosevelt	10.4	144	24	12	9	10	14	16	22	16	6
Rosewell	Chaves	40.1	374	59	63	23	29	23	37	54	21	16
Santa Fe	Santa Fe	35.1	383	62	68	28	28	30	24	44	10	11
Silver City	Grant	9.1	116	18	24	10	13	6	10	10	7	4
Tucumcari	Quay	9.6	156	92	28	5	7	11	9	46	11	6

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel (a000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bernalillo	3	357,811	.1653	5,044	.1490	105	117	74,182	24,745	43,283	20,740	24,382	77,993	27,283	23,714	13,675
△Albuquerque		341,019	.1577		.1309	114	137	68,330	22,890	41,492	20,684	24,032	77,642	24,856	21,992	13,079
Catron		1,579	.0008	2,399	.0011	65	47	962	228	295				284		
Chaves		71,975	.0333	4,470	.0327	100	102	13,720	4,347	8,649	3,584	2,412	19,308	5,344	7,331	2,271
Roswell		67,563	.0312		.0250	112	130	12,662	3,988	8,072	3,565	2,317	19,269	4,226	7,086	2,075
Colfax		15,953	.0074	4,558	.0068	91	99	3,261	1,443	1,507	526	364	3,065	1,801	2,160	543
Curry		39,365	.0182	4,233	.0137	104	101	5,793	2,090	4,361	2,443	2,232	11,256	2,833	4,742	1,064
Clovis		36,528	.0169		.0157	102	110	4,638	1,916	4,229	2,443	2,144	11,183	2,380	4,377	973
De Baca		3,091	.0014	3,884	.0013	93	100	814	278	161	60	82	988	152	372	135
Dona Ana		53,704	.0248	4,366	.0249	91	91	11,156	3,773	2,736	3,250	1,787	9,654	5,635	6,140	1,581
Las Cruces		43,429	.0201		.0133	106	100	9,146	2,939	2,293	3,091	1,739	8,247	4,871	4,189	1 434
Eddy		59,958	.0278	4,376	.0273	103	105	14,794	3,101	7,323	2,845	2,429	11,160	5,010	6,029	2,300
Artesia		19,018	.0088		.0088	104	104	4,978	756	1,511	785	597	3,678	1,215	3,244	702
Carlsbad		36,493	.0169		.0166	102	104	8,769	1,678	5,293	2,049	1,832	7,372	2,920	2,154	1,463
Grant		15,029	.0069	3,297	.0060	83	72	4,139	958	1,884	858	568	2,899	1,240	707	680
Silver City		11,337	.0052		.0051	100	102	3,513	657	794	770	323	2,698	410	688	632
Guadalupe		7,938	.0037	5,292	.0029	78	97	1,076	1,404	473	160	199	1,385	2,521	339	213
Harding		1,214	.0006	4,047	.0008	90	60	254	82	301			235	107	142	29
Hidalgo		6,585	.0030	5,065	.0027	90	106	961	1,078	376	188	211	1,183	1,265	760	121
Lea		63,071	.0292	4,320	.0300	107	104	16,414	4,845	3,245	3,359	2,420	13,834	6,235	5,323	1,786
Hobbs		36,499	.0169		.0179	108	102	9,508	2,273	2,163	2,356	1,336	9,917	2,689	2,680	1,145
Lincoln		8,780	.0040	4,171	.0040	82	82	1,280	1,075	858	175	101	672	2,491	917	233
Los Alamos		8,696	.0040	2,485	.0079	107	54	3,951	191	783	301	112	381	1,836		669
Los Alamos		8,696	.0040		.0079	107	54	3,951	191	783	301	112	381	1,836		669
Luna		14,321	.0067	4,620	.0057	89	105	2,380	1,191	1,775	797	361	2,671	2,806	551	352
McKinley		36,728	.0170	4,127	.0160	68	72	7,147	3,121	5,263	1,915	803	8,069	4,618	1,527	997
Gallup		31,202	.0144		.0085	120	203	5,995	2,914	2,463	1,774	803	8,069	3,893	1,527	997
Mora		1,628	.0007	1,163	.0017	50	21	321	113	638	35		133	293	95	
Otero		38,049	.0167	3,029	.0209	81	64	6,650	3,343	2,676	2,012	1,911	8,755	3,743	3,770	1,313
Alamogordo		30,655	.0142		.0120	102	120	5,960	2,423	2,122	1,899	1,736	8,220	2,756	3,270	997
Quay		18,971	.0088	5,127	.0072	99	121	3,086	1,865	1,011	568	416	3,145	4,096	1,775	578
Tucumcari		15,079	.0070		.0053	98	130	2,702	1,467	811	568	416	3,145	2,532	1,286	538
Rio Arriba		18,539	.0085	3,039	.0094	60	54	4,048	685	3,130	384	332	5,404	1,330	1,396	974
Roosevelt		16,871	.0078	4,218	.0082	93	89	3,368	463	1,204	821	876	2,914	1,514	2,566	1,133
Portales		14,678	.0068		.0059	102	117	3,104	402	903	821	832	2,791	1,095	2,147	988
Sandoval		3,141	.0015	1,486	.0028	49	26	301	639	1,007				615		133

New Mexico Population-Income data, pages 247-249
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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NEW MEX.

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
San Juan		64.294	.0297	4,373	.0258	72	83	10.394	4,021	4,887	3,825	3,561	18,410	6,407	5,374	1,344
Farmington		48,300	.0223		.0128	111	194	7,.08	2,328	1,662	3,6.3	3,554	16,501	4,289	3,285	928
San Miguel		16,148	.0075	3,105	.0082	64	59	4,093	1,026	2,438	293	526	2,242	2,181	1,319	425
Santa Fe		56,343	.0260	5,266	.0225	97	113	12,535	4,413	6,961	3,915	2,240	11,931	4,923	2,354	1,330
Santa Fe		51,349	.0237	3,306	.0197	101	121	12,181	3,312	6,789	3,915	2,240	10,444	3,520	2,347	1,234
Sierra		6,611	.0031		.0028	82	91	1,682	728	411	72	51	1,416	863	456	341
Socorro		8,349	.0039	3,092	.0043	68	62	2,026	891	789	336	271	1,849	1,283	342	255
Taos		11,536	.0053	3,393	.0055	61	59	2,937	986	774	792	113	2,456	1,202	674	397
Torrance		5,712	.0026	3,808	.0026	70	70	614	1,233	917	61		1,051	1,104	405	121
Union		6,372	.0030	3,983	.0029	91	94	1,129	274	861	90	249	885	737	703	278
Valencia		28,995	.0134	3,766	.0132	87	68	7,089	2,254	3,323	984	542	7,237	2,513	2,684	847
Total Above Cities		791,844	.3661		.3054	109	130	162,745	50,134	81,380	48,654	44,013	189,647	63,488	60,272	27,854
State Total		1,085,227	.4926	4,332	.4778	90	93	222,357	76,684	114,010	55,347	49,521	232,381	104,265	84,638	35,918

METRO. AREAS																
		RETAIL SALES— SM ESTIMATES, 1959														
Albuquerque		357,611	.1653	5,044	.1490	105	117	74,182	24,745	43,283	20,740	24,382	77,993	27,283	23,714	13,675
Total Above Area		357,611	.1653	5,044	.1490	105	117	74,182	24,745	43,283	20,740	24,382	77,993	27,283	23,714	13,675

NEW YORK— (Other Middle Atlantic States New Jersey, Pennsylvania)

Map, pages 257, 259

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Albany	144.4	1,805	383	452	119	178	101	55	97	58	58
Amityville	Suffolk	8.5	163	25	29	5	19	11	20	14	10	6
Amsterdam	Montgomery	32.5	470	117	100	13	50	40	14	40	26	13
Auburn	Cayuga	38.5	495	105	89	33	53	28	21	40	32	7
Babylon	Suffolk	11.1	123	24	16	9	7	8	14	3	9	5
Batabia	Genesee	18.6	281	37	56	25	33	15	22	29	21	6
Bath	Steuben	6.2	119	15	19	7	11	6	14	8	15	3
Beacon	Dutchess	15.4	177	33	41	18	22	6	9	12	9	7
Binghamton	Broome	85.5	960	178	243	69	62	58	47	100	38	23
Bronxville	Westchester	6.7	135	21	20	8	21	9	2	13	1	7
Buffalo	Erie	603.8	7,059	1,872	1753	374	494	459	178	536	239	225
Canandaigua	Ontario	9.3	170	23	32	10	19	9	16	15	10	5
Catskill	Greene	5.8	135	19	35	5	14	6	14	13	5	3
Cohoes	Albany	21.5	228	62	49	13	13	10	12	21	13	3
Corning	Steuben	17.1	232	38	50	12	28	12	15	16	15	6
Cortland	Cortland	20.5	263	38	53	19	27	18	12	23	18	5
Dunkirk	Chautauqua	19.6	284	70	69	9	27	18	15	24	20	6
East Aurora	Erie	7.3	132	18	23	9	10	11	8	12	12	5
East Rochester	Monroe	8.3	94	25	19	10	10	6	4	10	4	2
Elmira	Chemung	55.7	679	114	157	59	70	39	31	56	27	15
Endicott	Broome	19.5	330	58	85	18	42	22	14	29	17	8
Fulton	Oswego	15.0	223	34	44	15	24	17	19	16	13	4
Geneva	Ontario	19.0	262	43	50	14	30	22	12	17	12	10
Glen Cove	Nassau	23.2	258	38	58	11	32	17	15	18	15	9
Glens Falls	Warren	20.7	343	50	62	27	46	27	22	29	10	12
Gloversville	Fulton	24.2	319	57	54	20	43	24	14	32	14	9
Gouverneur	St. Lawrence	4.9	84	9	12	10	7	7	7	14	7	2
Hamburg	Erie	8.9	187	33	29	11	24	14	18	19	18	4
Haverstraw	Rockland	5.5	119	24	27	11	10	6	7	7	9	3
Hempstead Township	Nassau	775.6	*	*	*	*	*	*	*	*	*	*
Herkimer	Herkimer	9.5	162	29	27	12	15	16	13	13	12	3
Hornell	Steuben	15.0	194	39	33	8	19	18	16	19	7	5
Hudson	Columbia	12.8	243	42	46	18	30	26	17	7	10	7
Ithaca	Tompkins	2..9	351	44	68	15	33	27	30	39	17	12
Jamestown	Chautauqua	42.4	626	126	111	39	66	34	33	62	30	17
Johnson City	Broome	19.4	248	58	61	15	21	11	7	26	12	4
Johnstown	Fulton	11.5	155	38	19	7	14	14	12	22	4	2
Kenmore	Erie	21.8	300	45	39	25	25	39	8	37	16	11
Kings Park	Suffolk	20.0	*	*	*	*	*	*	*	*	*	*
Kingston	Ulster	31.1	509	116	112	33	60	27	25	36	16	10
Lackawanna	Erie	29.5	353	99	104	12	20	12	12	31	14	8
Lancaster	Erie	11.8	129	25	17	20	11	10	9	11	8	3
Larchmont	Westchester	6.9	161	22	26	11	16	15	3	18	4	3
Liberty	Sullivan	5.4	129	19	23	18	17	5	8	10	7	3
Lindenhurst	Suffolk	21.0	209	38	39	16	13	11	12	20	24	5
Little Falls	Herkimer	9.8	162	28	34	5	19	7	8	5	4	4
Lockport	Niagara	26.3	367	67	74	18	44	26	25	32	11	12
Long Beach	Nassau	26.2	296	60	73	35	27	10	9	10	8	10
Malone	Franklin	10.2	174	35	25	10	17	13	20	16	7	4
Mamaroneck	Westchester	17.4	207	31	38	15	18	18	7	25	12	6
Massena	St. Lawrence	17.0	236	42	43	13	26	13	19	27	14	5
Mechanicville	Saratoga	7.5	126	30	16	2	11	8	7	18	5	3
Medina	Orleans	6.4	105	16	12	8	17	6	10	13	8	4
Menands	Albany	2.6	*	*	*	*	*	*	*	*	*	*
Middletown	Orange	23.6	322	62	70	19	39	17	13	29	19	9
Monticello	Sullivan	5.2	149	26	38	7	16	5	8	10	11	6
Mount Kisco	Westchester	6.8	152	19	26	16	22	15	14	12	8	2
Mount Vernon	Westchester	76.7	883	195	153	75	90	55	28	57	36	41
New Rochelle	Westchester	76.7	770	143	124	65	93	72	28	52	25	26
New York City	Five Counties	7728.5	89,- 663	24,- 991	17,- 164	8,- 324	10,- 198	5,- 160	1,- 271	2,- 866	2,- 537	3,- 325
Newark	Wayne	12.7	174	13	34	28	19	12	12	12	12	4
Newburgh	Orange	32.7	619	130	130	35	90	36	24	45	26	20
Niagara Falls	Niagara	104.0	1,245	248	337	55	111	71	41	105	56	37
North Hempstead Township	Nassau	232.6	*	*	*	*	*	*	*	*	*	*
North Tonawanda	Niagara	33.8	322	75	79	12	18	20	15	37	19	7
Norwich	Chenango	9.8	168	19	24	8	14	15	13	12	19	5
Nyack	Rockland	5.9	175	33	25	12	26	12	15	8	7	7
Ogdensburg	St. Lawrence	17.0	202	34	35	9	28	10	12	16	9	4
Olean	Cattaraugus	26.0	332	48	58	26	43	25	24	34	14	12
Oneida	Madison	11.5	159	25	31	6	18	11	10	17	9	3
Oneonta	Otsego	12.9	213	31	41	16	27	15	11	12	16	4
Ossinging	Westchester	18.3	220	44	38	9	24	9	8	32	12	7
Oswego	Oswego	23.2	307	63	81	15	34	16	14	27	10	9
Oyster Bay Township	Nassau	312.3	*	*	*	*	*	*	*	*	*	*
Patchogue	Suffolk	9.0	261	29	40	26	28	27	21	18	15	9
Peekskill	Westchester	18.5	337	53	79	20	40	29	18	29	17	7
Penn Yan	Yates	5.7	115	13	20	6	12	11	11	7	10	2
Plattsburg	Clinton	19.0	288	55	49	24	34	24	19	28	10	9
Port Chester	Westchester	24.9	433	77	93	45	43	30	12	44	15	16
Port Jervis	Orange	9.5	184	34	45	9	23	5	13	11	11	5
Potsdam	St. Lawrence	7.7	108	13	16	9	12	9	10	13	5	2
Poughkeepsie	Dutchess	42.5	701	149	122	52	77	50	32	63	33	22
Rensselaer	Rensselaer	11.6	111	30	23	4	2	7	4	17	6	3
Rochester	Monroe	349.2	3,957	831	819	277	318	222	162	391	194	131
Rome	Oneida	50.3	462	74	100	33	51	27	27	49	30	13
Rye	Westchester	14.2	143	19	34	8	13	10	5	11	5	7
Salamanca	Cattaraugus	8.9	135	29	31	6	9	12	9	11	7	6
Saranac Lake	Franklin	7.1	127	15	24	10	20	10	8	10	3	2
Saratoga Springs	Saratoga	18.7	251	41	74	8	22	10	16	25	7	7
Scarsdale	Westchester	18.7	169	39	19	11	15	7	3	16	8	14
Schenectady	Schenectady	98.4	1,284	270	268	74	117	70	50	120	62	41

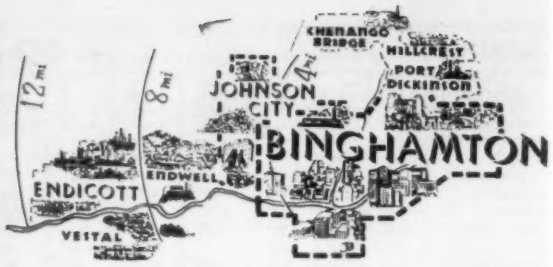
(Continued on page 600)

New York Population-Income data, pages 250-262
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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* Data not available
Before using these figures see page 464.

1ST BINGHAMTON . . . IN DEPT. STORE SALES* of all N. Y. big cities!



. . . **that's right,** our* per capita sales are **110% greater** than New York City's, **57% greater** than Buffalo's, and even greater than phenomenal Chicago.

Urbanized Binghamton is one of the Country's fastest growing areas . . . population over 150,000 . . . retail sales over $200,000,000 and the proportionate expansion of urban population is one of the largest among all large cities in the nation, even greater than Los Angeles.

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Best of all . you can saturate this rich market when you advertise in The Binghamton Press . . . the area's only medium that puts your advertising message into **9 out of 10 homes . . . 7 days a week.**

Evening The BINGHAMTON PRESS Sunday

Represented by Gannett Advertising Sales, Inc. a Division of THE GANNETT NEWSPAPERS.

Offices: New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

NEW YORK

Cont. from page 599

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Scotia	Schenectady	8.0	108	17	17	8	5	5	7	14	4	5
Southampton	Suffolk	4.4	113	7	20	14	17	5	10	15	3	2
Spring Valley	Rockland	6.3	154	38	22	16	16	10	5	13	13	4
Suffern	Rockland	4.5	103	16	10	13	20	8	10	2	5	4
Syracuse	Onondaga	213.0	2,358	450	551	228	182	128	97	198	90	74
Tarrytown	Westchester	11.0	144	25	36	11	17	6	4	4	8	5
Tonawanda	Erie	21.5	297	52	65	16	20	24	11	49	18	10
Troy	Rensselaer	76.8	985	236	193	50	92	63	32	73	29	29
Tuckahoe	Westchester	6.1	141	28	34	6	8	12	5	15	6	4
Utica	Oneida	107.2	1,313	264	262	117	147	80	50	112	48	47
Watertown	Jefferson	36.2	466	83	83	30	60	31	20	42	14	13
Watervliet	Albany	15.0	183	61	46	5	2	7	11	19	5	4
Wellsville	Allegany	6.9	137	17	19	7	20	10	11	14	9	4
White Plains	Westchester	53.2	970	141	155	89	121	115	36	69	37	24
Williamsville	Erie	6.6	144	10	26	11	14	7	14	21	9	6
Yonkers	Westchester	187.6	1,803	418	319	143	178	103	60	143	66	71

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
Albany	2	420,207	.1943	4,791	.1779	115	126	89,994	35,382	55,457	34,353	20,189	68,100	19,184	16,222	10,901
▲Albany		241,056	.1115		.0984	122	138	52,291	23,255	21,889	28,819	15,523	46,243	8,742	7,668	7,535
Cohoes		17,499	.0081		.0110	92	68	4,922	1,400	2,707	1,527	709	1,415	757	1,248	527
1Menands		46,923	.0217		.0077	513	1,447	368	650	43,094	505	42		314	185	52
Watervliet		14,142	.0065		.0081	96	77	6,617	1,674	466	217	260	2,312	948	628	337
Allegany		40,587	.0188	3,052	.0228	90	74	9,574	2,516	3,350	1,635	1,075	8,620	2,857	4,855	971
Wellsville		15,580	.0072		.0052	133	185	3,501	730	1,621	1,195	525	4,094	752	1,319	421
2Bronx	110	1,261,997	.5837	2,921	.7992	102	74	434,005	112,308	95,381	149,390	66,922	119,199	47,595	33,177	36,371
Broome	19	256,496	.1186	4,130	.1228	106	102	59,550	20,128	39,563	15,344	12,683	48,623	15,439	14,072	7,969
▲Binghamton		139,697	.0646		.0556	116	135	27,439	10,032	32,415	8,504	7,103	27,573	6,143	3,752	4,426
Endicott		41,048	.0190		.0142	130	174	10,664	2,830	3,955	3,917	2,266	9,092	1,728	2,127	1,556
Johnson City		21,984	.0102		.0113	104	94	8,045	2,225	1,191	1,980	1,326	1,838	1,270	1,611	721
Cattaraugus		94,824	.0439	3,782	.0486	97	93	21,954	7,554	8,956	5,790	5,560	14,681	7,155	7,593	2,898
Olean		40,692	.0188		.0160	110	129	10,545	2,565	6,004	4,197	3,704	5,349	2,145	1,503	1,310
Salamanca		12,056	.0056		.0052	104	112	3,857	954	1,104	451	850	2,470	441	799	462

1 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".
2 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties.

New York Population-Income data, pages 250-262
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.
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Table of Contents and Subject Indexes, pages 3, 6, 10, 12, 14

AUBURN

Unified Metro Area

Income: $134,134,000

Sales: 83,460,000

Medium: The Citizen-Advertiser

Another, and very important basis of unity in this market is the loyalty to The Citizen-Advertiser, the most-read newspaper in Auburn, Cayuga County.

The largest market in the 5-county area between Syracuse and Rochester is unified when it comes to spending . . . 70% of the sales of Cayuga County alone is spent in Metropolitan Auburn.

HOW AUBURN UNIFIES ITS MARKET

	County	Auburn	Auburn % of County
Population	74,200	38,500	52
Income	$134 134 000	$71,525 000	53
Retail Sales	83,460 000	54,989,300	70
Food	19,978,000	14,600,000	73
Eat'g & Drk'g	5,294,030	2,6 2,000	51
Gen Mdse	7,173,000	6,405,000	90
Apparel	4,562,000	4,293 000	94
Furn-Appl	3,947,000	3,575,000	91
Automotive	14,731,030	8,284 000	57
Gasoline	3,838,000	2,444,000	64
Lumb-Bldg-Hdwr	8,718,000	4,510,000	52
Drugs	1,783,000	1,426,000	80

THE CITIZEN-ADVERTISER

AUBURN, NEW YORK

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cayuga	189	**83,460**	**.0386**	**3,811**	**.0400**	**96**	**93**	**19,978**	**5,294**	**7,173**	**4,562**	**3,947**	**14,731**	**3,838**	**8,718**	**1,783**
△Auburn		54,989	.0254		.0227	106	118	14,600	2,692	6,405	4,293	3,575	8,284	2,444	4,510	1,426
Chautauqua	233	**181,244**	**.0838**	**3,816**	**.0848**	**101**	**100**	**48,272**	**13,354**	**16,786**	**11,605**	**7,340**	**30,821**	**14,126**	**14,257**	**5,521**
Dunkirk-Fredonia		*37,458*	*.0173*		*.0164*	*106*	*118*	*10,396*	*3,428*	*2,182*	*3,574*	*1,709*	*6,970*	*2,640*	*2,651*	*1,018*
Dunkirk		26,973	.0125		.0115	105	114	7,965	2,671	1,468	3,186	1,457	4,614	1,588	1,768	729
△Jamestown		67,518	.0312		.0285	120	132	16,530	4,046	10,863	6,696	3,850	9,965	3,899	3,500	2,598
Chemung	216	**128,219**	**.0593**	**4,218**	**.0578**	**105**	**108**	**29,247**	**8,511**	**22,859**	**9,054**	**6,262**	**24,202**	**6,475**	**7,271**	**2,830**
△Elmira		96,692	.0447		.0363	116	143	19,446	5,367	21,723	7,593	5,086	18,566	4,132	4,391	2,244
Chenango		**60,016**	**.0278**	**4,479**	**.0256**	**102**	**111**	**12,002**	**3,414**	**5,024**	**1,933**	**1,545**	**11,963**	**2,851**	**5,822**	**1,174**
Norwich		22,326	.0103		.0072	131	187	4,561	987	3,422	1,266	920	5,936	685	1,494	354
Clinton		**79,337**	**.0367**	**5,152**	**.0333**	**90**	**100**	**17,921**	**5,392**	**11,234**	**4,071**	**2,918**	**16,609**	**5,200**	**4,497**	**1,980**
Plattsburg		46,130	.0213		.0140	132	201	9,782	2,706	9,414	3,634	2,368	7,665	2,589	1,698	1,608
Columbia		**57,690**	**.0267**	**3,846**	**.0265**	**98**	**99**	**16,609**	**3,842**	**3,825**	**2,221**	**2,046**	**10,006**	**4,116**	**5,638**	**1,342**
Hudson		24,859	.0115		.0086	119	160	8,475	1,087	2,237	1,533	1,549	5,435	409	742	721
Cortland		**53,066**	**.0245**	**4,386**	**.0229**	**102**	**109**	**12,246**	**4,225**	**4,725**	**2,849**	**2,387**	**10,851**	**3,099**	**4,519**	**1,134**
Cortland		33,847	.0157		.0132	115	137	8,508	2,284	4,044	2,535	2,022	5,671	1,645	2,385	869
Delaware		**59,808**	**.0277**	**4,303**	**.0257**	**99**	**107**	**12,683**	**2,727**	**3,121**	**1,328**	**2,083**	**16,374**	**2,750**	**4,331**	**983**

JAMESTOWN, N. Y.

IN THE HEART OF RICH SOUTHWESTERN NEW YORK STATE

The Trading Area includes: CHAUTAUQUA COUNTY and western half of CATTARAUGUS COUNTY and parts of WARREN COUNTY, PENNA.

Jamestown is an isolated market free from encroachments upon its retail trade by large metropolitan dailies because of location . . . 70 miles from Buffalo . . . 60 miles from Erie . . . 154 miles from Pittsburgh, Pa., or Rochester, N. Y.

The POST-JOURNAL covers a vast network of prosperous towns and villages over a 30 mile radius, including a rich dairy, fruit and general farming territory of Chautauqua County and the western half of Cattaraugus County and parts of Warren County, Pennsylvania.

PLUS . . . 50,000 guests of the famous Chautauqua Institution on Chautauqua Lake. This high income group shops exclusively in nearby Jamestown.

	County	*City*
Population	**149,600**	**42,400**
Households	**47,500**	**14,100**
Effective Buying Income 1959	**$286,612,000**	**$95,718,000**
Per Capita	**$1,916**	**$2,258**
Per Household	**$6,034**	**$6,789**
Total Retail Sales		**$72,745,000**
Food		**$19,480,000**
General Merchandise		**$12,107,000**
Furniture & Household		**$3,790,000**
Automotive		**$10,559,000**
Gas Stations		**$4,902,000**
Lumber, Building, Hardware		**$3 547,000**
Drugs		**$2,147,000**

Representatives: None—Write Direct.

JAMESTOWN POST-JOURNAL

ONLY EVENING NEWSPAPER—Circulation 26,731 A.B.C.



The Poughkeepsie Metro Area Market
(DUTCHESS COUNTY)
Has MORE MONEY to Spend

- The average Dutchess County family had 97% *more money* deposited in Savings Banks as of July 1, 1959 than had the average N. Y. state family. It *topped all other counties* outside of New York City, excepting one.
- In this quality market, 78.2% of *all* the families *earned more* than $4,000 annually.
- **The Poughkeepsie New Yorker,** the predominant ad medium, is read daily and Sunday by nearly 3/5 of all Dutchess County families.

Represented by

SCOLARO, MEEKER & SCOTT, Inc. New York — Chicago — Detroit — Philadelphia
DOYLE & HAWLEY Los Angeles — San Francisco

Poughkeepsie Metro Market ranks *40th* in the entire U. S. in EBI per family

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Dutchess	272	210,100	.0971	4,607	.0971	101	101	52,452	16,365	23,993	11,564	7,873	34,505	12,074	13,443	6,050
Beacon		18,766	.0087		.0088	102	101	5,846	1,292	2,353	1,030	745	3,478	872	664	747
See Newburgh-Beacon																
△Poughkeepsie		100,833	.0466		.0331	139	196	23,458	5,419	18,184	8,629	5,455	14,212	4,529	4,305	2,115
Erie	24	1,337,786	.6187	4,112	.6471	105	100	334,686	115,979	203,339	86,892	69,937	233,026	79,726	69,321	50,326
▲Buffalo		811,580	.3753		.3673	109	111	178,503	77,376	146,223	65,562	51,373	134,267	41,090	28,104	29,302
East Aurora		18,728	.0087		.0088	141	212	6,576	857	545	1,017	827	3,592	849	1,631	832
Hamburg		33,122	.0153		.0085	170	306	8,502	1,404	722	1,455	895	10,147	1,548	5,787	1,214
Kenmore		39,873	.0184		.0158	131	152	14,092	2,467	4,612	1,987	3,647	4,878	2,321	2,161	1,662
Lackawanna		39,734	.0184		.0179	108	112	15,347	3,629	4,311	1,448	1,748	5,552	2,780	1,515	1,503
Lancaster		17,444	.0081		.0072	109	123	4,842	593	1,175	996	814	6,111	806	631	717
See North Tonawanda-Tonawanda																
Tonawanda		34,258	.0158		.0139	115	132	9,079	2,802	3,549	2,271	1,352	6,640	2,944	1,252	1,886
Williamsville		24,533	.0113		.0064	173	305	3,079	2,481	406	793	562	10,444	1,721	3,225	706
Essex		**46,129**	**.0214**	**4,119**	**.0197**	**92**	**100**	**12,010**	**4,823**	**2,161**	**2,859**	**1,325**	**9,763**	**2,767**	**2,504**	**1,668**
3Saranac Lake																
Franklin		**53,904**	**.0249**	**4,390**	**.0237**	**95**	**100**	**12,230**	**4,094**	**6,781**	**2,769**	**2,040**	**9,872**	**3,235**	**3,722**	**1,104**
Malone		22,790	.0105		.0070	123	184	4,546	1,010	2,824	1,270	807	5,721	992	1,327	512
3Saranac Lake		11,220	.0052		.0045	113	130	2,320	747	1,016	1,364	493	2,061	1,002	191	266

3 Saranac Lake is in Essex and Franklin counties.
New York Population-Income data, pages 250-262

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

When you think Western New York, think Buffalo, Rochester-and Erie!

A study of distribution patterns reveals that many advertisers consider Erie, Pa., an integral part of Western New York, inseparably linked, for marketing purposes, with Buffalo and Rochester.
For information on Erie, see pages 306 and 648.

The Erie Times
The Erie News
The Erie Times-News

Represented by
The Katz Agency, Inc.
Newspaper Division

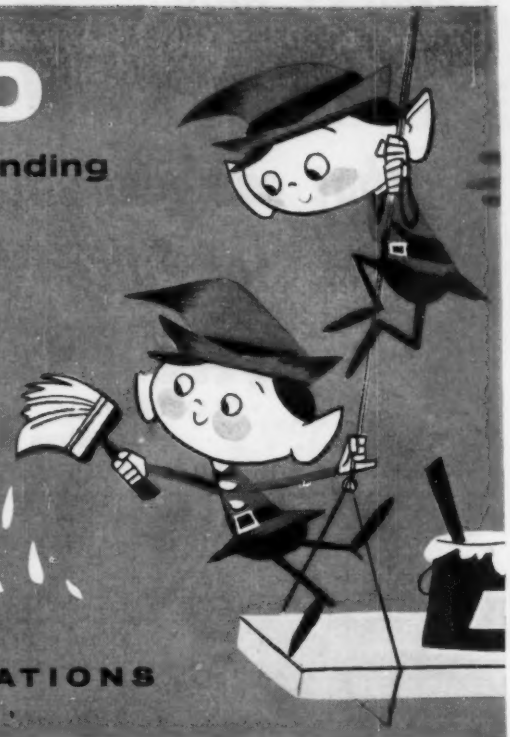
Write
Erie Times-News
for brochure on
Western New York
Marketing
Entity.

BUFFALO

where people are spending well above average

...IS DOMINATED BY

WGR



BUFFALO'S FAVORITE STATIONS

The fastest, most efficient way to reach the largest number of your potential customers at the lowest cost per thousand in Buffalo is on a WGR STATION...

WGR FM

AFFILIATED WITH the QXR network

96.9 Megacycles

2065 Elmwood Avenue

Represented by:
QXR Network Sales

WGR-TV

CHANNEL 2 NBC TV

184 Barton Street

WGR AM

NBC Radio

55 ON YOUR DIAL

2065 Elmwood Avenue

United States Representatives: Edward Petry and Company, Inc.
Canadian Representatives: Andy McDermott Radio and TV Sales, Inc., Toronto

Mr. Van Beuren W. DeVries, Vice President and General Manager
Mr. William P. Dix, Assistant Manager and Director of Sales

TTC THE TRANSCONTINENT STATIONS

There's only

ONE NEWSPAPER

that can guarantee 97% daily coverage of Fulton County. That's...

THE LEADER-HERALD

GLOVERSVILLE **JOHNSTOWN**

Fulton County's Only Newspaper

REPRESENTED BY THE JULIUS MATHEWS, SPECIAL AGENCY, INC.

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Fulton		89,825	.0277	3,626	.0282	101	100	16,269	4,308	5,758	3,095	2,049	13,710	3,876	3,843	1,480
Gloversville-Johnstown		*48,007*	*.0222*		*.0212*	*107*	*112*	*11,919*	*2,380*	*5,808*	*2,615*	*1,856*	*12,996*	*2,888*	*2,800*	*1,457*
Gloversville		30,949	.0143		.0141	104	106	6,441	1,657	4,397	2,146	1,032	7,661	1,683	2,356	992
Johnstown		17,058	.0079		.0071	111	123	5,478	723	811	467	824	5,335	1,205	444	465
Genesee		71,601	.0331	4,561	.0310	103	110	15,746	5,181	6,417	3,761	2,860	14,356	5,222	8,957	1,975
Batavia		40,026	.0185		.0133	128	178	9,913	2,158	5,005	3,148	2,421	8,156	1,630	2,322	1,364
Greene		42,220	.0196	4,491	.0166	96	113	10,966	4,385	2,972	1,981	1,243	9,034	3,217	2,585	771
Catskill		18,283	.0085		.0048	150	266	4,012	1,555	1,380	1,060	933	5,781	698	724	199
Hamilton		5,939	.0027	4,242	.0024	109	113	1,437	867	997	52	124	1,057	514	257	86
Herkimer	160	73,585	.0340	3,679	.0354	97	93	18,702	4,887	6,189	3,367	4,158	11,699	4,518	5,340	1,726
Herkimer-Ilion		*29,759*	*.0138*		*.0119*	*111*	*139*	*8,725*	*1,555*	*5,803*	*1,488*	*2,485*	*5,415*	*1,005*	*1,482*	*635*
Herkimer		18,050	.0083		.0065	123	157	4,610	770	2,968	689	1,660	3,468	570	1,058	318
Little Falls		12,725	.0059		.0057	104	107	3,864	780	775	1,053	700	2,127	347	807	305
Jefferson	295	121,916	.0564	4,515	.0509	103	114	26,206	9,386	15,034	8,513	4,035	21,289	6,989	8,296	4,179
△Watertown		68,444	.0317		.0249	123	156	15,027	3,944	11,904	7,286	3,262	10,403	2,792	2,192	2,576
2Kings	110	2,619,901	1.2117	3,369	1.4746	104	85	854,938	244,159	280,750	278,558	165 561	211,721	97,263	77,964	84,506
Lewis		20,445	.0095	3,098	.0110	85	73	4,707	1,585	845	345	499	4,010	1,858	2,570	523
Livingston		48,695	.0225	3,959	.0230	90	88	11,235	3,292	1,821	2,209	1,686	12,365	3,230	3,847	1,112
Madison	160	60,246	.0278	3,912	.0292	98	93	15,260	4,120	2,788	1,753	2,189	12,320	3,985	5,449	1,741
Oneida		21,783	.0101		.0078	122	158	6,126	753	1,762	985	1,221	4,562	1,184	1,032	638
Monroe	132	760,439	.3517	4,194	.3660	112	107	182,038	54,319	120,517	51,497	36,378	143,718	38,181	39,320	26,371

New York Population-Income data, pages 250-262

2 The City of New York includes Bronx, Kings, Queens, New York, and Richmond counties.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

© SM, 1960.

HERKIMER
means Herkimer County

Reach HERKIMER and you reach the buying element of the county. That is why sales indexes are so high . . . why *sales* are high. In order to reach the spending family, you must reach the informed family . . . and over 87% of the families in the Herkimer city zone rely on Herkimer's own Evening Telegram.

First in daily circulation in Herkimer County

The Evening Telegram

Herkimer, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

HERKIMER COUNTY

Population	**65,300**
Households	**20,000**
Total Income	**$119,503,000**
Total Sales	**73,585,000**
Food Sales	**18,702,000**
Gen Mdse	**6,189,000**
Automotive	**11,699,000**
Drugs	**1,726,000**

*"ARB"-OMETER SAYS

ROCHESTER'S CHANNEL 10 CLIMATE



Better

Than

Ever!

***ARB REPORT**

Rochester Metropolitan Area

March, 1960

(4 weeks average)

The nice thing about our "climate," here at CHANNEL 10, Rochester, N. Y., is that it gets better all the time! Year after year, the surveys agree that we offer the best buy in Rochester TV!

56.7% **OVER-ALL SHARE OF AUDIENCE**

18 of the top 20 favorite TV programs in Rochester

and of 1/4 hours delivering more than 60,000 homes:

CH.10 has 93 Sta.B has 37

CHANNEL 10 **ROCHESTER** NEW YORK

(WVET-TV • WHEC-TV)

EVERETT-McKINNEY, INC • THE BOLLING CO. INC.

WHLi

"THE VOICE OF LONG ISLAND"

DELIVERS THE BOOMING GREATER LONG ISLAND MARKET (Nassau-Suffolk) . . . 6th LARGEST MARKET IN THE U.S.

(Nassau-Suffolk)	
RETAIL SALES	$2,718,971,000
BUYING INCOME	$4,714,210,000
FOOD STORE SALES	$704,995,000
AUTO STORE SALES	$409,707,000
DRUG STORE SALES	$720,043,000

Reaching almost 6,000,000 people . . . at an amazingly low, low, cost-per-thousand!

WHLI Delivers MORE Audience Daytime than any network or independent station in the Major Long Island Market* (Nassau)

*(Pulse)

10,000 POWERFUL WATTS

WHLI, Hempstead, L. I., N. Y. Paul Godofsky, Pres. • Represented by Gill-Perna

NEW YORK — RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
East Rochester		10,266	.0047		.0049	107	102	4,150	694	582	395	621	2,103	711	253	485
▲Rochester		581,306	.2688		.2362	121	138	115,375	42,905	99,324	46,528	33,040	112,714	27,705	27,217	22,270
Montgomery		65,934	.0305	3,434	.0354	103	99	16,443	4,444	3,905	6,917	3,623	11,054	4,845	5,020	1,707
Amsterdam		39,655	.0183		.0198	109	101	9,720	2,553	3,242	5,914	1,850	7,365	2,013	2,406	1,139
Nassau	110	1,916,930	.8866	4,726	.9597	125	116	482,901	141,770	297,202	131,054	107,687	290,780	117,064	88,317	50,217
Glen Cove		33,341	.0154		.0149	115	118	10,379	2,617	1,253	2,157	1,002	6,198	1,967	2,615	979
Hempstead Township		1,271,524	.5880		.5904	136	135	301,856	87,946	189,390	104,508	78,681	204,751	73,584	60,165	31,727
Long Beach		34,945	.0162		.0181	123	119	11,004	4,101	1,221	1,977	1,681	6,176	1,396	1,479	1,171
North Hempstead Township		453,975	.2100		.1857	143	161	120,114	33,493	96,146	16,461	20,950	58,214	29,915	18,038	12,216
Oyster Bay Township		123,145	.0570		.1506	86	33	39,548	13,613	9,192	5,951	5,373	15,441	10,202	6,020	4,124

New York Population-Income data, pages 250-262
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

THERE IS NOTHING SMALL ABOUT THE

Little Falls MARKET

Little Falls represents a spending market in Herkimer County that is responsive to the direct selling job in The Little Falls Times. No other newspaper reaches this market effectively . . . the Times covers over 65%.

AVERAGE INCOME PER HOUSEHOLD
$5,985

Little Falls Times LITTLE FALLS, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

Unlock YOUR SHARE of profits

in the RICH-6-County Area

of Metropolitan Rochester



Retail Sales Per Capita	$1,440.00
Dept. Store Sales Per Capita	$ 230.00
Automobile Sales Per Capita	$ 249.00
Buying Income Per Capita	$2,110.00
Population	819,300

Source: Sales Management
1960 Buying Power Survey

Rochester, N. Y.
Gannett Newspapers
provide high-sales coverage,
delivering 239,034 copies every
weekday within the Rich-6-County Area of
Metropolitan Rochester, PLUS substantial
coverage in adjacent areas.

ROCHESTER TIMES-UNION

EVENING

Democrat and Chronicle

MORNING

Members: the Gannett Group of Newspapers

Represented by Gannett Advertising Sales, Inc. New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

ROME, NEW YORK

It's not the size of the market . . . but what's in it . . . AND WHO CAN GIVE IT TO YOU!

- Site of U. S. Air Force Depot & Electronic Research Center with over $56½ million payroll, and still growing.
- ABC city zone population now 51,119. Now 18,565 circulation and 100% city zone coverage.
- Manufacturing center for copper and wire products.
- Only daily in Oneida County accepting alcoholic beverage advertising.
- Highest family income in Oneida County.
- Only daily in Oneida County offering FULL or SPOT COLOR.

Rome Daily Sentinel

Call, write or wire W. S. DeHimer, Adv. Dir. for surveys or additional market information.

WE SELL WHERE NO OTHER NEWSPAPER DOES!

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel (a000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
2New York (Manhattan)	110	4,434,938	2.0511	7,623	1.5092	156	213	664,924	821,753	828,490	724,381	235,625	166,661	45,069	70,457	121,121
2▲New York City		10,312,096	4.7693		5.0633	117	110	2,640,541	1,369,334	1,389,050	1,298,095	624,852	736,449	287,559	259,672	301,037
Niagara	24	281,383	.1301	4,072	.1366	104	99	71,711	24,901	28,226	16,845	11,850	44,713	18,927	26,324	10,272
Lockport		48,038	.0222		.0182	124	151	12,915	2,980	7,388	3,864	2,239	8,683	2,471	1,508	2,288
Niagara Falls		146,123	.0676		.0646	111	116	39,296	14,129	18,582	11,252	7,599	22,066	8,218	7,143	5,611
North Tonawanda-Tonawanda																
North Tonawanda		37,594	.0174		.0185	98	92	9,047	2,460	1,492	804	1,439	7,571	2,418	7,060	848
Oneida	160	324,316	.1500	4,486	.1421	103	108	75,908	25,800	45,320	21,609	14,841	55,664	18,848	19,208	9,779
▲Rome		63,811	.0295		.0277	98	105	15,701	4,430	8,268	4,606	2,770	12,192	4,025	3,597	2,168

2 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties.

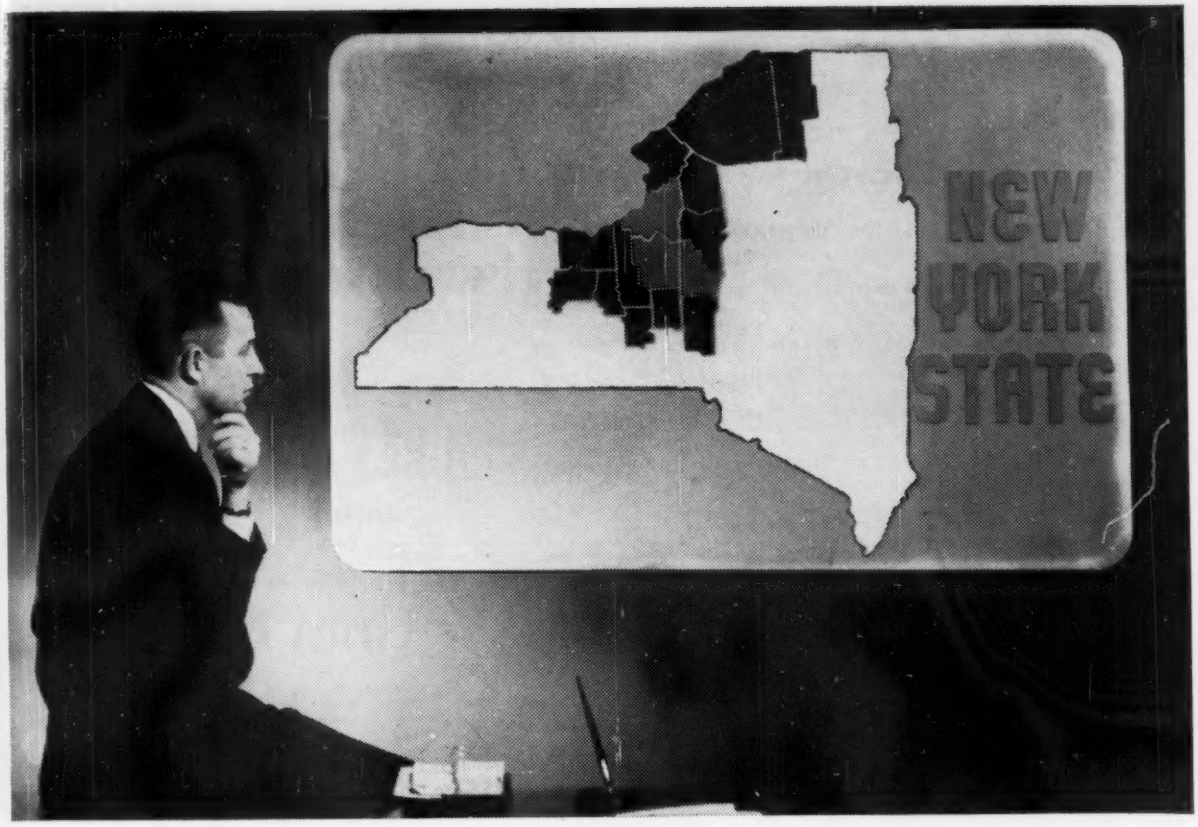
© SM, 1960.

New York Population-Income data, pages 250-262
SM Standard (▲) and Potential (△) Metropolitan County Areas.

WOR-RADIO

New York City is the home of **WOR-Radio** with 4,103,420 listening families in 139 counties of 13 states—the largest station audience in America.

see page 651



In the 15-County Syracuse Market
MEDIA SELECTION IS A CINCH

A market as big as the Syracuse Market is usually hard to cover. When you want to sell one-third the area of a state like New York, covering 15 counties, it usually means numbers of media and costly overlaps.

Different here! The Syracuse Market—*all of it*—can be bought easily and effectively.

True, there's only one efficient way to get it all—*the Syracuse Newspapers.* This powerhouse of influence delivers 100% of Syracuse City and rich Onondaga County. Add to that 90% coverage of the three-county Syracuse Metropolitan Area* and up to 76% coverage of the 12 surrounding counties and you get the whole Syracuse Market.

No other combination of media delivers comparable coverage at comparable cost.

Do your sales job the best way . . . permit Moloney, Regan & Schmitt to detail how your selling job can be simplified and made fully effective. Your advertising, too, can buy the WHOLE Syracuse Market.

AMERICA'S *Best* TEST MARKET

* ONONDAGA, OSWEGO AND MADISON COUNTIES — U.S. DEPT. BUDGET STANDARD DEFINITION

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL Evening • **HERALD-AMERICAN** Sunday • **THE POST-STANDARD** Morning & Sunday

Full Color Available Daily & Sunday • Represented Nationally by MOLONEY, REGAN & SCHMITT

ABC CIRCULATION: Combined Daily 229,181 Sunday Herald-American 202,737 Sunday Post-Standard 103,496

New Diversified Utica

Between the 1954 and 1958 U. S. Censuses of Business the Utica Metropolitan Area **GAINED** proportionately in Total Retail Sales more than **FIVE TIMES** as much as did all Upstate New York.

How else would you enter 50% of the homes daily?

UTICA OBSERVER-DISPATCH
Evening and Sunday

UTICA DAILY PRESS
Morning

Represented by Gannett Advertising Sales, Inc., a Division of

The Gannett Newspapers

Offices: New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
▲Utica		157,752	.0730		.0651	109	122	35,623	10,754	24,953	13,527	8,537	27,997	6,758	6,914	4,861
Onondaga	180	548,101	.2535	4,493	.2499	108	110	126,700	48,398	85,672	37,497	24,408	101,791	29,667	28,935	17,707
▲Syracuse		378,586	.1751		.1461	123	147	73,943	33,131	72,074	30,700	19,847	74,639	14,285	13,943	12,064
Ontario		84,480	.0391	4,267	.0383	99	102	18,104	6,466	8,334	3,988	3,045	17,901	5,200	9,400	2,103
Canandaigua		20,767	.0096		.0068	131	185	6,310	1,552	1,334	1,579	679	4,405	1,157	907	915
Geneva		29,733	.0138		.0123	110	130	6,360	2,111	4,605	2,258	1,348	4,760	1,031	3,857	873
Orange	258	239,170	.1106	4,530	.1036	105	112	63,043	17,823	20,326	15,343	11,155	45,464	13,003	17,745	6,965
Middletown		38,177	.0177		.0147	111	134	9,216	2,061	4,019	3,886	4,074	5,870	1,361	2,505	1,166
Newburgh-Beacon		*20,556*	*.0428*		*.0330*	*125*	*159*	*23,815*	*6,859*	*13,817*	*9,376*	*3,941*	*17,390*	*4,198*	*5,789*	*3,457*
△Newburgh		73,790	.0341		.0242	132	186	17,309	4,967	10,464	8,246	3,196	13,842	3,320	5,125	2,690
Port Jervis		19,680	.0091		.0062	117	173	6,120	1,204	1,769	1,161	625	4,536	623	1,097	685
Orleans		41,749	.0193	4,014	.0185	97	101	10,505	1,968	2,813	2,287	1,294	8,359	2,354	3,889	1,072
Medina		14,886	.0069		.0047	131	192	4,566	308	1,384	1,542	553	3,148	692	862	584
Oswego	160	85,333	.0395	3,483	.0425	91	84	23,147	7,028	7,774	3,962	3,477	14,707	5,288	6,820	3,144
Fulton		24,099	.0111		.0091	108	132	6,586	1,718	2,991	1,273	1,411	4,472	1,101	1,264	677
Oswego		27,512	.0127		.0126	97	98	8,551	2,098	2,118	1,972	1,275	4,844	1,628	1,231	1,335
Otsego		66,952	.0309	3,915	.0304	100	101	15,248	3,962	8,376	2,292	1,852	11,083	3,687	6,393	2,019
Oneonta		29,118	.0135		.0099	139	188	7,219	1,381	7,003	1,353	1,048	4,431	1,103	1,828	879
Putnam		38,449	.0178	5,196	.0157	109	124	8,720	4,015	2,343	987	833	7,893	2,954	5,203	1,506
2Queens	110	1,789,172	.8273	3,100	1.1561	112	80	613,755	171,880	175,289	130,304	97,454	218,786	87,591	68,165	53,099
Rensselaer	2	103,912	.0758	3,725	.0626	102	94	43,584	12,151	13,700	13,021	9,286	27,254	11,629	7,329	4,068
Rensselaer		15,112	.0070		.0070	108	108	6,432	971	515	76	796	1,867	2,282	159	271
▲Troy		106,251	.0491		.0470	110	115	25,967	7,039	10,968	12,835	7,570	16,545	4,577	3,970	2,864
2Richmond	110	206,080	.0953	3,351	.1242	101	78	72,919	18,234	17,120	15,382	9,290	20,062	10,081	9,909	5,940
Rockland	110	140,254	.0649	4,250	.0694	96	99	42,487	11,627	8,268	8,563	5,432	25,998	9,158	10,849	4,134
Haverstraw		14,224	.0066		.0044	142	213	5,280	620	831	1,227	1,055	2,177	357	1,495	313
Nyack		20,132	.0093		.0052	158	282	5,105	932	984	2,335	1,100	5,644	639	520	764
Spring Valley		23,441	.0108		.0059	160	309	9,330	1,126	2,048	1,273	1,308	3,555	764	1,921	386
Suffern		14,384	.0067		.0041	164	268	5,550	535	999	434	733	2,774	315	1,230	517
St. Lawrence		154,260	.0713	4,537	.0656	94	102	37,151	11,208	13,200	9,424	5,328	32,089	9,554	11,028	3,742
Gouverneur		15,349	.0071		.0040	148	263	3,272	660	1,081	557	521	4,154	727	1,126	646
Massena		41,270	.0191		.0121	127	201	11,217	2,750	3,090	4,082	1,626	8,828	2,212	2,475	831
Ogdensburg		25,877	.0093		.0121	98	126	6,902	1,325	2,381	2,052	1,109	5,476	1,431	1,352	585
Potsdam		20,667	.0096		.0060	140	223	5,084	932	2,143	959	818	5,576	1,133	780	812
Saratoga	2	89,106	.0412	3,484	.0460	97	87	24,994	10,487	4,146	3,218	2,733	14,159	6,040	5,294	3,926
Mechanicville		14,310	.0066		.0053	126	157	3,607	1,493	680	693	591	2,617	1,080	613	323

2 The City of New York includes Bronx, Kings, Queens, New York and Richmond counties.

© SM, 1960.

New York Population-Income data, pages 250-262
SM Standard (▲) and Potential (△) Metropolitan County Areas.

STEUBEN COUNTY: *a rich, balanced economy*

CORNING: *market center for the county*

Steuben County has $178,085,000 to spend, representing income from a healthy blend of agricultural and industrial growth.

Corning, county sales center, is the home of the recently expanded Corning Glass Works and the Ingersoll-Rand Company.

Only complete coverage of this market is with the *Corning Leader* . . . 100% city zone coverage; 45% coverage of Steuben County.

The Corning Leader

CORNING, NEW YORK

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Saratoga Springs		26,507	.0123		.0105	113	132	5,000	3,616	1,384	1,494	814	4,667	1,392	907	2,224
Schenectady	2	**188,375**	**.0872**	**3,651**	**.1012**	**111**	**96**	**49,417**	**14,308**	**23,372**	**11,563**	**8,952**	**31,690**	**12,934**	**9,934**	**5,882**
▲Schenectady		149,703	.0692		.0668	131	126	36,297	11,067	20,659	11,233	7,151	25,827	8,011	8,258	4,718
Scotia		12,224	.0057		.0055	122	127	3,727	715	838	142	303	3,789	941	251	648
Schoharie		**26,990**	**.0124**	**3,505**	**.0134**	**94**	**87**	**7,729**	**995**	**1,379**	**657**	**522**	**5,129**	**2,483**	**3,136**	**626**
Schuyler		**15,371**	**.0071**	**3,843**	**.0067**	**89**	**95**	**6,004**	**1,400**	**765**	**295**	**436**	**2,683**	**829**	**526**	**287**
Seneca		**28,156**	**.0131**	**3,476**	**.0156**	**83**	**70**	**8,502**	**2,417**	**1,039**	**1,320**	**1,114**	**6,625**	**2,671**	**1,875**	**653**
Steuben		**111,918**	**.0517**	**3,794**	**.0533**	**96**	**93**	**28,656**	**7,132**	**9,810**	**6,280**	**5,147**	**22,945**	**7,488**	**9,203**	**3,135**
Bath		15,802	.0073		.0049	140	209	3,664	797	927	1,023	634	4,985	649	977	440
Corning		31,352	.0145		.0124	129	151	9,676	1,714	3,242	2,560	1,601	6,256	1,254	2,030	820
Hornell		25,415	.0118		.0095	113	140	6,022	1,344	3,597	2,042	1,839	5,000	1,109	1,448	1,154
Suffolk	110	**802,041**	**.3710**	**4,896**	**.3449**	**103**	**111**	**222,094**	**54,230**	**93,218**	**40,371**	**32,985**	**118,927**	**48,526**	**66,024**	**21,826**
Amityville		20,993	.0097		.0069	144	202	4,470	1,323	1,033	768	1,457	6,468	988	1,486	570
Babylon		19,570	.0091		.0082	132	147	4,722	1,050	255	2,431	691	5,507	249	661	404
Kings Park		27,635	.0128		.0080	71	114	7 624	2,076	1,555	1,413	1,024	4,542	1,957	3,282	697
Lindenhurst		27,859	.0129		.0124	105	109	9,837	1,762	1,550	1,192	777	4 464	1,242	2,421	665
Patchogue		47,859	.0221		.0103	206	442	10,795	1,589	8 720	3,243	2,618	8,006	1,358	2,915	924
Southampton		17,225	.0080		.0044	176	320	3,958	999	1,958	1,201	550	3,256	948	857	732
Sullivan		**89,193**	**.0412**	**6,326**	**.0297**	**116**	**162**	**19,995**	**9,621**	**4,148**	**4,118**	**1,830**	**11,464**	**4,297**	**10,921**	**2,521**
Liberty		16,767	.0078		.0046	153	260	4,170	1,148	1,252	1,195	476	1,950	582	2,683	411
Monticello		18,450	.0085		.0048	166	293	4,916	2,057	1,172	1,470	440	3,888	694	1,485	603
Tioga		**38,611**	**.0179**	**3,643**	**.0182**	**94**	**93**	**10,153**	**2,301**	**2,397**	**1,440**	**1,250**	**4,999**	**2,639**	**2,748**	**783**
Tompkins		**78,606**	**.0363**	**4,319**	**.0401**	**108**	**97**	**17,772**	**5,618**	**6,866**	**4,748**	**3,841**	**14,240**	**5,351**	**5,534**	**2,263**
Ithaca		57,888	.0268		.0247	152	165	11,630	4,349	6,187	4,381	3,101	11,311	3,454	2,783	1,678
Ulster		**154,844**	**.0716**	**4,374**	**.0650**	**103**	**113**	**38,354**	**14,207**	**12,551**	**7,116**	**5,528**	**22,034**	**10,508**	**17,127**	**4,056**
Kingston		69,899	.0323		.0224	129	186	17,760	4,054	7,873	5,176	2,924	12,092	2,474	7,380	1,618

LOOK AT THIS! → **Total Retail Sales**

$160,843,000

Food sales	$45,443,000	Automotive	$22,341,000
Eating & Drinking	$12,131,000	Gas Stations	$ 8,491,000
Gen. Mds.	$14,854,000	Lumber, Bld. Material, Hardware	$ 7,511,000
Apparel	$16,393,000	Drugs	$ 4,242,000
Furn. Hh. Appliances	$10,133,000		

TROY-

N.Y.

ABC CITY ZONE

POP. 136,300

97% Coverage

THE TROY RECORD · THE TIMES RECORD

THE RECORD NEWSPAPERS

BROADWAY AND FIFTH AVE. TROY, N. Y.

YOUR HIGHEST Sales Potential

Examine these Sales Potentials (Sales per Capita) for Newburgh-Beacon, "The Hub of the Hudson" compared with the averages for all cities of 50,000 or more population in the rich Empire State.

$ Sales per Capita	Total Sales	Food	General Mdse.	Apparel	Furn.-House-Appl.	Automotive	Gas Stations	Drug
Newburgh-Beacon	1,925	483	286	193	82	360	87	71
All Cities 50M & over N. Y. State	1,366	342	198	162	84	136	45	41

Need any more be said? Well, too, th market is first among any one of the others on per Capita basis in Total Sales; Food, Automobile, Gasoline Station and Drug Store sales . . . Is 47% ahead of great New York City in Department Store Sales, 15% ahead in Apparel Sales per capita. Beats Buffalo in these two types of stores by 10% and 77% respectively.

99 of every 100 homes in the ABC City Zone (55,130 population) and 3 of every 10 in the surrounding countryside can receive your message every evening through the . . .

Newburgh-Beacon News

Member: The Gannett Group of Newspapers

Represented by Gannett Advertising Sales, Inc., a Division of

The Gannett Newspapers

Offices: New York, Philadelphia, Hartford, Syracuse, Chicago, Detroit, San Francisco

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Warren		75,999	.0352	5,691	.0264	114	152	16,120	7,420	9,074	6,198	3,061	16,365	4,409	4,235	2,202
Glens Falls		46,511	.0215		.0149	128	185	11,160	2,448	7,795	5,830	2,286	7,195	1,938	2,139	1,361
Washington		44,218	.0204	3,227	.0232	87	76	11,243	3,447	2,730	1,526	996	4,537	3,687	4,768	1,414
Wayne		123,640	.0572	6,031	.0429	109	146	18,125	4,773	53,491	3,010	2,872	17,231	4,256	8,179	2,204
Newark		67,462	.0312		.0137	193	439	4,777	1,451	50,469	1,105	821	4,313	1,025	1,005	766
Westchester	110	1,216,975	.5629	5,122	.5788	128	125	310,623	97,409	162,077	108,900	71,147	175,872	69,426	50,301	34,540
Bronxville		21,759	.0101		.0081	219	273	7,232	1,884	1,330	1,640	353		1,842	2,392	1,636
Larchmont		22,949	.0106		.0075	192	272	7,384	2,295	346	1,161	1,636	4,582	1,461	313	303
Mamaroneck		25,849	.0120		.0124	128	124	8,488	2,601	1,142	1,073	1,844	1,867	2,017	2,816	512
Mount Kisco		32,561	.0151		.0076	200	397	8,677	1,196	958	2,304	1,383	9,652	940	1,793	693
Mount Vernon		103,925	.0481		.0528	123	112	27,315	7,767	10,777	7,447	6,808	15,586	4,152	3,343	2,983
New Rochelle		114,476	.0529		.0554	129	123	28,248	7,644	15,628	12,516	7,290	22,612	4,558	3,544	2,786
Ossining		21,481	.0099		.0108	106	97	5,069	1,765	933	1,502	1,048	3,575	1,724	1,144	576
Peekskill		41,016	.0190		.0138	133	183	10,171	2,599	5,967	3,364	2,770	6,138	1,771	2,683	1,292
Port Chester		47,945	.0222		.0177	127	160	14,641	4,655	4,821	3,938	3,249	6,076	2,691	1,903	1,421
Rye		18,444	.0085		.0111	141	108	6,608	1,300	293	583	743	4,087	848	403	880
Scarsdale		26,825	.0124		.0179	170	118	8,777	1,237	6,415	1,122	603		2,414	1,790	1,869
Tarrytown		20,798	.0096		.0088	142	155	8,278	2,794	1,544	1,127	899	1,148	650	656	713
Tuckahoe		17,624	.0082		.0050	147	241	5,410	1,715	493	752	692	4,036	1,372	870	409
White Plains		198,387	.0918		.0545	183	308	24,132	10,927	37,693	41,517	18,646	33,566	7,543	5,774	2,930
Yonkers		263,642	.1219		.1282	122	116	68,873	25,226	44,147	21,700	16,585	34,961	13,116	7,276	7,875
Wyoming		40,033	.0185	4,170	.0176	89	94	9,732	1,792	3,550	1,083	1,483	9,347	1,859	3,843	959
Yates		18,950	.0088	3,445	.0097	99	90	4,825	1,197	1,182	550	625	3,979	1,374	1,359	316
Penn Yan		12,418	.0057		.0041	128	178	3,499	598	888	387	496	2,204	681	698	179
Total Above Cities		18,334,366	8.4797		8.4505	119	119	4,552,039	1,961,257	2,635,349	1,933,368	1,069,437	2,106,803	691,039	635,769	541 809
State Total		22,034,324	10.1907	4,333	10.5513	113	109	5,542,500	2,275,604	2,947,059	2,051,675	1,177,617	2,717,700	984,245	978,386	645,663

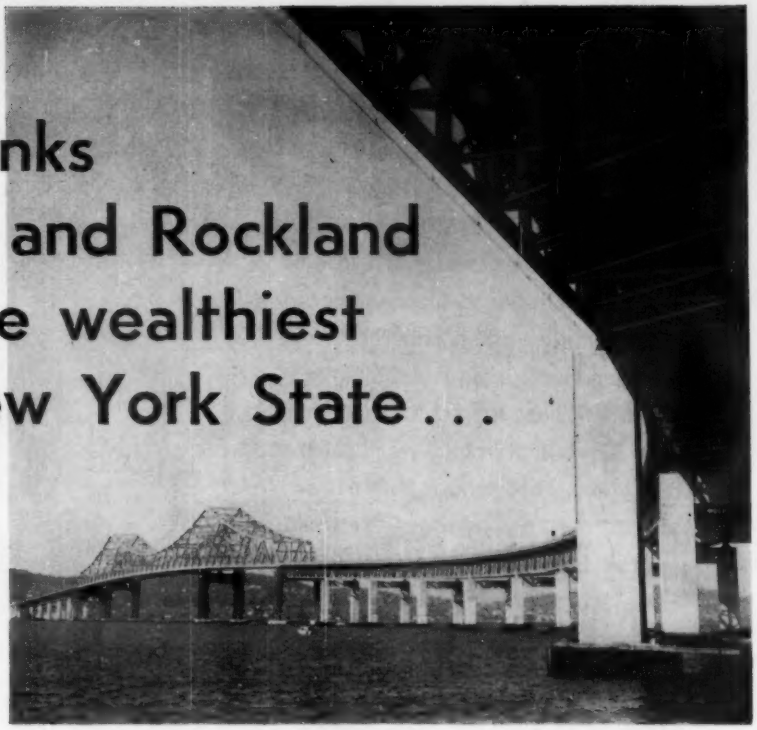
METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
Albany-Schenectady-Troy	861,600	.3985	5,222	.4077	125	122	207,969	72,328	125,675	62,153	41,071	139,203	49,016	38,779	24,777
△Auburn	83,460	.0386	3,811	.0400	96	93	19,978	5,294	7,173	4,562	3,947	14,731	3,838	8,718	1,783
Binghamton	256,496	.1186	4,130	.1228	106	102	59,550	20,128	39,563	15,344	12,683	48,623	15,439	14,072	7,969
Buffalo	1,619,179	.7488	4,105	.7837	105	100	406,397	140,880	231,565	105,737	81,787	277,739	98,853	95,645	60,598
△Elmira	128,219	.0593	4,218	.0578	105	108	29,247	8,511	22,859	9,054	6,262	24,202	6,475	7,271	2,830
△Jamestown	181,244	.0839	3,816	.0848	101	100	46,272	13,354	16,786	11,605	7,340	30,821	14,126	14,257	5,521
△Newburgh	239,179	.1106	4,630	.1036	105	112	63,043	17,828	29,326	15,343	11,155	45,464	13,003	17,745	6,965

WOR-RADIO

Warren County is one of 139 Counties in 13 states covered by **WOR-Radio.** WOR has the largest station audience in America with 4,103,420 listening families every week.

see page 651

This bridge links Westchester and Rockland Counties – the wealthiest market in New York State...



Westchester and Rockland counties, which are connected by the Tappan Zee bridge over the Hudson River, comprise a market whose per capita income of $3,329 is the *highest* in New York State.

The Westchester-Rockland area is a vast and fast-growing market:

Its 932,600 population is** three **times greater than that of Miami;
Its $2,357,145,000 total buying power** exceeds **that of San Francisco;
Its $1,357,229,000 annual retail sales are** twice **those of Rochester, N.Y.

More than 65,000 households have been added to the Westchester-Rockland market in less than a decade, which is equal to a city the size of Syracuse, N.Y.

Advertisers are getting their messages "across" to these high spending families of the Westchester-Rockland market through the Westchester-Rockland Group. This group of ten dailies with a circulation of over 175,000 reaches 7 out of 10 families with an 80 per cent home-delivery every day - to a sure and, more importantly, a *responsive* audience.

The Westchester-Rockland Group can be *your* bridge to greater sales by giving you the *highest* coverage in one of America's *leading home* markets.

Westchester
HERALD STATESMAN, YONKERS
DAILY ARGUS, MT. VERNON
DAILY NEWS, TARRYTOWN
DAILY TIMES, MAMARONECK
CITIZEN REGISTER, OSSINING
DAILY ITEM, PORT CHESTER
STANDARD-STAR, NEW ROCHELLE
REPORTER DISPATCH, WHITE PLAINS
AFFILIATED WITH
EVENING STAR, PEEKSKILL
Rockland
JOURNAL-NEWS, NYACK

Westchester Rockland Group

8 CHURCH STREET WHITE PLAINS, N.Y.
REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

SOURCES: New York State Dept. of Commerce Review, February 1960. Sales Management Survey of Buying Power 1960. Net paid circulation of the Westchester-Rockland Group as of March 1960.

BULL'S-EYE!

In the nation's number one market, your number one buy is television . . . and CBS Owned WCBS-TV. With single-medium efficiency, television enables you to score with consumers in 37 counties: urban, suburban, exurban and rural areas comprising the world's richest market (with more than $24 billion in total retail sales last year). Throughout this widespread region, Channel 2 (represented by CBS Television Spot Sales) scores a direct hit: New York's top-rated television station for the past 62 consecutive Nielsen reports!



CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.

NEW YORK — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

METRO AREAS. (continued)	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
New York-Northeastern New Jersey Standard Consolidated Area	*19,688,356*	*9.1061*	*4,402*	*9.6498*	*117*	*111*	*5,011,447*	*2,196,850*	*2,648,350*	*2,088,038*	*1,182,733*	*2,098,566*	*836,855*	*754,846*	*559,994*
1New York	14,388,296	6.6547	4,403	7.0141	118	112	3,698,656	1,674,370	1,958,805	1,586,983	842,113	1,348,026	531,753	475,163	411,754
△Poughkeepsie	210,100	.0971	4,607	.0971	101	101	52,452	18,365	23,993	11,584	7,873	34,505	12,074	13,443	6,050
Rochester	760,439	.3517	4,194	.3660	112	107	182,038	84,319	120,517	51,497	36,378	143,718	38,181	39,320	26,371
Syracuse	693,680	.3208	4,265	.3216	105	105	165,107	69,546	96,234	43,212	30,074	128,818	38,940	41,204	22,592
Utica-Rome	397,901	.1840	4,311	.1775	101	105	94,608	30,687	51,505	24,976	18,796	67,363	23,366	24,548	11,505
△Watertown	121,916	.0564	4,515	.0569	103	114	26,206	9,386	15,034	8,513	4,035	21,289	6,989	8,296	4,179
Total Above Areas	19,941,760	9.2229	4,340	9.6278	114	110	5,053,523	4,122,996	2,731,034	1,950,543	1,163,517	2,324,502	851,853	798,461	592,894

NORTH CAROLINA— (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, South Carolina, Virginia, West Virginia.)

Map, page 265

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albemarle	Stanly	15.4	176	30	18	17	21	13	18	25	9	8
Asheboro	Randolph	8.7	183	29	16	16	23	23	20	19	15	5
Asheville	Buncombe	89.8	713	99	105	66	58	58	35	106	28	36
Burlington	Alamance	34.6	412	54	54	37	44	48	29	63	13	18
Charlotte	Mecklenberg	196.6	1,959	310	302	220	168	120	103	313	80	66
Clinton	Sampson	6.2	147	27	12	12	18	9	14	15	14	6
Concord	Cabarrus	20.4	229	41	34	19	21	17	18	30	9	8
Dunn	Harnett	8.9	132	24	11	9	17	7	11	16	8	9
Durham	Durham	89.5	787	204	121	56	68	61	38	109	20	26
Elizabeth City	Pasquotank	15.4	218	75	25	10	20	15	14	26	10	5
Fayetteville	Cumberland	52.6	634	118	125	53	46	43	48	90	21	20
Forest City	Rutherford	5.6	133	14	8	11	11	15	31	23	8	3
Gastonia	Gaston	37.5	424	78	56	39	42	35	33	56	19	16
Goldsboro	Wayne	28.9	377	92	32	33	35	24	29	51	18	11
Greensboro	Guilford	123.2	1,129	200	170	101	99	76	65	188	36	40
Greenville	Pitt	19.8	289	59	28	22	22	19	12	41	14	7
Hendersonville	Henderson	6.9	193	32	19	14	19	11	12	29	16	7
Henderson	Vance	14.5	217	45	21	15	25	17	16	33	9	12
Hickory	Catawba	19.0	299	42	39	21	32	33	26	50	12	9
High Point	Guilford	48.1	613	133	138	39	51	54	31	71	13	28
Jacksonville	Onslow	13.8	196	15	38	18	31	18	12	24	9	4
Kannapolis	Cabarrus	31.8	*	*	*	*	*	*	*	*	*	*
Kinston	Lenoir	27.9	301	60	23	25	34	21	21	41	16	14
Lenoir	Caldwell	12.5	170	30	24	17	21	15	12	19	6	7
Lexington	Davidson	17.4	247	40	24	26	21	23	25	44	12	8
Lumberton	Robeson	15.7	209	47	20	23	20	14	15	23	15	4
Marion	McDowell	3.8	108	21	5	7	10	8	12	19	6	4
Monroe	Union	11.9	169	26	18	11	22	10	18	26	12	2
Morganton	Burke	10.2	144	21	13	8	17	12	19	25	7	6
Mount Airy	Surry	9.5	227	49	32	20	17	23	20	22	12	5

(Continued on page 616)

1 This area also New York portion of the New York-Northwestern New Jersey Consolidated Area.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

CHANNEL 5 WROC-TV AUDIENCE GROWS!

Leads New York State's 3rd largest market with 31.5% more homes reached than station X.

TOTAL TV HOMES REACHED:	
WROC-TV	327,200
Station X	248,800

NBC-ABC · CHANNEL 5 · ROCHESTER

Represented by

Edward Petry & Co., Inc.

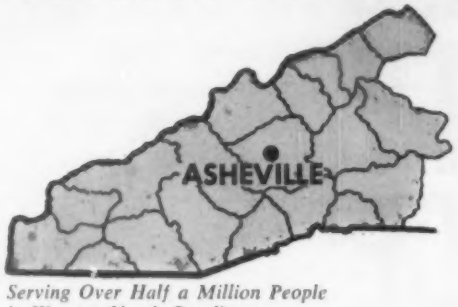
The Original Station Representative



WGR-TV, Buffalo, N.Y. · KFMB-TV, San Diego, Calif. · WROC-TV, Rochester, N.Y. · KERO-TV, Bakersfield, Calif. · WNEP-TV, Scranton—Wilkes-Barre, Pa.
WGR-AM, WGR-FM, Buffalo, N.Y. · KFMB-AM, KFMB-FM, San Diego, Calif. · WROC-FM, Rochester, N.Y.
Transcontinent Television Corporation · 380 Madison Avenue, New York, N.Y. · YUkon 6-2121

ASHEVILLE

NORTH CAROLINA'S UNIQUE MARKET



Serving Over Half a Million People in Western North Carolina

The 17-County Mountain Area . . . Rich in Industry, Agriculture and Tourism

More than 100 miles removed from other Metro Area centers in the state, Asheville is a rich cosmopolitan market, and a mecca for new industries. It is the hub of North Carolina's tourist area, and a thriving agricultural region. It is served effectively and exclusively by The Asheville Citizen and Times.

ASHEVILLE MARKET DATA

(from SALES MANAGEMENT, JULY 10, 1960)

POPULATION	499,200
INCOMES	$595,351,000.00
RETAIL SALES	$426,658,000.00
FOOD SALES	$ 97,839,000.00

THE ASHEVILLE CITIZEN
THE ASHEVILLE TIMES
ASHEVILLE, N. C.



Nationally represented by **WARD-GRIFFITH COMPANY, INC.**

DAILY CIRCULATION 63,460

N. CAROLINA

Cont. from page 614

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
New Bern	Craven	20.5	228	57	28	18	22	16	17	22	8	8
Newton	Catawba	6.6	107	22	15	7	10	13	9	11	6	3
North Wilkesboro	Wilkes	4.9	128	17	17	8	13	7	13	14	11	4
Raleigh	Wake	88.1	786	136	130	72	69	56	33	125	31	23
Reidsville	Rockingham	14.4	211	35	30	19	19	19	17	30	10	4
Roanoke Rapids	Halifax	13.1	180	46	19	17	24	15	10	15	4	6
Rockingham	Richmond	7.4	153	27	14	14	18	9	14	28	10	3
Rocky Mount	Nash	34.2	422	101	51	40	42	24	23	60	12	11
Roxboro	Person	5.5	135	19	16	7	10	14	10	33	10	3
Salisbury	Rowan	22.7	304	52	46	28	38	25	17	31	14	9
Sanford	Lee	14.4	189	25	19	22	26	14	14	22	11	5
Shelby	Cleveland	19.9	219	37	28	23	15	14	24	30	9	7
Smithfield	Johnston	6.5	130	23	16	12	13	9	14	10	10	4
Statesville	Iredell	20.3	221	41	22	23	26	13	15	32	13	7
Tarboro	Edgecombe	9.4	110	28	13	4	11	5	8	11	3	6
Thomasville	Davidson	11.9	183	37	19	8	19	20	18	31	9	4
Washington	Beaufort	12.0	207	51	30	17	12	14	12	27	13	4
Waynesville	Haywood	6.4	118	19	13	9	6	12	12	12	9	3
Whiteville	Columbus	5.2	120	21	10	8	18	12	8	13	10	5
Wilmington	New Hanover	55.4	627	145	108	40	57	39	30	81	22	19
Wilson	Wilson	30.3	343	83	40	27	44	22	18	43	12	9
Winston-Salem	Forsyth	114.1	1,144	268	187	84	82	79	79	143	41	32

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

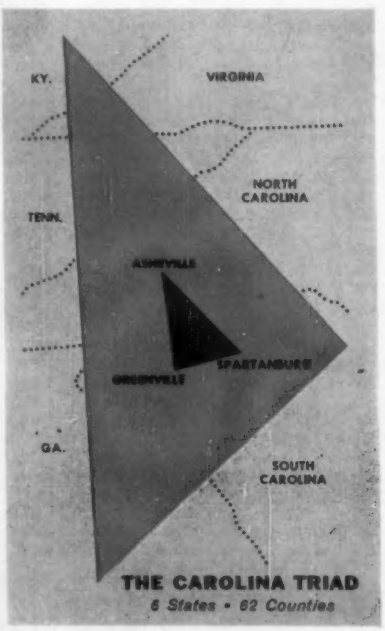
COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Alamance	202	88,345	.0408	4,090	.0402	87	88	21,285	3,940	9,312	6,787	5,559	19,345	6,993	5,769	3,131
△Burlington		58,266	.0269		.0212	109	139	12,709	2,458	6,830	3,858	3,967	12,535	3,853	4,008	2,451
Alexander		13,140	.0061	3,369	.0061	66	66	2,555	155	3,038	266	685	2,833	954	640	387
Alleghany		5,018	.0023	2,182	.0030	64	49	794	158	506	218	150	1,309	417	1,050	141
Anson		14,272	.0066	2,549	.0080	61	50	4,151	397	1,816	501	950	2,552	1,276	1,684	271
Ashe		9,871	.0046	1,974	.0068	56	38	1,761	247	2,308	448	664	1,750	781	983	287
Avery		3,680	.0017	1,227	.0035	51	25	1,027	107	1,207		39	157	396	450	74
Beaufort		32,084	.0148	3,605	.0141	69	72	8,072	1,118	3,887	1,452	1,449	4,893	2,449	3,660	711
Washington		22,434	.0104		.0065	97	155	5,176	687	2,637	1,142	1,215	4,095	1,610	3,044	565
Bertie		12,472	.0058	2,445	.0077	60	45	2,613	274	2,429	201	159	3,483	1,301	791	277
Bladen		17,660	.0082	2,597	.0102	58	47	3,496	283	3,044	562	582	3,860	1,650	2,061	348
Brunswick		8,435	.0039	1,654	.0069	53	30	1,656	610	1,763	40	155	1,313	1,210	901	183
Buncombe	9	166,147	.0768	4,515	.0688	90	100	35,348	9,232	27,867	8,317	7,825	25,695	13,272	10,510	6,240
▲Asheville		137,691	.0637		.0444	114	163	28,309	5,669	25,158	8,153	6,797	22,544	8,608	9,186	5,053
Burke		35,197	.0163	2,886	.0193	68	56	9,447	960	2,816	2,805	1,932	6,717	3,615	3,948	968
Morganton		21,599	.0100		.0064	112	175	4,508	453	1,401	2,048	939	4,986	1,603	3,569	692
Cabarrus		72,089	.0333	4,073	.0324	86	88	18,864	3,011	8,965	4,606	4,187	13,785	6,276	4,065	2,668
Concord		29,569	.0137		.0111	97	120	6,938	1,959	3,716	2,046	2,009	5,895	1,666	1,867	1,029
1Kannapolis		52,040	.0241		.0183	103	135	13,366	1,770	7,141	2,344	2,733	8,914	5,369	3,665	1,758

the Carolina Triad loves WLOS-TV



WLOS-TV is number one in the Carolina Triad—in every day part!

The Greenville-Asheville-Spartanburg March ARB shows WLOS-TV delivers an average of 34,000 homes per quarter-hour from 9:00 a.m. to midnight, Sunday through Saturday – 108.6% more homes than station "C"; 21.4% more than station "B"! And it's no wonder the Triad loves WLOS-TV . . . with the South's highest tower—bringing the top shows into homes in all 62 counties of the Triad. Your PGW Colonel has the full story.



MARKET FACTS FROM SALES MANAGEMENT'S 1960 SURVEY OF BUYING POWER:

Population	2,375,100
Total Retail Sales	$2,039,457,000
Food Sales	494,118,000
Lumber-Building, Hardware Sales	167,232,000
Automotive Sales	399,093,000
General Merchandise Sales	269,076,000
Furniture-Household Appliance Sales	112,438,000
Apparel Sales	108,914,000
Gas Stations	169,770,000
Drug Sales	71,370,000

WLOS-TV abc

Serving ASHEVILLE—
GREENVILLE—SPARTANBURG

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.
SOUTHEASTERN REPRESENTATIVE: JAMES S. AYERS CO.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

It costs so little to put your product up front

In the Towel Capital of the World!

(Kannapolis is the home of world-famous Cannon Mills)



In this $13.3 Million Food Market

. . . *The Independent* is the *only* medium which provides effective coverage. To sell Kannapolis, The Independent is the answer. And it costs so little to do the job!

. . . and look at the *big gains* registered in *4 other* categories

	1958	1959	'59 Gain
Total Retail Sales	$45,546,000	$52,040,000	$6,494,000
Gen. Mdse. Sales	4,923,000	7,141,000	2,218,000
Automotive Sales	6,389,000	8,914,000	2,525,000
L-B-H Sales	2,695,000	3,665,000	970,000
Drug Sales	1,638,000	1,758,000	120,000

. . . factual evidence of the steadily growing strength and importance of the stable Kannapolis market!

The Daily Independent

Kannapolis, N. C.

Evenings (except Sat.) and Sunday

National Representatives: JOHNSON, KENT, GAVIN & SINDING, INC.

KANNAPOLIS, N. C.
A.B.C. CITY ZONE POPULATION

37,556
ABC 9-30-59

11th in POPULATION
in North Carolina

Kannapolis is too big to ignore. A quick check of the facts will prove that The Independent is not only the most economical means of selling this market, but the **only** medium which **can** provide really **effective** coverage.

INDEPENDENT COVERAGE

91% DAILY **90%** SUNDAY

4384

N. CAROLINA — RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Caldwell		38,941	.0171	3,298	.0181	71	67	9,724	1,310	4,369	2,362	1,591	7,690	2,879	3,184	1,239
Lenoir		20,875	.0097		.0070	100	139	5,997	799	2,679	1,932	1,054	3,589	1,367	1,192	980
Camden		1,050	.0005	875	.0014	58	21	456		312				135	50	
Carteret		24,463	.0113	3,306	.0120	74	69	7,304	1,908	1,772	1,295	892	3,498	2,453	2,145	915
Caswell		7,163	.0033	1,462	.0067	52	26	692	173	1,930		165	1,001	851	385	100
Catawba		86,402	.0400	4,547	.0348	86	99	20,013	4,428	10,247	5,291	6,823	16,650	6,801	3,861	2,150
Hickory		53,063	.0245		.0140	132	231	12,172	2,353	7,626	5,210	4,368	10,754	3,680	1,655	1,358
Newton		13,640	.0063		.0041	111	170	3,013	331	941	806	884	3,784	553	1,112	404
Chatham		23,678	.0110	3,534	.0107	70	72	5,016	618	1,617	1,220	685	4,381	2,546	1,909	497
Cherokee		11,326	.0052	2,697	.0062	60	50	2,542	390	1,541	415	686	1,837	861	576	382
Chowan		10,485	.0048	3,277	.0061	66	62	1,550	306	995	522	434	1,630	1,023	1,733	302
Clay		5,464	.0026	2,376	.0032	55	45	2,374	42	421		90	119	328	48	161
Cleveland		54,401	.0251	3,421	.0270	74	68	13,730	1,761	8,528	2,712	2,930	10,590	3,770	4,633	1,569
Shelby		30,025	.0139		.0113	102	125	6,142	892	3,608	2,238	1,850	8,463	1,799	2,038	991
Columbus		38,951	.0180	3,193	.0195	65	60	7,445	881	4,133	3,155	1,708	9,196	2,548	5,217	1,065
Whiteville		15,007	.0069		.0039	134	238	2,750	339	1,155	2,437	1,064	3,293	777	1,430	608
Craven		50,050	.0232	3,382	.0266	75	66	11,081	2,187	6,385	2,897	2,893	11,392	4,226	2,517	1,518
New Bern		32,574	.0151		.0111	97	131	7,109	1,117	5,128	2,562	1,562	6,890	1,569	1,983	1,100
Cumberland	220	140,350	.0649	4,572	.0614	78	82	28,063	7,553	21,662	8,001	9,989	30,421	11,713	6,608	3,576
△Fayetteville		114,274	.0529		.0338	115	180	19,815	5,524	19,384	7,434	8,765	25,817	7,865	5,357	2,979
Currituck		2,505	.0012	1,318	.0023	64	33	617	105	663		51	27	264	47	
Dare		5,894	.0027	4,210	.0024	75	84	1,371	442	767	225	165	1,183	386	219	466
Davidson		69,180	.0320	3,699	.0315	79	80	16,110	2,887	8,758	3,822	3,610	16,802	6,031	5,892	1,952
Lexington		28,950	.0134		.0096	99	138	7,007	1,129	5,129	2,064	1,538	6,067	2,012	1,571	1,041
Thomasville		23,383	.0108		.0071	106	161	5,072	635	2,226	1,242	1,175	7,011	1,887	2,176	841
Davie		11,198	.0052	2,731	.0066	73	57	2,519	483	926	154	605	2,299	1,094	2,015	483
Duplin		25,427	.0117	2,543	.0141	59	49	5,762	449	2,618	1,416	1,062	6,146	1,803	2,894	672
Durham	48	122,833	.0568	4,108	.0585	91	88	27,792	5,904	19,744	7,745	6,825	20,594	8,717	8,168	5,181
▲Durham		115,939	.0536		.0497	99	107	25,860	5,622	18,792	7,524	5,968	20,416	7,847	7,718	4,933
Edgecombe	279	42,614	.0197	3,622	.0212	71	66	12,218	1,502	6,947	2,492	2,330	5,520	2,467	3,105	1,008
Tarboro		14,031	.0065		.0050	94	123	3,375	289	2,153	893	339	2,747	869	572	491
2△Rocky Mount																
Forsyth	170	219,367	.1015	4,423	.0957	94	100	45,572	11,236	34,028	16,651	14,411	41,123	15,190	13,943	7,596
▲Winston-Salem		190,085	.0879		.0699	109	138	36,967	9,673	30,653	16,242	12,845	37,566	12,658	10,260	6,577
Franklin		15,548	.0072	2,221	.0101	60	43	3,070	301	2,812	787	414	3,659	1,122	1,467	503
Gaston	226	112,798	.0521	3,398	.0577	79	71	21,535	4,146	13,725	6,737	5,886	21,332	9,379	6,125	7,327
△Gastonia		64,359	.0298		.0218	104	142	13,659	2,105	9,270	5,256	4,171	15,090	3,882	2,637	5,425

1 Kannapolis is in Cabarrus and Rowan counties.
2 Rocky Mount is in Edgecombe and Nash counties.

North Carolina Population-Income data, pages 262-268
© SM, 1960.

Sell

where the buyin' is easy!



Gastonia is FIRST in Food Sales per household among North Carolina's top ten cities. That makes every family in Gastonia your very best sales prospect, and since they all read the Gazette you can sell them easily.

No other newspaper covers even half of these big eating, easy buying people!

Use the Gazette and sell this market:

130,900
PEOPLE

$112,798,000
RETAIL SALES

$31,635,000
FOOD SALES

$7,327,000
DRUG SALES

(Metro Co. Area)

Sales Management May 10, 1960

THE GASTONIA GAZETTE

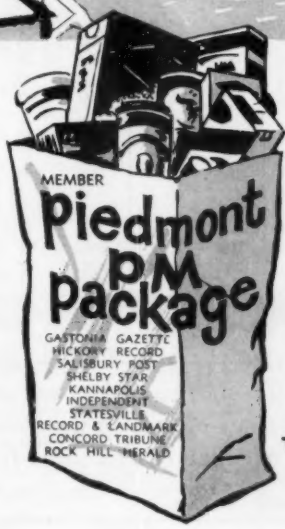
21,395 TOTAL CIRCULATION

100% coverage of Gastonia families

. . . 99% home-delivered

+90% coverage of urban county families

REPRESENTED BY BURKE, KUIPERS & MAHONEY, INC.



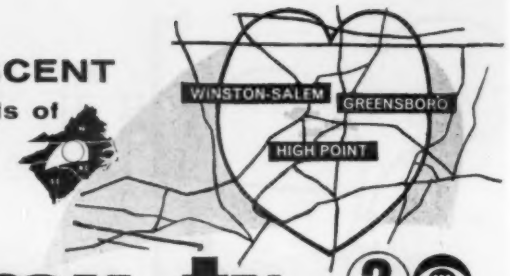
NOW! 20% PACKAGE SAVING!

Saturation of 7 home counties (Carolinas' largest packaged market) with over $133-million food sales!

98.27%
HOME DELIVERED

TOTAL CIRCULATION MORE THAN
116,000

this is the
PIEDMONT INDUSTRIAL CRESCENT
a vast urban area, made up of hundreds of bustling cities and towns, where millions of your customers
LIVE,
WORK,
BUY.
and it's dominated by - wfmy-tv
GREENSBORO, N. C.



2 CBS
Since 1949

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC., NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA, BOSTON, DETROIT

N. CAROLINA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($00.)
Gates		4,072	.0019	1,697	.0030	55	35	812		897	28	156	684	169	1,089	
Graham		1,874	.0009	1,102	.0022	51	21	418	86	1,033	55	163		87		
Granville		22,121	.0102	3,160	.0121	64	54	4,707	489	1,707	1,133	907	4,731	2,094	2,134	688
Greene		7,493	.0035	2,081	.0058	58	35	1,297	86	1,939	166	80	840	488	770	
Guilford	63	344,778	.1595	5,606	.1338	102	122	65,024	16,519	96,626	20,828	14,599	54,378	22,294	16,332	10,327
3▲Greensboro		244,458	.1131		.0837	121	164	38,678	9,794	85,405	14,495	8,548	37,021	13,739	8,316	6,049
▲High Point		73,293	.0339		.0278	103	126	17,369	3,894	8,069	5,924	4,400	16,128	4,494	6,369	3,159
Halifax		51,836	.0239	3,756	.0236	72	73	12,886	1,964	6,471	3,053	2,892	10,070	3,865	3,191	1,374
Roanoke Rapids		23,196	.0107		.0077	105	147	5,528	792	3,810	1,474	1,532	5,377	958	442	674
Harnett		40,494	.0188	3,184	.0213	69	61	7,769	884	4,607	2,604	1,569	8,016	3,786	5,544	1,379
Dunn		20,398	.0094		.0057	114	188	3,393	441	1,844	2,020	649	5,125	1,417	2,342	841
Haywood		37,118	.0171	3,469	.0179	76	72	7,288	1,723	4,754	1,253	2,261	9,115	2,722	3,443	1,458
Waynesville		18,662	.0086		.0046	128	239	2,628	631	2,429	774	1,040	6,344	932	1,814	674
Henderson		34,124	.0158	3,630	.0149	79	84	9,056	1,150	2,589	2,335	1,684	5,485	3,174	4,876	1,188
Hendersonville		26,040	.0120		.0060	154	308	5,729	615	1,663	2,214	1,478	4,396	2,373	4,238	1,032
Hertford		19,503	.0090	3,901	.0085	66	70	3,831	676	3,041	1,557	729	3,490	1,061	2,351	601
Hoke		6,732	.0031	2,104	.0045	52	36	1,896	225	1,158	227	573	1,013	556	573	147
Hyde		2,176	.0010	1,554	.0017	52	30	532	152	676	45	42		504	99	
Iredell		55,640	.0258	3,685	.0253	77	79	13,013	2,004	6,779	3,808	3,091	10,619	4,633	5,400	1,640
Statesville		32,332	.0150		.0109	96	132	7,143	1,143	2,992	2,865	1,454	7,855	2,481	3,374	922
Jackson		10,301	.0047	2,341	.0061	58	44	2,166	402	1,530	361	511	2,328	868	1,204	333
Johnston		49,271	.0228	3,060	.0248	66	61	9,966	1,228	7,601	2,458	2,790	8,425	4,946	5,283	1,328
Smithfield		15,577	.0072		.0043	119	200	3,119	252	1,387	1,025	728	3,398	1,081	2,157	349
Jones		3,844	.0018	1,478	.0034	52	28	929	40	1,135		28	1,096	445	92	39
Lee		28,584	.0132	4,083	.0127	80	84	7,055	1,078	3,669	1,609	2,093	4,947	2,005	2,025	916
Sanford		25,138	.0116		.0083	102	143	5,861	1,005	3,051	1,561	2,003	4,600	1,295	1,959	763
Lenoir		59,288	.0274	4,265	.0245	79	89	9,973	1,447	10,123	5,614	2,106	11,793	4,220	5,626	1,859
Kinston		43,753	.0202		.0151	97	129	7,202	837	7,188	5,551	1,814	9,909	2,176	3,210	1,639
Lincoln		21,493	.0100	3,257	.0105	69	66	5,913	334	2,716	1,090	988	3,550	1,889	2,833	534
McDowell		21,526	.0099	3,075	.0112	70	62	5,613	802	2,207	611	928	4,834	2,430	1,791	706
Marion		15,258	.0071		.0035	167	338	3,388	162	1,572	666	705	4,585	1,195	1,374	500
Macon		12,442	.0058	2,893	.0063	62	57	2,940	345	1,531	572	240	2,506	1,016	1,523	435
Madison		7,395	.0034	1,808	.0062	55	30	1,390	269	964	39	290	1,587	761	1,663	286
Martin		22,137	.0103	3,514	.0105	63	62	3,915	583	3,582	742	1,154	4,352	1,733	1,880	203
Mecklenberg	30	385,812	.1784	5,221	.1580	103	116	75,627	22,688	70,932	24,528	18,515	69,784	28,608	23,670	14,044
▲Charlotte		334,673	.1548		.1242	113	141	58,124	18,015	67,082	23,190	15,705	67,020	21,657	15,907	13,328
Mitchell		10,335	.0049	2,953	.0052	63	59	2,288	257	1,242	459	589	3,030	763	1,180	177
Montgomery		13,638	.0063	3,486	.0062	70	71	3,817	352	1,700	363	475	2,775	1,485	822	347
Moore		32,803	.0151	4,100	.0143	79	83	7,218	1,106	3,148	1,254	1,214	5,029	2,609	2,332	929

3 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

© SM, 1960.

North Carolina Population-Income data, pages 262-268
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

All *Survey of Buying Power* data are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the *Survey*, regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 630 Third Avenue, New York 17, N. Y., Phone YUkon 6-8557.



For newspaper advertisers, what is the Charlotte market? . . . . . .

To begin with, it's Metropolitan Charlotte (Mecklenburg County), biggest urban market in both Carolinas. But that *is* only the beginning. Charlotte's newspapers, The Charlotte Observer and The Charlotte News, reach much further. In addition to providing saturation coverage of Charlotte itself, they deliver a Zone of Influence* that includes 39 Carolina counties, where the population totals nearly two million and yearly retail volume is nearly one and three-quarters billion dollars†.

That Represents a Population Potential More Than Seven Times as Great as Metropolitan Charlotte Itself. And One Media Buy Delivers It All.

As a newspaper market, then, Charlotte is of major *national* importance . . . biggest in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U. S. where you can buy more circulation.

* Contiguous counties where Observer-News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1960 Sales Management) or 20% of households in one or more principal cities in the county.

† 1960 Sales Management Survey of Buying Power. 4400

THE CHARLOTTE OBSERVER | **THE CHARLOTTE NEWS**

Charlotte, N. C. · Daily Circulation over 225,000

Represented by
The Katz Agency, Inc.
Newspaper Division

ROCKY MOUNT —*2-County Metropolitan Area*

(NASH & EDGECOMBE)

Income UP—Now $138,760,000

Concentrated Ad Target—Low-Cost Sales

Metropolitan Rocky Mount—the state's 8th largest market—is made to order for a volume sales return on a moderate advertising expenditure. Over 53% of the 2-county sales are concentrated in the city of Rocky Mount—whose total sales exceed those of either county.

The Telegram's circulation coverage parallels this buying pattern, is the dominant selling influence in the 2-county market.

CITY'S SALES HIGHER THAN EITHER COUNTY'S

	Metro. Area	City	City % of Area
Income	$138,760,000	$50,005,000	35.0
Retail Sales	90,550,000	48,457,000	53.5
Food	20,002,000	10,141,000	50.6
Gen. Mdse.	15,749,000	8,536,000	54.2
Apparel	6,747,000	5,633,000	83.4
Furn.-Appl.	3,402,000	2,440,000	71.7
Automotive	14,209,000	7,522,000	52.9
Gasoline	7,268,000	2,952,000	40.6
Lumb.-Hdwre.	7,289,000	2,891,000	39.6
Drug	2,551,000	1,468,000	57.5

ROCKY MOUNT TELEGRAM *Afternoons and Sundays*

ROCKY MOUNT, NORTH CAROLINA

Represented by WARD-GRIFFITH CO., INC.

N. CAROLINA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

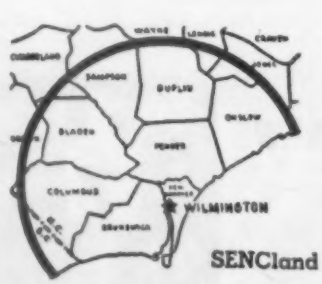
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Nash	279	47,936	.0222	2,986	.0253	72	63	7,784	2,433	8,802	4,255	1,072	8,689	4,801	4,184	1,543
2△Rocky Mount		48,457	.0224		.0180	94	117	10,141	1,835	8,536	5,633	2,440	7,522	2,952	2,891	1,468
New Hanover	298	92,852	.0430	4,339	.0379	88	100	22,368	5,194	12,077	5,344	5,346	14,568	7,520	5,114	3,873
△Wilmington		77,622	.0359		.0297	96	116	18,288	3,691	11,276	5,180	4,869	14,084	5,060	2,187	3,379
Northampton		16,530	.0048	1,816	.0062	53	31	2,281	350	1,474	332	349	748	2,080	1,297	387
Onslow		50,957	.0236	7,494	.0279	72	61	9,702	3,378	7,420	3,765	2,956	12,128	4,139	2,565	1,428
Jacksonville		32,157	.0149		.0093	121	194	4,238	2,008	5,749	3,616	1,758	7,604	1,778	1,524	1,050
Orange		32,548	.0150	3,390	.0193	81	63	7,499	2,546	1,919	2,264	1,289	4,991	2,996	4,395	1,145
Pamlico		3,488	.0017	1,246	.0035	53	26	1,467	42	441	124		334	363	50	
Pasquotank		26,725	.0123	3,989	.0116	81	85	7,115	1,046	3,559	1,390	1,493	5,253	1,592	2,203	818
Elisabeth City		22,594	.0104		.0080	93	121	5,933	716	3,073	1,208	1,223	4,670	1,284	1,854	817
Pender		6,597	.0031	1,434	.0058	53	28	1,512	242	1,917	188	298	1,082	473	327	154
Perquimans		8,341	.0038	3,336	.0036	67	70	1,257	136	1,882	51	119	2,676	444	952	233
Person		20,462	.0095	3,528	.0097	70	69	3,512	577	2,772	789	1,074	4,448	2,505	1,943	631
Roxboro		16,479	.0076		.0040	129	245	2,855	451	1,557	657	1,074	4,285	1,512	1,695	378
Pitt		68,157	.0301	4,315	.0276	74	80	11,725	1,560	10,765	3,462	3,330	11,942	5,444	7,485	1,358
Greenville		33,046	.0153		.0111	100	138	6,916	1,049	5,614	2,076	2,469	5,313	2,572	3,032	804
Polk		7,859	.0037	2,535	.0046	70	56	2,758	224	593	181	317	997	617	486	112
Randolph		51,382	.0237	3,495	.0245	77	75	10,866	1,996	8,183	1,998	1,956	8,819	5,256	6,035	1,487
Asheboro		28,586	.0132		.0072	147	269	5,554	669	5,162	1,679	1,204	6,624	1,935	2,362	861
Richmond		38,791	.0180	4,083	.0172	81	85	8,968	2,194	6,188	2,171	1,277	8,068	3,478	3,251	854
▲ Rockingham		21,718	.0100		.0055	134	244	4,461	752	3,437	1,767	481	5,598	1,562	2,312	482
Robeson		67,636	.0299	3,474	.0304	85	61	13,007	1,195	8,754	3,948	2,814	11,756	4,733	7,494	2,052
Lumberton		26,710	.0124		.0087	99	141	6,473	453	3,446	2,286	1,228	3,568	1 340	4,600	764

2 Rocky Mount is in Nash and Edgecombe counties North Carolina Population-Income data, pages 262-268

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

In the Industrial and Agricultural Wilmington, N. C. Retail Trade Zone



the day starts with the Morning Star and ends with the Wilmington News. Readers shelled out over ½ million dollars last year just to buy these newspapers because they want them . . . . . not merely because they are there.

The Star-News Newspapers reach 94 out of every 100 householders in the metropolitan area—more coverage than any other medium. More intensive coverage because the Star-News Newspapers have volunteer readers, eager to get the most from their daily investment. And you'll get the most from your advertising investment in Southeastern North Carolina's Regional Newspaper.

THE STAR-NEWS NEWSPAPERS

morning evening Sunday

nationally represented by The Branham Company

SALES are where the money is . . .

There's money in **SALISBURY, N. C.**

Effective Buying Income per Household (SM Estimate) **$6,429**

Fifth largest in the State

One and only one newspaper provides adequate selling coverage.

SALISBURY, N. C. POST

Daily and Sunday — **Ward-Griffith Co., Rep.**

N. CAROLINA — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Rockingham		59,011	.0273	3,260	.0301	76	69	13,483	2,810	6,220	4,802	3,795	12,334	5,629	4,681	1,728
Reidsville		23,156	.0107		.0082	101	132	4,875	763	1,904	1,820	1,463	5,624	2,129	1,798	828
Rowan		73,567	.0340	3,270	.0381	82	73	18,223	3,076	8,823	5,002	4,835	11,631	5,578	5,524	2,231
Salisbury-Spencer-East Spencer		*49,371*	*.0283*		*.0180*	*111*	*141*	*11,713*	*2,134*	*5,990*	*4,807*	*3,814*	*9,954*	*2,558*	*3,686*	*1,706*
Salisbury		44,277	.0205		.0151	119	161	10,932	1,939	5,325	4,732	3,219	9,449	1,976	2,007	1,352
1Kannapolis																
Rutherford		39,681	.0184	3,640	.0177	73	76	8,989	1,035	4,697	1,945	2,170	10,092	4,531	2,566	1,103
Forest City		20,536	.0095		.0047	152	306	3,831	304	1,624	1,212	1,374	7,558	2,313	1,224	537
Sampson		28,542	.0132	2,461	.0168	59	46	5,747	567	3,993	1,696	1,881	4,939	2,020	4,216	749
Clinton		16,187	.0075		.0042	120	214	3,273	242	1,134	1,417	1,117	3,064	641	2,604	596
Scotland		17,941	.0083	3,204	.0088	83	59	5,714	445	3,430	659	617	3,549	1,424	982	433
Stanly		37,045	.0171	3,495	.0176	78	76	7,810	959	2,777	2,448	1,618	6,821	4,239	5,110	1,068
Albemarle		25,929	.0120		.0088	102	140	5,145	529	1,450	2,120	1,192	5,384	2,495	4,052	904
Stokes		7,408	.0034	1,453	.0072	61	29	1,770	282	993	220	423	1,070	849	980	137
Surry		54,271	.0251	4,377	.0224	80	90	11,217	2,389	4,584	4,467	3,231	12,047	3,582	5,815	1,717
Mount Airy		22,705	.0105		.0063	119	198	4,279	918	2,136	2,665	1,956	3,313	1,416	2,743	909
Swain		8,306	.0039	3,611	.0036	65	71	1,473	620	1,229	421	411	572	1,567	709	227
Transylvania		11,660	.0053	3,151	.0063	68	57	2,570	340	1,735	530	740	2,122	1,011	665	391
Tyrrell		3,215	.0015	2,679	.0018	62	52	788	30	215	73	93	890	210	335	40
Union		34,885	.0162	3,454	.0164	71	70	7,999	699	3,182	1,893	1,247	7,976	2,283	3,145	863
Monroe		22,912	.0106		.0067	100	158	4,480	502	1,717	1,666	734	6,103	1,328	2,419	537
Vance		27,587	.0127	3,448	.0133	72	89	5,632	1,026	2,998	1,887	1,427	5,204	2,639	2,251	896
Henderson		23,550	.0109		.0078	96	135	5,551	647	2,565	1,867	1,413	4,891	1,520	1,771	696
Wake	128	203,980	.0944	4,975	.0984	93	101	44,106	10,338	34,049	12,386	9,816	39,816	16,020	13,186	6,582
▲Raleigh		150,179	.0695		.0555	113	141	28,478	7,967	28,337	11,268	7,350	31,289	9,371	7,082	5,164
Warren		9,568	.0044	2,175	.0068	55	37	2,197	103	1,409	269	407	1,125	940	1,414	311
Washington		9,955	.0046	3,318	.0051	68	61	2,995	184	1,123	382	690	2,299	645	400	223
Watauga		14,741	.0068	3,350	.0069	63	62	2,598	513	1,848	882	327	4,957	1,618	652	802
Wayne		71,145	.0329	4,210	.0293	72	81	14,884	1,636	11,154	5,136	3,507	12,478	4,705	8,356	1,547
Goldsboro		49,878	.0231		.0158	98	143	8,852	980	7,825	4,448	2,805	8,764	2,852	6,998	1,179
Wilkes		43,247	.0200	3,861	.0181	68	75	5,190	983	2,595	1,128	1,465	12,896	2,336	6,141	684
North Wilkesboro		24,478	.0113		.0050	185	419	2,494	565	1,519	1,027	560	11,319	719	1,233	490
Wilson		47,891	.0222	3,214	.0251	74	66	10,993	2,433	4,591	4,010	2,396	7,267	4,239	4,342	1,321
Wilson		36,770	.0170		.0186	92	100	8,369	1,467	3,105	3,921	2,108	6,132	2,643	3,194	1,083
Yadkin		14,471	.0067	2,297	.0092	63	46	2,582	485	1,327	181	744	4,436	1,063	2,109	201
Yancey		5 903	.0027	1,687	.0046	53	31	1,201	237	708	101		1,165	634	1,085	145
Total Above Cities		2,678,517	1.2389		.9132	109	148	533,524	109,832	448,610	201,455	145,336	544,312	172,670	176,184	93,494
State Total		4,253,514	1.9672	3,813	1.9829	78	77	926,614	180,606	648,440	252,554	214,568	801,844	348,350	333,421	134,225

1 Kannapolis is in Cabarrus and Rowan counties
North Carolina Population-Income data, pages 262-268

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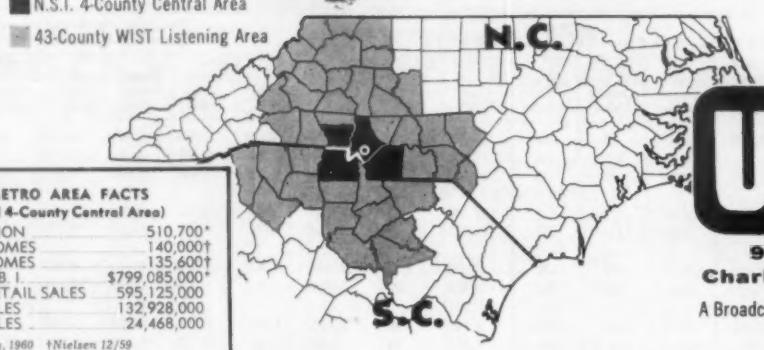
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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best RADIO buy

in the Carolinas' biggest and best market

POWER TO REACH OUT . . . 5,000 watts on an excellent frequency delivers WIST's balanced programming to 43 counties in the booming Piedmont Carolinas. In the WIST coverage area, nearly 2½ million people spend more than $1¾ billion a year in retail sales. That's the *real* WIST market. That's one big reason *why* WIST is your *best radio buy* in Charlotte . . . *greatest market in the Carolinas.*



4378

METRO AREA FACTS
(NSI 4-County Central Area)

POPULATION	510,700*
TOTAL HOMES	140,000†
RADIO HOMES	135,600†
TOTAL E. B. I.	$799,085,000*
TOTAL RETAIL SALES	595,125,000
FOOD SALES	132,928,000
DRUG SALES	24,468,000

**SRDS, May, 1960 †Nielsen 12/59*
Sales Figures—1960 S.M. Survey

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Charlotte · North Carolina
A Broadcasting Company of the South Station

GET ALL THE FACTS from any office of **Peters, Griffin, Woodward,** Exclusive National Representatives

N. CAROLINA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Asheville	166,147	.0768	4,515	.0688	90	100	35,348	9,232	27,867	8,317	7,825	25,685	13,272	10,510	6,240
△Burlington	88,345	.0408	4,090	.0402	87	88	21,265	3,940	9,312	6,787	5,558	19,345	6,993	5,769	3,131
Charlotte	385,812	.1784	5,221	.1580	103	116	75,627	22,688	70,932	24,528	18,515	69,784	28,608	23,670	14,044
Durham	122,833	.0568	4,108	.0586	91	88	27,792	5,904	19,744	7,745	6,825	20,594	8,717	8,168	5,181
△Fayetteville	140,359	.0649	4,572	.0614	78	82	28,063	7,553	21,582	8,001	9,989	30,421	11,713	6,608	3,576
△Gastonia	112,798	.0521	3,398	.0577	79	71	31,635	4,146	13,725	6,737	5,886	21,332	9,379	6,125	7,327
Greensboro-High Point	344,778	.1595	5,606	.1338	102	122	65,024	16,519	96,625	20,828	14,599	54,378	22,294	16,332	10,327
Raleigh	203,980	.0944	4,975	.0864	93	101	44,106	10,338	34,049	12,366	9,816	39,816	16,020	13,186	6,582
△Rocky Mount	90,550	.0419	3,222	.0465	71	64	20,002	3,935	15,749	6,747	3,402	14,299	7,268	7,289	2,551
△Wilmington	92,852	.0430	4,339	.0379	88	100	22,368	5,194	12,077	5,344	5,346	14,568	7,520	5,114	3,873
Winston-Salem	219,367	.1015	4,423	.0957	94	100	45,572	11,238	34,028	16,651	14,411	41,123	15,190	13,943	7,596
Total Above Areas	1,967,821	.9101	4,601	.8450	91	98	416,802	100,685	355,770	124,051	102,153	351,265	146,974	116,714	70,428

NORTH DAKOTA—

(Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota.)

Map, page 270

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Bismarck	Burleigh	28.8	229	26	38	17	19	20	20	30	15	10
Devils Lake	Ramsey	7.2	116	15	26	6	16	5	6	11	16	3
Dickinson	Stark	9.4	113	12	18	8	11	9	10	14	13	3
Fargo	Cass	49.5	512	72	102	43	50	33	26	54	34	16
Grafton	Walsh	5.7	82	14	14	4	5	5	7	8	13	2
Grand Forks	Grand Forks	37.7	293	36	58	24	30	23	19	33	22	7
Jamestown	Stutsman	14.7	142	10	26	11	11	8	14	20	20	4
Mandan	Morton	10.5	101	18	18	9	9	5	5	12	10	3
Minot	Ward	28.7	287	34	53	29	26	23	21	37	25	8
Valley City	Barnes	8.3	117	10	17	8	12	8	9	18	14	3
Wahpeton	Richland	5.6	87	14	13	2	9	7	5	13	13	2
Williston	Williams	12.1	143	12	27	5	13	11	12	22	17	3

North Dakota Population-Income data, pages 268-271
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

N. DAKOTA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		6,859	.0031	5,276	.0027	108	124	1,130	707	219	329	121	1,425	1,237	1,334	189
Barnes		21,853	.0101	4,650	.0084	88	105	3,969	1,402	1,807	1,515	1,209	2,917	1,370	5,611	527
Valley City		17,211	.0080		.0050	109	174	3,252	904	1,491	1,515	719	2,669	1,012	3,720	527
Benson		6,219	.0029	2,704	.0035	70	58	1,420	656	537	33	29	134	667	2,216	155
Billings		108		270	.0006	55			60					14		
Bottineau		10,635	.0050	3,798	.0050	86	86	1,566	799	407	650	264	1,892	1,060	3,213	253
Bowman		8,259	.0038	8,259	.0025	114	173	1,174	406	348	153	39	997	1,153	3,515	340
Burke		5,180	.0024	2,878	.0028	82	71	997	959	211	65		809	319	1,523	163
Burleigh		50,890	.0235	5,532	.0184	101	128	8,043	2,717	7,776	2,837	2,844	12,679	4,318	4,769	2,428
Bismarck-Mandan		*60,739*	*.0281*		*.0218*	*105*	*135*	*10,540*	*3,311*	*8,245*	*3,827*	*3,028*	*16,022*	*5,253*	*4,710*	*2,809*
Bismarck		48,217	.0223		.0164	110	150	7,851	2,420	7,664	2,837	2,683	12,605	4,015	3,284	2,428
Cass	219	117,877	.0545	5,835	.0438	109	136	15,130	7,557	14,477	9,036	5,996	25,615	7,035	20,471	3,636
△Fargo		97,252	.0450		.0333	120	162	12,566	6,072	13,601	8,918	5,214	22,684	5,430	11,570	3,161
Cavalier		10,109	.0047	4,212	.0044	83	89	1,822	941	557	607	109	774	1,139	3,443	200
Dickey		9,588	.0044	3,995	.0039	83	94	1,445	451	718	72	301	1,640	760	3,228	301
Divide		5,771	.0027	4,122	.0026	90	93	992	396	835	321	141	880	308	1,244	201
Dunn		3,268	.0015	2,334	.0022	71	48	736	374	85		49	230	168	1,394	123
Eddy		6,585	.0031	5,065	.0025	93	115	1,048	919	521	158	39	1,386	276	1,798	143
Emmons		6,633	.0030	3,317	.0032	73	68	1,336	416	342	188	160	993	553	2,300	60
Foster		8,240	.0038	5,493	.0027	93	131	1,370	227	170	391	119	2,265	378	2,365	204
Golden Valley		4,192	.0020	5,240	.0016	107	133	693	225	213	139	43	1,199	278	1,161	145
Grand Forks	227	71,226	.0329	5,396	.0275	101	121	9,506	5,664	6,790	5,508	4,764	13,857	4,299	14,416	1,689
Grand Forks-East Grand Forks		*69,917*	*.0323*		*.0254*	*100*	*127*	*11,960*	*6,260*	*6,790*	*5,499*	*4,455*	*15,500*	*4,299*	*10,858*	*1,688*
△Grand Forks		60,492	.0280		.0222	105	133	8,433	4,729	6,537	5,261	4,219	13,026	3,383	9,479	1,453
Grant		3,573	.0017	2,382	.0023	72	53	837	78				906	443	1,089	98
Griggs		5,915	.0027	4,225	.0024	89	100	730	445	420	118	68	1,011	258	2,345	124
Hettinger		7,682	.0036	4,519	.0032	91	103	986	752	434	91	122	1,491	632	2,920	94
Kidder		4,320	.0020	3,086	.0024	75	63	525	195	414		38	1,211	665	863	116
La Moure		9,676	.0044	4,608	.0036	78	96	1,387	509	336	325	288	2,442	456	3,338	221
Logan		3,525	.0017	3,205	.0018	64	61	702	249	75	93	75	397	227	1,515	97
McHenry		8,744	.0040	3,363	.0045	78	69	1,983	498	522	314	22	1,557	657	2,538	265
McIntosh		8,027	.0037	4,459	.0030	79	97	1,568	489	377	67	63	1,063	372	3,806	140
McKenzie		6,019	.0028	3,010	.0032	91	80	1,033	472	373	59	40	841	623	1,838	450
McLean		12,305	.0057	2,564	.0081	79	56	2,671	707	696	56	37	2,314	1,045	3,986	264
Mercer		5,914	.0027	2,957	.0032	74	63	947	508	808	167	76	1,195	521	1,182	269
Morton		23,805	.0110	4,408	.0101	86	93	4,117	1,902	907	1,123	548	5,474	2,119	6,054	502
See Bismarck-Mandan																
Mandan		12,522	.0058		.0054	92	98	2,689	891	581	990	345	3,417	1,238	1,426	381
Mountrail		11,998	.0056	4,285	.0051	96	106	2,863	1,018	816	457	91	1,500	1,034	3,045	399
Nelson		9,065	.0042	5,332	.0034	92	114	808	534	1,015	44	73	1,188	751	3,328	175
Oliver		623	.0003	1,246	.0009	69	23	218	72	39				68	183	
Pembina		13,657	.0063	4,017	.0065	89	86	2,486	1,220	683	443	331	1,838	772	4,203	373
Pierce		8,067	.0037	4,034	.0034	79	86	1,582	538	530	402	241	2,673	57	1,672	126
Ramsey		22,566	.0105	6,838	.0077	105	144	4,122	1,582	2,375	2,016	603	3,776	1,486	4,855	521
Devils Lake		18,517	.0086		.0052	130	215	3,542	1,000	1,884	1,895	584	3,635	903	3,541	499
Ransom		11,805	.0054	5,621	.0041	93	123	1,762	790	322	526	195	4,182	717	2,582	274
Renville		4,115	.0019	3,429	.0021	81	73	1,011	190	98	75		559	280	1,609	33
Richland		22,468	.0104	4,321	.0097	92	98	3,467	1,303	1,522	1,240	1,101	4,185	1,772	5,389	642
Wahpeton		11,756	.0054		.0036	116	174	1,844	500	1,305	1,014	945	1,942	965	2,248	288
Rolette		7,771	.0036	3,379	.0037	66	64	1,942	568	379	363	53	1,518	629	1,708	196
Sargent		4,166	.0019	2,451	.0025	71	54	664	306	153	28	57	388	309	1,810	26
Sheridan		3,148	.0015	2,862	.0019	73	58	611	152	113	57		193	338	1,356	47
Sioux		1,146	.0005	1,910	.0003	57	36	367	77	95			236	52	261	
Slope		366	.0002	915	.0008	73	18	112	60					138	58	
Stark		27,379	.0127	6,223	.0092	97	134	4,530	1,310	2,630	1,309	1,088	6,074	2,407	5,626	915
Dickinson		19,862	.0092		.0059	111	174	3,252	930	2,487	1,309	979	3,894	1,793	3,402	795
Steele		3,308	.0015	2,757	.0020	83	63	381	185	548		39	347	205	1,563	
Stutsman		36,060	.0167	5,151	.0137	91	111	4,200	2,321	2,886	1,465	1,438	7,261	3,049	9,436	1,227
Jamestown		30,618	.0142		.0096	117	173	3,272	1,742	2,410	1,424	1,392	6,833	2,439	8,154	1,096
Towner		5,246	.0024	4,372	.0023	88	92	1,103	510	265	89	197	973	350	1,426	233
Traill		14,349	.0066	4,948	.0057	93	108	1,912	931	856	109	683	2,681	918	4,492	425
Walsh		23,705	.0110	5,153	.0100	87	96	4,017	1,627	2,321	707	474	4,146	1,468	6,930	491
Grafton		13,013	.0060		.0035	109	188	2,457	654	981	569	382	2,939	587	3,102	367
Ward		70,285	.0325	5,668	.0261	106	132	12,531	4,163	8,021	4,072	5,524	14,774	4,440	8,988	2,446
Minot		58,698	.0271		.0192	119	168	10,773	2,816	7,519	3,920	5,249	13,213	3,343	5,056	2,263
Wells		11,212	.0052	4,153	.0048	86	93	1,957	541	786	501	318	2,046	766	2,799	288

N. DAKOTA — RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Williams		34,997	.0162	4,375	.0144	97	109	6,355	2,202	1,898	2,461	1,015	9,273	2,907	5,708	1,014
Williston		25,071	.0116		.0078	115	171	4,475	1,059	1,441	2,367	751	7,821	1,537	3,441	802
Total Above Cities		413,229	.1912		.1371	113	158	64,406	23,717	47,901	32,019	23,462	94,678	26,665	58,423	14,060
State Total		800,499	.3702	4,892	.3267	92	104	128,874	53,878	89,726	40,779	31,125	159,405	58,261	104,500	23,248

METRO. AREAS — RETAIL SALES—SM ESTIMATES, 1959

△Fargo		117,877	.0545	5,895	.0436	109	136	15,130	7,557	14,477	9,036	5,996	25,615	7,035	20,471	3,636
△Grand Forks-East Grand Forks		111,530	.0515	4,867	.0462	95	106	18,779	9,205	8,855	6,871	5,983	18,243	7,914	23,282	2,765
Total Above Areas		229,407	.1060	5,202	.0898	101	120	33,908	16,762	23,332	15,907	11,959	43,858	14,949	43,753	6,401

OHIO— (Other East North Central States: Illinois, Indiana, Michigan, Wisconsin.)

Map, page 273

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Akron	Summit	311.7	2,713	577	650	181	139	148	141	304	140	94
Alliance	Stark	32.9	348	58	76	22	26	31	20	37	14	6
Ashland	Ashland	16.5	234	31	36	23	22	16	16	21	21	5
Ashtabula	Ashtabula	27.0	376	71	70	26	37	22	24	35	29	10
Athens	Athens	16.4	196	27	37	17	13	22	14	17	14	6
Barberton	Summit	35.9	383	72	89	28	37	13	26	46	27	11
Bedford	Cuyahoga	14.9	161	27	42	8	10	9	15	25	11	2
Bellaire	Belmont	12.5	185	52	41	7	14	12	10	12	9	6
Bellefontaine	Logan	11.7	212	30	32	20	25	18	18	19	13	4
Berea	Cuyahoga	16.8	149	21	23	9	18	13	9	19	10	5
Bexley	Franklin	13.9	34	7	3	3	3	0	3	1	3	
Bowling Green	Wood	14.6	139	21	24	4	15	10	8	19	10	6
Bucyrus	Crawford	12.2	178	26	30	7	14	14	14	21	20	6
Cambridge	Guernsey	17.8	239	47	46	16	14	20	14	26	15	6
Campbell	Mahoning	14.4	126	38	46	4	4	2	7	9	6	2
Canton	Stark	125.7	1,424	304	342	91	93	97	74	123	82	47
Celina	Mercer	8.0	145	16	22	15	13	12	16	13	15	3
Chagrin Falls	Cuyahoga	3.7	80	11	10	3	4	5	6	12	7	3
Chillicothe	Ross	27.9	373	58	74	21	27	33	27	38	25	10
Cincinnati	Hamilton	570.1	6,048	1,520	1338	596	419	318	176	444	223	243
Circleville	Pickaway	11.1	171	36	34	9	12	15	18	14	14	3
Cleveland	Cuyahoga	952.7	10816	2,782	2688	655	771	637	344	877	534	377
Cleveland Heights	Cuyahoga	62.7	383	93	47	59	38	25	18	36	16	22
Columbus	Franklin	485.2	4,500	854	1062	338	254	296	215	477	236	184
Conneaut	Ashtabula	11.7	170	33	32	11	13	11	11	18	15	3
Coshocton	Coshocton	14.8	207	32	37	17	15	14	17	24	11	5
Cuyahoga Falls	Summit	50.1	325	73	46	26	24	20	20	45	25	15
Dayton	Montgomery	304.9	2,847	508	694	190	150	203	133	317	157	113
Defiance	Defiance	14.4	209	28	39	17	17	19	12	29	15	6
Delaware	Delaware	14.9	205	28	35	15	18	9	18	27	14	6
Dover	Tuscarawas	10.9	154	26	35	10	12	14	12	16	7	3
East Cleveland	Cuyahoga	41.1	232	43	36	18	13	23	10	30	7	11
East Liverpool	Columbiana	27.1	337	74	73	15	32	30	25	24	14	10
Elyria	Lorain	45.0	406	72	77	36	29	30	28	47	27	9
Euclid	Cuyahoga	66.2	243	43	51	32	20	20	10	20	11	17
Fairborn	Greene	17.4	120	13	20	14	8	12	13	14	8	3
Fairview Park	Cuyahoga	14.9	103	21	18	6	16	9	1	11	5	3
Findlay	Hancock	29.6	370	62	67	19	29	33	33	33	30	9
Fostoria	Seneca	16.5	191	28	34	10	25	17	16	20	17	4
Fremont	Sandusky	19.2	269	44	49	27	20	27	22	20	18	4
Galion	Crawford	11.8	163	22	32	16	13	12	12	15	16	3
Gallipolis	Gallia	8.8	136	23	20	9	11	9	12	16	15	3
Garfield Heights	Cuyahoga	36.4	169	45	23	10	14	17	3	24	7	6
Girard	Trumbull	13.1	132	27	25	4	13	8	15	13	5	4
Greenville	Darke	10.4	177	17	22	13	17	13	20	22	11	5
Hamilton	Butler	72.8	826	169	192	41	54	57	50	83	51	27
Hillsboro	Highland	5.9	140	22	15	9	13	8	15	16	13	3
Ironton	Lawrence	16.0	250	47	58	12	21	15	22	22	11	7
Jackson	Jackson	7.6	133	18	26	7	7	10	16	17	10	3
Kent	Portage	15.8	169	23	38	12	12	8	20	15	17	4
Kenton	Hardin	9.7	162	27	29	7	11	7	15	23	16	3
Lakewood	Cuyahoga	70.7	454	101	83	36	27	24	32	42	31	28
Lancaster	Fairfield	33.0	388	57	80	18	25	45	37	40	31	11
Lebanon	Warren	6.2	120	15	18	4	10	3	19	14	13	3
Lima	Allen	57.6	685	106	139	62	57	50	36	64	45	24
Lockland	Hamilton	6.2	92	16	17	5	16	4	4	5	7	4
Logan	Hocking	6.3	109	20	16	3	6	12	9	13	10	3
London	Madison	6.1	113	15	18	8	4	3	15	11	12	3
Lorain	Lorain	61.0	688	150	137	56	56	50	35	64	44	20
Mansfield	Richland	53.3	708	100	153	65	56	61	40	79	37	22
Maple Heights	Cuyahoga	29.5	180	36	27	16	22	13	3	24	12	9
Marietta	Washington	17.5	281	40	40	26	23	18	25	31	15	8
Marion	Marion	38.9	366	65	65	30	28	30	23	42	26	10
Martins Ferry	Belmont	13.2	158	55	28	2	10	8	9	11	10	5
Massillon	Stark	38.4	418	63	106	20	37	31	23	46	26	9
Medina	Medina	7.1	137	20	26	12	15	6	10	15	14	4
Miamisburg	Montgomery	9.7	130	22	22	11	13	12	16	12	6	2
Middletown	Butler	46.9	437	73	89	29	41	30	34	46	27	9
Mount Vernon	Knox	15.8	208	30	31	17	14	20	23	17	12	4
Napoleon	Henry	6.9	125	16	16	14	11	6	12	16	15	4
New Philadelphia	Tuscarawas	14.9	217	33	47	17	13	13	10	22	20	6
Newark	Licking	41.0	497	80	109	36	36	33	29	50	36	9
Niles	Trumbull	21.5	216	52	53	5	16	13	16	27	6	5
Norwalk	Huron	11.7	147	24	26	7	17	16	13	14	9	3
Norwood	Hamilton	38.6	326	83	74	21	22	21	10	20	15	15
Painesville	Lake	18.3	243	37	43	16	25	15	21	19	25	5
Parma	Cuyahoga	75.3	293	64	50	25	15	29	11	45	16	10
Piqua	Miami	20.2	247	41	41	13	21	22	19	30	16	5
Port Clinton	Ottawa	6.7	125	19	24	8	13	13	10	10	12	2
Portsmouth	Scioto	42.4	492	101	102	38	36	33	26	48	28	16
Ravenna	Portage	11.9	177	29	24	12	11	18	15	16	17	6
Reading	Hamilton	11.7	120	18	28	10	7	7	14	13	6	3
Rocky River	Cuyahoga	16.8	114	20	17	3	5	10	2	23	11	4
Salem	Columbiana	14.4	232	33	36	29	19	25	28	17	8	6
Sandusky	Erie	34.9	456	72	105	33	40	41	24	34	22	21
Shaker Heights	Cuyahoga	36.7	174	26	21	12	19	23	10	12	6	13
Shelby	Richland	10.4	113	14	14	7	12	15	9	13	10	4
Sidney	Shelby	13.9	184	26	21	17	16	13	22	23	18	6
South Euclid	Cuyahoga	28.7	159	18	16	27	17	15	5	14	24	5
Springfield	Clark	68.9	898	185	194	46	63	67	46	105	49	32
Steubenville	Jefferson	38.4	461	110	107	26	34	38	22	38	20	12
Tiffin	Seneca	23.0	257	37	55	22	22	23	22	25	18	7
Toledo	Lucas	365.6	3,429	584	922	252	222	220	156	369	186	126
Troy	Miami	13.7	167	27	27	11	10	10	14	17	14	5
University Heights	Cuyahoga	16.7	61	17	4	3	12	4	0	5	2	5
Urbana	Champaign	10.8	156	24	22	6	14	11	18	18	10	4
Van Wert	Van Wert	11.7	165	22	25	16	11	16	13	21	13	4
Warren	Trumbull	63.5	705	124	150	50	63	61	46	73	34	22
Washington Court House	Fayette	12.8	176	30	29	24	12	11	9	19	13	5
Whitehall	Franklin	21.6	85	12	12	6	8	6	9	14	8	5
Willoughby	Lake	14.7	169	25	23	7	15	15	16	21	17	7
Wilmington	Clinton	8.9	166	20	30	12	12	17	13	15	18	4
Wooster	Wayne	16.7	260	29	46	18	21	21	23	38	15	8
Xenia	Greene	18.2	181	24	34	10	17	9	18	21	13	3
Youngstown	Mahoning	186.3	1,934	470	405	133	140	124	94	184	97	63
Zanesville	Muskingum	45.5	570	109	116	36	37	27	35	58	33	19

Table of Contents and Subject Indexes, pages 3, 6, 10, 12, 14

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OHIO

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		15,152	.0070	2,196	.0088	69	55	3,486	570	649	267	390	2,339	1,392	2,783	365
Allen	86	137,104	.0634	4,394	.0604	104	109	32,837	8,311	22,424	5,994	5,588	23,842	9,065	13,453	3,797
▲Lima		105,481	.0488		.0389	121	152	21,173	5,903	20,287	5,137	4,554	19,911	5,413	10,325	3,019
Ashland		42,028	.0194	3,502	.0205	97	92	9,870	2,436	4,086	1,658	2,466	9,081	3,237	3,597	1,041
Ashland		28,122	.0130		.0100	118	141	7,110	1,314	3,698	1,407	1,913	5,261	1,682	2,011	838
Ashtabula	186	109,779	.0508	3,696	.0533	99	94	29,330	6,718	10,079	4,374	4,470	20,375	9,425	10,531	2,926
△Ashtabula		47,857	.0221		.0183	121	146	11,412	2,800	6,534	2,933	2,979	8,918	2,991	3,797	1,440
Conneaut		16,795	.0078		.0071	109	120	5,121	861	1,042	672	291	2,466	1,332	2,462	285
Athens		41,146	.0190	3,141	.0215	79	70	10,612	2,954	2,431	2,537	1,949	9,477	3,404	3,008	1,228
Athens		26,579	.0123		.0108	117	134	5,213	1,837	1,354	1,867	1,338	8,217	1,614	1,916	829
Auglaize		42,679	.0198	3,952	.0191	95	99	10,556	2,290	2,629	1,355	1,724	7,237	3,106	4,125	897
Belmont	174	75,621	.0349	2,770	.0417	82	89	24,097	5,215	4,442	2,728	3,919	12,687	7,582	6,334	1,695
Martins Ferry-Bellaire		*31,484*	*.0146*		*.0137*	*96*	*101*	*10,742*	*2,167*	*1,729*	*1,765*	*1,724*	*5,698*	*2,063*	*1,880*	*970*
Bellaire		16,651	.0077		.0067	96	110	5,233	1,374	1,373	1,166	650	3,171	862	859	602
Martins Ferry		14,833	.0069		.0070	95	93	5,509	793	356	597	1,074	2,521	1,201	1,021	368
Brown		24,096	.0112	3,009	.0111	79	79	5,015	2,373	1,769	347	198	3,115	2,552	4,328	523
Butler	65	232,111	.1073	4,314	.1089	104	102	58,452	20,358	27,250	13,414	14,632	36,784	17,516	18,028	7,688
▲Hamilton		116,315	.0538		.0453	111	133	28,024	9,533	18,072	6,032	6,537	18,171	8,570	9,543	3,850
▲Middletown		79,313	.0367		.0316	121	140	19,698	5,678	7,476	6,603	6,288	15,166	4,778	4,516	2,372
Carroll		13,348	.0062	2,282	.0089	78	54	4,034	906	1,143	268	465	2,061	1,644	1,498	298
Champaign		29,583	.0137	3,216	.0150	89	82	6,414	1,818	1,462	1,026	1,162	5,541	2,428	3,204	877
Urbana		17,720	.0082		.0065	108	137	3,862	1,219	436	933	681	4,949	1,632	1,699	714
Clark	157	158,846	.0734	4,011	.0749	103	101	38,911	9,858	18,505	8,318	8,313	30,865	11,541	14,548	5,260
▲Springfield		128,540	.0594		.0551	111	119	33,043	8,356	15,690	7,831	8,015	25,143	8,549	6,585	4,797

Ohio Population-Income data, pages 271-286
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.

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Table of Contents and Subject Indexes on Pages 3, 6, 10, 12, 14

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OHIO

RETAIL SALES— SM ESTIMATES, 1959

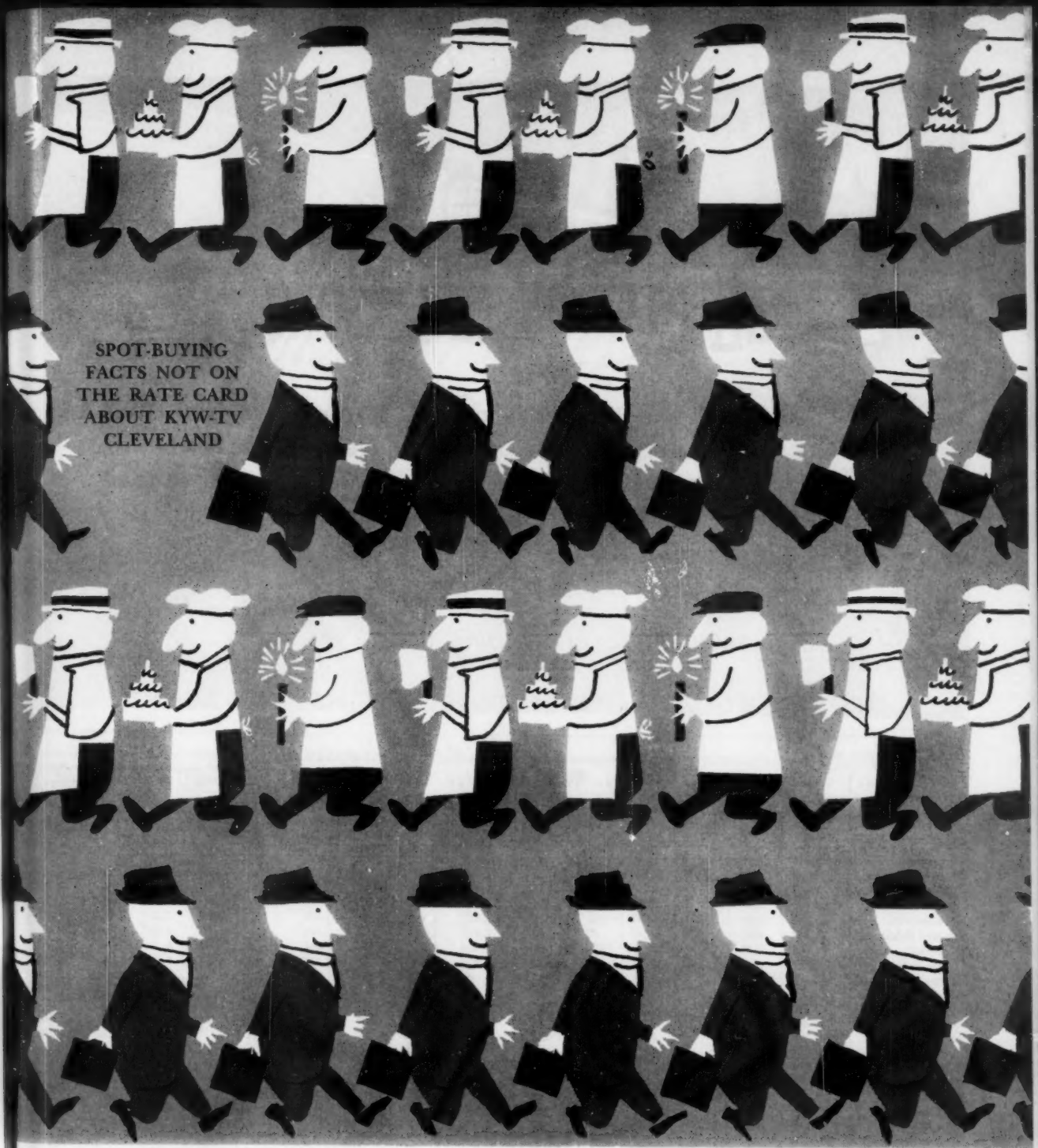
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COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg Hdwre. ($000)	Drugs ($000)
Clermont		59,354	.0275	2,774	.0334	90	86	17,357	4,238	2,553	1,458	1,863	10,389	5,714	8,035	2,229
Clinton		38,357	.0177	4,389	.0158	98	110	8,455	2,211	1,882	1,534	1,236	7,885	3,016	4,896	837
Wilmington		21,252	.0098		.0066	132	196	4,426	1,374	1,141	1,198	834	3,795	1,325	3,016	531
Columbiana		121,005	.0560	3,634	.0589	94	91	28,866	7,169	12,478	7,316	5,182	22,562	10,500	9,947	4,014
East Liverpool		40,380	.0187		.0164	108	123	9,693	2,166	6,113	3,296	2,747	7,517	2,352	1,455	1,589
Salem		24,679	.0114		.0093	115	141	5,637	1,200	3,903	2,256	1,243	4,993	984	1,474	938
Coshocton		35,396	.0164	3,437	.0173	94	89	8,735	2,126	4,747	1,572	1,277	5,618	2,362	3,397	1,027
Coshocton		28,310	.0131		.0101	122	158	6,742	1,663	4,007	1,564	1,068	5,178	1,621	2,003	808
Crawford		52,966	.0245	3,730	.0246	98	97	13,106	3,332	3,122	2,276	2,705	11,101	5,040	5,987	1,433
Bucyrus		19,493	.0090		.0075	110	132	4,678	1,119	1,170	1,138	856	4,198	1,697	1,948	676
Galion		17,186	.0079		.0073	111	120	4,195	1,024	1,661	783	1,065	3,489	1,329	1,895	474
Cuyahoga	34	2,347,689	1.0857	4,708	1.0908	118	117	581,935	199,489	417,464	126,555	121,723	357,776	144,966	123,368	92,487
Bedford		37,828	.0175		.0116	140	211	4,025	2,171	6,734	1,859	739	16,268	2,178	2,494	889
Berea		22,034	.0102		.0105	112	109	6,375	1,031	610	1,063	684	6,399	1,922	1,076	889
Chagrin Falls		14,211	.0066		.0038	181	314	2,879	424	202	419	432	4,146	1,125	1,584	509

Ohio Population-Income data, pages 271-286
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464

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OHIO

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
▲Cleveland		1,520,226	.7031		.6288	118	132	339,675	150,591	212,071	91,731	92,264	204,430	77,407	67,725	56,636
Cleveland Heights		56,656	.0262		.0449	128	75	12,252	2,520	897	3,827	1,480	22,725	5,425	1,119	3,826
East Cleveland		47,288	.0219		.0276	120	95	10,905	2,566	2,987	965	1,992	17,363	3,317	557	1,734
Euclid		54,032	.0250		.0377	102	68	18,332	3,127	7,606	3,101	2,718	9,765	3,169	1,268	2,924
Fairview Park		33,440	.0155		.0120	145	187	10,912	1,310	12,816	2,829	739	304	1,334	458	779
Garfield Heights		20,553	.0095		.0153	90	47	7,842	2,238	953	992	818	476	2,826	923	1,630
Lakewood		77,506	.0358		.0498	120	90	18,668	4,646	4,250	1,964	2,384	31,303	4,614	1,970	3,289
Maple Heights		64,937	.0300		.0209	127	182	20,213	2,105	25,029	3,090	2,430	999	2,795	1,456	2,356
Parma		55,158	.0255		.0403	96	61	21,087	3,821	2,892	1,649	3,021	8,496	5,982	1,884	2,852
Rocky River		17,104	.0079		.0122	130	84	7,155	1,185	212	673	397	95	2,091	1,944	742
Shaker Heights		55,945	.0259		.0336	164	126	13,750	4,027	1,367	2,513	1,664	22,864	2,709	607	2,007
South Euclid		28,689	.0133		.0183	114	83	8,187	1,998	1,392	1,779	1,833	2,627	2,329	3,818	1,758
University Heights		47,372	.0219		.0165	177	235	16,786	247	13,701	4,116	260		1,627	8,559	1,713
Darke		52,138	.0242	3,846	.0239	91	92	11,221	3,038	4,631	2,278	2,243	10,467	3,553	7,886	1,030
Greenville		24,618	.0114		.0075	129	197	6,381	1,385	2,932	1,837	1,463	2,986	1,977	2,393	647
Defiance		37,774	.0174	4,062	.0173	99	99	8,590	2,232	2,681	2,073	1,517	8,718	2,952	3,581	852
Defiance		25,821	.0119		.0094	116	147	6,387	1,450	1,838	1,937	1,302	5,621	2,224	1,964	710
Delaware		33,262	.0154	3,304	.0178	92	79	7,710	3,116	1,939	1,951	970	5,869	3,592	4,773	690
Delaware		25,164	.0116		.0097	117	140	5,694	2,561	1,087	1,903	713	5,275	2,557	2,815	518
Erie	282	85,282	.0395	3,985	.0395	101	101	21,253	8,107	8,594	4,457	6,692	14,096	6,903	6,086	3,293
△Sandusky		62,106	.0257		.0232	119	147	15,965	4,547	7,996	4,037	6,332	8,383	3,966	3,741	2,698
Fairfield		67,899	.0313	3,312	.0344	91	83	15,356	4,838	6,842	3,050	3,529	12,064	5,902	6,183	2,216
Lancaster		51,766	.0239		.0203	110	129	12,084	3,581	5,422	2,824	3,280	10,206	4,407	4,557	2,038
Fayette		35,254	.0164	4,247	.0142	96	111	6,829	2,180	3,169	1,625	1,255	4,640	2,333	4,077	726
Washington Court House		30,135	.0139		.0000	125	193	5,737	1,519	2,962	1,625	1,151	4,310	1,971	3,012	604

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



OHIO

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Franklin	37	917,770	.4244	4,624	.4250	114	113	194,024	76,702	154,644	47,318	45,186	175,241	52,247	59,714	35,331
Bexley		5,388	.0025		.0092	118	32	2,379	483	279	213	152		100	125	392
▲Columbus		788,499	.3647		.3253	120	134	154,413	66,227	147,660	41,081	39,804	161,044	48,112	44,746	28,188
Whitehall		27,359	.0127		.0131	108	105	12,834	1,790	921	2,698	560	2,231	1,619	1,853	2,243
Fulton		41,321	.0191	4,443	.0172	98	109	7,105	1,929	1,768	802	1,730	10,137	2,121	5,406	807
Gallia		23,372	.0108	2,958	.0116	89	85	5,943	1,870	1,881	1,060	1,007	3,537	3,380	2,047	480
Gallipolis		17,536	.0081		.0048	100	109	4,109	1,032	1,440	960	881	3,318	1,702	1,909	418
Geauga		31,043	.0144	2,929	.0198	90	85	8,694	2,086	1,197	486	702	6,810	2,937	4,262	954
Greene	41	83,564	.0386	3,425	.0475	100	91	19,457	8,410	6,153	2,823	3,374	19,838	7,418	7,183	1,894
Fairborn		24,017	.0111		.0116	120	114	5,622	1,774	1,099	861	1,446	6,805	2,068	1,522	629
Xenia		35,826	.0166		.0126	124	163	8,249	2,222	3,372	1,809	1,469	10,231	2,391	2,631	676
Guernsey		37,042	.0172	3,166	.0181	82	77	8,635	3,093	4,502	1,349	1,860	5,863	4,674	2,796	1,235
Cambridge		25,889	.0120		.0100	100	120	5,835	1,740	3,767	1,181	1,693	5,083	2,457	941	930
Hamilton	33	1,202,044	.5559	4,447	.5278	111	117	284,803	107,550	221,773	77,910	63,067	184,612	69,794	55,167	41,053
▲Cincinnati		898,501	.4155		.3702	116	130	190,106	77,639	201,929	69,445	44,191	140,854	44,699	29,021	30,517
Lockland		14,562	.0067		.0047	134	191	3,268	704	358	1,002	545	3,145	350	3,238	297
Norwood		43,163	.0200		.0231	107	93	11,129	3,910	1,906	2,646	3,663	10,971	2,557	1,838	1,627
Reading		20,649	.0095		.0075	115	146	3,806	2,101	840	255	908	5,852	1,374	1,339	444
Hancock		66,477	.0307	4,029	.0290	101	107	17,015	4,037	6,011	3,190	3,853	13,561	4,409	7,128	1,940
Findlay		52,867	.0245		.0193	116	148	13,671	2,960	5,440	3,082	3,036	11,571	2,962	4,686	1,856
1Fostoria																

Ohio Population-Income data, pages 271-286
1 Fostoria is in Hancock and Seneca counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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ELYRIA

the growth market of Lorain County and Ohio!

Elyria is Ohio's pace-setting market—Consistently a Preferred City, and frequently leading all Cities in the state in business activity increases. As Elyria business activity continues to skyrocket far above the state and national trend your sales opportunities also increase.

At the present rate, Elyria sales will soon dominate Lorain County, currently spending $230,782,000 . . . a sizable increase over last year that was as predictable as the new shopping centers that popped up throughout the Elyria area. Like the market, the Chronicle-Telegram has grown too because it is the No. 1 newspaper in advertising effectiveness.

to reach Lorain County

Chronicle-Telegram

The Family Newspaper

Circulation: 25,450
A B C 3/31/60

Represented by The Julius Mathews Special Agency, Inc.

OHIO

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Hardin		**29,299**	**.0131**	**3,043**	**.0148**	**85**	**77**	**6,303**	**1,748**	**2,494**	**907**	**1,119**	**5,766**	**2,731**	**3,485**	**689**
Kenton		16,821	.0078		.0058	107	144	3,396	858	1,098	743	729	4,229	1,484	1,514	484
Harrison		**13,834**	**.0064**	**2,345**	**.0089**	**80**	**58**	**3,707**	**1,163**	**1,613**	**256**	**273**	**2,901**	**1,445**	**1,339**	**347**
Henry		**27,753**	**.0129**	**3,855**	**.0127**	**95**	**97**	**5,789**	**2,653**	**1,501**	**692**	**484**	**4,935**	**2,290**	**5,292**	**677**
Napoleon		14,378	.0066		.0048	123	169	3,452	864	970	615	282	3,276	1,168	2,238	489
Highland		**36,200**	**.0167**	**3,620**	**.0154**	**86**	**93**	**11,479**	**1,738**	**1,923**	**1,189**	**1,113**	**5,775**	**2,644**	**3,698**	**507**
Hillsboro		15,866	.0073		.0044	133	221	3,875	646	847	906	654	3,226	1,090	1,831	160
Hocking		**19,683**	**.0091**	**3,390**	**.0093**	**81**	**79**	**4,358**	**1,139**	**3,717**	**770**	**690**	**3,939**	**1,781**	**1,129**	**593**
Logan		16,179	.0075		.0046	131	214	3,534	695	3,313	770	690	3,048	1,352	990	336
Holmes		**15,913**	**.0074**	**2,947**	**.0086**	**76**	**65**	**2,812**	**745**	**1,444**	**247**	**464**	**2,944**	**1,371**	**3,093**	**391**
Huron		**50,972**	**.0235**	**3,721**	**.0243**	**95**	**91**	**13,246**	**3,913**	**3,054**	**2,974**	**2,548**	**9,934**	**3,684**	**5,960**	**1,688**
Norwalk		21,077	.0097		.0077	118	149	6,135	1,334	1,186	1,757	1,353	4,785	1,172	1,254	714
Jackson		**29,263**	**.0136**	**3,216**	**.0142**	**78**	**75**	**8,286**	**1,738**	**2,201**	**1,059**	**1,974**	**6,578**	**2,551**	**2,043**	**870**
Jackson		16,796	.0078		.0050	116	181	4,949	1,043	1,333	591	1,192	3,479	1,178	1,361	416
Jefferson	158	**123,018**	**.0569**	**4,114**	**.0583**	**99**	**96**	**35,376**	**7,988**	**22,275**	**5,828**	**6,545**	**17,104**	**8,656**	**7,746**	**3,517**
▲Steubenville		84,875	.0393		.0282	131	183	21,504	3,693	19,893	5,450	5,459	11,345	4,376	4,795	2,397
Knox		**43,679**	**.0202**	**3,551**	**.0212**	**95**	**91**	**11,137**	**2,805**	**5,151**	**1,247**	**1,353**	**9,680**	**3,103**	**3,334**	**1,161**
Mount Vernon		29,063	.0134		.0107	122	152	6,088	1,540	4,772	1,094	856	7,472	1,567	1,583	1,032
Lake	34	**147,821**	**.0682**	**3,802**	**.0768**	**104**	**93**	**40,912**	**9,834**	**12,569**	**5,400**	**4,889**	**25,041**	**11,743**	**20,285**	**5,481**
Painesville		50,454	.0233		.0152	149	228	11,512	3,043	9,262	2,192	1,891	11,419	2,139	3,761	1,180
Willoughby		33,522	.0155		.0113	138	189	7,451	1,201	1,702	1,399	1,023	9,497	2,128	3,673	1,506
Lawrence	70	**53,785**	**.0248**	**3,426**	**.0256**	**82**	**80**	**16,290**	**3,949**	**4,494**	**1,982**	**1,918**	**9,715**	**5,911**	**2,193**	**1,352**
Ironton		35,775	.0165		.0116	115	163	10,342	2,791	3,026	2,004	1,804	6,920	2,308	1,169	1,113
Licking	257	**94,910**	**.0439**	**3,489**	**.0470**	**96**	**99**	**22,755**	**6,832**	**5,693**	**4,225**	**3,839**	**18,314**	**7,939**	**8,156**	**2,717**
△Newark		67,010	.0310		.0257	112	135	17,354	4,213	7,885	3,834	3,275	13,049	4,749	3,890	1,929
Logan		**46,083**	**.0213**	**4,115**	**.0192**	**97**	**108**	**9,220**	**2,952**	**3,589**	**1,837**	**2,105**	**8,438**	**4,223**	**5,013**	**1,037**
Bellefontaine		24,409	.0113		.0079	122	174	5,033	1,303	2,919	1,682	1,825	5,481	1,672	1,859	711
Lorain	88	**230,782**	**.1067**	**3,765**	**.1206**	**102**	**90**	**62,004**	**17,017**	**27,748**	**11,037**	**9,580**	**41,876**	**18,956**	**20,126**	**6,765**
▲Elyria		68,486	.0317		.0290	115	126	15,411	3,466	13,686	3,031	2,799	14,061	5,007	4,451	2,071
▲Lorain		91,153	.0422		.0388	114	124	24,993	7,691	10,911	5,461	4,901	15,253	5,924	7,640	2,789

Ohio Population-Income data, pages 271-286
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

WSPD Delivers the total Toledo Market ...Billion Dollar "Key to the Sea"!

TOLEDO **Glass Center of the World and Home of:**

- Champion Spark Plugs
- Electric Auto-Lite
- Toledo Scale
- The "Jeep"—Willys Motors
- And more than 800 other industrial plants employing over 100,000 workers





Number One with the well-paid employees of these companies and with all the area's more than 400,000 families—by every rating service:

1. **Hooper—WSPD reaches a bigger audience than all other Toledo stations combined.**
2. **Pulse—WSPD tops the Toledo Market listener list morning, noon and night.**
3. **N.C.S.—WSPD delivers wider coverage—larger "Let's buy it" circulation than all other Toledo stations combined.**

Full details from any Katz Agency office.

WSPD-Radio *Toledo* STORER BROADCASTING COMPANY

NATIONAL SALES OFFICES:
625 Madison Ave., New York 22.
230 N. Michigan Ave., Chicago 1.

OHIO

RETAIL SALES—SM ESTIMATES, 1959

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COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lucas	164	**615,617**	**.2847**	**4,254**	**.3043**	**115**	**107**	**152,906**	**53,395**	**95,178**	**30,862**	**32,112**	**98,550**	**47,702**	**32,758**	**24,784**
▲Toledo		485,921	.2247		.2388	117	110	110,539	44,424	78,377	26,661	25,622	81,494	32,140	23,260	21,369
Madison		**35,331**	**.0164**	**4,588**	**.0149**	**93**	**102**	**6,646**	**2,149**	**1,233**	**536**	**926**	**8,541**	**2,696**	**4,522**	**802**
London		16,545	.0077		.0046	135	226	3,092	1,123	672	305	261	5,138	1,094	1,682	447
Mahoning	182	**400,861**	**.1854**	**4,841**	**.1784**	**108**	**112**	**103,294**	**25,517**	**78,917**	**20,880**	**20,674**	**61,306**	**29,890**	**24,018**	**12,480**
Campbell		10,877	.0050		.0071	88	62	1,725	1,092	184	197	84	5,260	882	461	290
2▲Youngstown		304,498	.1408		.1204	115	135	70,490	19,481	78,598	18,485	16,532	41,613	16,191	14,042	8,848
Marion	249	**79,958**	**.0369**	**4,418**	**.0333**	**101**	**112**	**17,695**	**4,181**	**8,881**	**3,249**	**4,975**	**10,804**	**4,953**	**6,406**	**2,353**
△Marion		57,058	.0264		.0230	106	121	14,140	2,774	8,451	3,022	4,585	9,743	3,949	3,521	782
Medina		**58,161**	**.0269**	**3,728**	**.0284**	**99**	**93**	**14,238**	**3,924**	**4,516**	**2,030**	**1,533**	**11,044**	**7,038**	**6,301**	**2,071**
Medina		20,855	.0096		.0058	145	240	6,086	1,036	2,789	1,252	376	4,057	1,311	1,642	846
Meigs		**20,934**	**.0097**	**2,948**	**.0105**	**78**	**72**	**4,919**	**1,320**	**2,718**	**557**	**968**	**4,569**	**1,825**	**996**	**727**
Mercer		**41,460**	**.0192**	**4,319**	**.0183**	**94**	**99**	**6,486**	**2,615**	**1,974**	**1,826**	**1,372**	**7,743**	**3,134**	**6,305**	**508**
Celina		20,328	.0094		.0062	138	209	3,677	890	929	1,499	602	5,054	1,146	2,332	309
Miami	41	**89,947**	**.0416**	**3,945**	**.0412**	**101**	**102**	**21,092**	**5,352**	**6,077**	**4,041**	**6,371**	**20,023**	**7,281**	**8,243**	**2,391**
Piqua		30,005	.0139		.0125	111	123	7,489	1,864	3,437	1,355	1,758	7,049	2,396	1,803	924
Troy		24,246	.0112		.0096	125	145	7,529	1,491	1,428	1,877	422	3,933	1,643	2,442	837
Monroe		**10,466**	**.0048**	**2,227**	**.0062**	**69**	**53**	**2,621**	**824**	**810**	**252**	**252**	**2,838**	**988**	**342**	**234**
Montgomery	41	**726,422**	**.3360**	**4,577**	**.3379**	**113**	**112**	**170,043**	**60,323**	**127,257**	**40,801**	**35,578**	**119,997**	**51,157**	**46,232**	**25,004**
▲Dayton		555,941	.2571		.2166	127	151	111,889	47,908	115,479	33,360	28,336	96,528	31,691	31,391	19,788
Miamisburg		21,314	.0099		.0073	135	183	4,863	1,079	1,063	598	812	7,487	1,425	2,122	427
Morgan		**10,372**	**.0048**	**2,357**	**.0059**	**76**	**62**	**2,778**	**437**	**759**	**341**	**258**	**1,730**	**1,211**	**1,509**	**292**
Morrow		**13,965**	**.0065**	**2,328**	**.0087**	**75**	**56**	**3,150**	**785**	**215**	**358**	**191**	**3,313**	**1,188**	**1,381**	**250**
Muskingum	300	**90,817**	**.0420**	**3,737**	**.0419**	**94**	**94**	**22,413**	**7,288**	**8,894**	**4,015**	**5,963**	**16,519**	**6,957**	**7,817**	**2,853**
△Zanesville		71,869	.0332		.0275	108	130	16,270	4,725	7,874	3,846	5,146	13,549	4,753	6,105	2,575
Noble		**9,678**	**.0044**	**2,547**	**.0053**	**75**	**62**	**1,613**	**905**	**1,140**	**283**	**422**	**1,626**	**697**	**1,935**	**149**
Ottawa		**38,955**	**.0180**	**3,509**	**.0208**	**101**	**88**	**10,172**	**4,213**	**2,629**	**1,012**	**1,215**	**8,510**	**2,883**	**4,435**	**685**
Port Clinton		15,559	.0072		.0054	146	195	4,715	1,154	698	628	663	3,313	1,101	1,543	390
Paulding		**15,144**	**.0071**	**2,657**	**.0086**	**82**	**68**	**3,153**	**1,236**	**656**	**204**	**828**	**2,848**	**1,861**	**1,705**	**382**
Perry		**19,913**	**.0092**	**2,458**	**.0118**	**74**	**58**	**6,717**	**1,400**	**933**	**652**	**569**	**3,521**	**2,020**	**1,669**	**444**
Pickaway		**32,506**	**.0150**	**3,612**	**.0159**	**81**	**77**	**6,971**	**1,984**	**1,560**	**1,092**	**1,112**	**7,094**	**2,033**	**5,842**	**870**
Circleville		19,381	.0090		.0068	110	145	4,585	1,157	1,069	1,093	790	6,052	1,217	1,862	465
Pike		**18,398**	**.0085**	**2,329**	**.0102**	**63**	**53**	**3,746**	**619**	**2,314**	**216**	**454**	**3,755**	**1,734**	**2,151**	**190**
Portage		**81,065**	**.0375**	**3,350**	**.0448**	**92**	**77**	**15,247**	**5,582**	**6,610**	**1,877**	**2,253**	**16,754**	**7,572**	**14,945**	**2,523**
Ravenna-Kent		*46,059*	*.0213*		*.0186*	*120*	*137*	*10,167*	*2,722*	*5,436*	*1,601*	*1,709*	*11,111*	*3,731*	*4,358*	*1,901*
Kent		22,341	.0103		.0104	118	117	5,067	1,618	1,065	805	742	7,091	1,410	1,467	889

2 Youngstown is in Mahoning and Trumbull counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Now available . . . the 1960 Consumer Analysis of the rich, robust Canton market. This study pinpoints buying preferences . . . brand preference . . . buying habits . . . comparisons with the previous study. It's a big, comprehensive survey, invaluable to your marketing plans for Canton, one of the key markets in big, booming Northeastern Ohio. Request your copy now . . . get the facts . . . they're vital.



INSIDE STORY



* In the heart of the multi-million dollar Northeastern Ohio market, Canton has 97.5 thousand purchase minded families . . . each with an average of $6,530 of ready-to-spend income per year, according to SM estimates. A market well over one-half billon dollars wrapped up for you in the sales-building Repository.

THE CANTON REPOSITORY

A BRUSH-MOORE NEWSPAPER



REPRESENTED BY
STORY, BROOKS & FINLEY

OHIO — RETAIL SALES—SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($.00)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Ravenna		23,718	.0110		.0082	122	164	5,100	1,104	4,370	796	960	4,020	1,321	2,891	1,012
Preble		28,387	.0131	2,897	.0163	87	70	9,587	2,535	1,850	567	753	4,944	3,029	3,852	572
Putnam		27,663	.0128	3,333	.0143	87	78	7,118	2,647	1,336	601	1,163	4,058	2,644	4,045	483
Richland	247	151,302	.0700	4,613	.0675	109	113	46,952	11,203	19,630	8,027	6,485	25,435	10,648	9,615	4,139
△Mansfield		117,301	.0543		.0410	138	182	38,063	7,428	18,050	7,176	4,957	19,351	7,186	5,616	3,035
Shelby		13,744	.0064		.0065	112	110	3,431	580	684	678	954	3,863	1,043	974	473
Ross		62,014	.0287	3,370	.0308	83	78	15,598	5,191	3,801	3,191	3,568	11,314	5,422	6,211	1,707
Chillicothe		47,374	.0219		.0174	112	140	12,078	3,419	3,210	3,133	3,344	9,588	3,483	3,660	1,570
Sandusky		67,249	.0311	3,449	.0327	97	93	14,799	5,162	6,882	2,813	3,075	13,563	7,917	6,439	1,403
Fremont		33,238	.0154		.0125	117	144	8,578	1,823	4,398	2,333	2,232	5,494	1,973	2,644	910
Scioto	271	95,506	.0441	3,142	.0480	92	76	23,451	6,350	13,076	4,637	6,087	18,702	8,482	3,961	2,851
△Portsmouth		72,851	.0337		.0259	109	142	15,495	4,722	11,900	4,502	5,689	16,314	5,306	2,306	2,186
Seneca		68,790	.0319	4,023	.0315	97	98	16,125	5,110	7,171	3,603	2,951	12,501	4,611	9,037	2,061
1Fostoria		26,949	.0125		.0103	112	136	6,742	1,569	3,391	1,320	1,154	5,562	1,922	3,090	706
Tiffin		31,708	.0147		.0135	105	114	8,503	2,199	3,876	2,302	1,388	6,823	1,965	2,090	1,036
Shelby		33,956	.0157	3,362	.0169	85	79	8,670	2,175	2,974	1,221	1,180	6,915	2,679	4,410	739
Sidney		22,619	.0105		.0084	108	135	5,857	1,130	2,802	1,128	1,057	4,260	1,881	2,355	676
Stark	28	423,926	.1960	4,348	.1914	103	105	106,622	30,736	52,980	24,037	24,415	71,799	29,833	33,439	14,334
Alliance		46,335	.0214		.0202	110	116	12,601	4,004	6,734	2,271	3,610	7,643	2,666	1,433	1,334
▲Canton		213,177	.0986		.0816	116	140	50,935	15,503	32,520	17,060	13,161	33,687	11,447	12,716	8,642
Massilon		54,024	.0250		.0229	107	116	12,776	4,406	7,499	2,683	2,837	9,951	4,030	3,218	1,143

SM Standard (▲) and Potential (△) Metropolitan County Areas.
1 Fostoria is in Hancock and Seneca counties.

Before using these figures see page 464.
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IN METROPOLITAN AKRON*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 98.4% of all sales in Akron are store sales!
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General Outdoor Advertising Co.
INCORPORATED
140 East York Street, Akron 9, Ohio

OHIO

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Summit	1	**667,985**	**.3090**	**4,324**	**.3094**	**107**	**107**	**167,490**	**52,497**	**115,479**	**26,843**	**25,047**	**124,438**	**49,540**	**48,892**	**21,991**
▲Akron		448,370	.2074		.1956	112	110	99,899	37,346	94,132	18,186	18,156	80,840	28,084	30,026	14,595
Barberton		56,100	.0259		.0223	111	129	14,044	3,849	6,848	3,456	1,983	14,324	4,146	4,181	1,516
Cuyahoga Falls		78,316	.0362		.0327	117	129	24,580	3,167	10,926	2,989	2,286	17,713	6,339	4,328	2,383
Trumbull	182	**227,655**	**.1053**	**3,852**	**.1139**	**99**	**91**	**59,131**	**14,342**	**31,237**	**12,063**	**10,186**	**42,859**	**17,687**	**15,334**	**7,738**
Girard		16,964	.0078		.0073	103	107	3,585	957	216	418	936	6,639	887	1,557	512
Niles		26,250	.0121		.0124	103	101	8,627	1,429	1,261	1,304	1,473	6,086	1,667	1,368	830
Warren		99,360	.0460		.0406	114	130	23,721	5,614	17,157	8,317	5,766	17,222	6,009	6,974	3,028
2▲Youngstown																
Tuscarawas		**86,420**	**.0399**	**3,586**	**.0406**	**92**	**90**	**21,531**	**6,094**	**8,856**	**3,328**	**5,504**	**18,281**	**6,527**	**6,421**	**2,199**
Dover		22,861	.0106		.0074	121	174	6,349	1,226	1,954	797	1,727	5,474	1,453	1,269	539
New Philadelphia		23,990	.0111		.0090	108	134	4,768	1,556	2,807	1,625	1,664	4,562	1,647	1,723	559
Union		**30,103**	**.0139**	**3,981**	**.0129**	**93**	**100**	**6,305**	**1,447**	**1,129**	**557**	**652**	**5,758**	**3,236**	**4,766**	**618**
Van Wert		**29,852**	**.0138**	**2,927**	**.0167**	**93**	**77**	**7,447**	**1,744**	**2,224**	**857**	**1,474**	**6,477**	**3,449**	**3,739**	**541**
Van Wert		20,115	.0093		.0076	117	143	5,583	1,040	2,092	724	1,153	3,834	1,415	2,341	473
Vinton		**5,075**	**.0024**	**1,750**	**.0040**	**61**	**36**	**1,879**	**370**	**329**	**43**	**84**	**528**	**541**	**912**	**198**
Warren		**49,467**	**.0229**	**3,092**	**.0273**	**86**	**72**	**13,052**	**3,146**	**2,729**	**2,068**	**1,978**	**7,322**	**5,632**	**6,686**	**1,441**
Lebanon		19,508	.0090		.0053	151	257	4,336	1,017	1,073	1,306	408	6,093	1,413	1,484	483
Washington		**55,003**	**.0254**	**3,438**	**.0250**	**88**	**87**	**13,612**	**3,435**	**6,498**	**1,578**	**3,237**	**10,029**	**6,074**	**3,886**	**1,583**
Marietta		37,502	.0173		.0120	122	177	8,958	1,962	4,926	1,505	2,093	8,163	2,892	1,842	1,128
Wayne		**84,821**	**.0392**	**4,199**	**.0384**	**96**	**98**	**17,068**	**4,742**	**9,506**	**3,423**	**3,642**	**16,794**	**6,428**	**10,157**	**2,584**
Wooster		42,333	.0196		.0132	142	211	8,651	2,129	7,917	2,332	1,409	6,963	2,577	3,934	1,488
Williams		**36,316**	**.0168**	**3,632**	**.0170**	**97**	**95**	**7,900**	**3,149**	**2,837**	**1,611**	**1,394**	**6,452**	**4,588**	**4,361**	**870**
Wood		**75,473**	**.0349**	**3,494**	**.0395**	**95**	**84**	**20,177**	**5,106**	**6,093**	**2,606**	**2,155**	**16,809**	**6,463**	**7,300**	**2,714**
Bowling Green		21,755	.0101		.0094	115	123	6,089	1,278	1,946	1,278	622	4,734	2,425	1,350	763
Wyandot		**25,335**	**.0118**	**3,726**	**.0120**	**94**	**92**	**4,703**	**1,398**	**1,492**	**663**	**939**	**4,326**	**1,792**	**4,914**	**630**
Total Above Cities		8,955,444	4.1418		3.7288	117	130	2,084,535	686,490	1,516,885	522,540	465,060	1,612,027	541,115	509,352	311,718
State Total		**11,994,436**	**5.5473**	**4,138**	**5.6571**	**104**	**102**	**2,924,286**	**930,082**	**1,713,764**	**592,440**	**579,150**	**2,065,458**	**877,650**	**888,147**	**400,269**

Ohio Population-Income data, pages 271-286
2 Youngstown is in Mahoning and Trumbull counties.

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

OHIO (continued)

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Akron	867,985	.3090	4,324	.3094	107	107	167,490	82,497	115,479	28,843	25,047	124,438	49,540	48,892	21,991
△Ashtabula	109,779	.0508	3,696	.0533	99	94	29,330	6,718	10,079	4,374	4,470	20,375	9,425	10,531	2,926
Canton	423,925	.1960	4,348	.1914	103	105	106,622	30,736	52,980	24,037	24,415	71,799	29,833	33,439	14,334
Cincinnati	1,410,190	.6522	4,164	.6363	106	109	348,235	133,185	238,511	84,945	72,080	218,158	81,662	66,819	49,429
Cleveland	2,495,210	1.1539	4,642	1.1678	117	115	622,847	209,323	430,053	131,955	126,612	382,817	156,709	143,853	97,968
Columbus	917,770	.4244	4,624	.4250	114	113	194,024	76,702	154,644	47,318	45,186	175,241	62,247	59,714	35,331
Dayton	899,933	.4162	4,371	.4266	110	107	210,582	74,085	139,487	47,665	45,321	159,858	65,856	61,668	29,289
Hamilton-Middletown	232,111	.1073	4,314	.1089	104	102	58,452	20,358	27,250	13,414	14,632	36,764	17,516	18,028	7,688
Lima	137,104	.0634	4,394	.0604	104	109	32,837	8,311	22,424	5,994	5,588	23,642	9,065	13,453	3,797
Lorain-Elyria	230,782	.1067	3,765	.1206	102	90	62,004	17,017	27,746	11,037	9,590	41,876	18,956	20,126	6,785
△Mansfield	151,302	.0700	4,613	.0675	109	113	46,952	11,203	19,630	8,027	6,485	25,435	10,648	9,615	4,139
△Marion	79,958	.0369	4,418	.0333	101	112	17,695	4,181	8,881	3,249	4,975	10,804	4,953	6,408	2,353
△Newark	94,910	.0439	3,489	.0470	96	89	22,755	6,832	8,693	4,225	3,839	18,314	7,939	8,156	2,717
△Portsmouth	95,506	.0441	3,142	.0480	82	76	23,451	6,350	13,076	4,637	6,087	18,702	8,482	3,961	2,851
△Sandusky	85,282	.0395	3,985	.0395	101	101	21,253	8,107	8,594	4,457	6,692	14,096	6,908	6,086	3,293
Springfield	158,846	.0734	4,011	.0749	103	101	38,911	9,858	16,505	8,318	8,313	30,865	11,541	14,548	5,260
Steubenville-Weirton	174,215	.0806	3,652	.0905	94	84	48,041	12,887	25,831	8,696	9,590	27,029	13,088	11,919	5,402
Toledo	615,617	.2847	4,254	.3043	115	107	152,906	53,395	95,178	30,862	32,112	96,550	47,702	32,758	24,784
Youngstown	628,516	.2907	4,429	.2922	104	104	162,425	39,859	107,154	32,943	30,860	104,165	47,557	39,352	20,218
△Zanesville	90,817	.0420	3,737	.0419	94	94	22,413	7,268	8,894	4,015	5,963	16,519	6,957	7,817	2,853
Total Above Areas	9,699,758	4.4857	4,337	4.5386	109	108	2,389,225	788,872	1,531,089	507,011	487,857	1,617,447	668,584	616,941	343,388

OKLAHOMA—

(Other West South Central States: Arkansas, Louisiana, Texas.)

Map, page 290

NUMBER OF OUTLETS

City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ada	Pontotoc	19.2	252	37	49	13	22	21	18	32	19	12
Altus	Jackson	18.4	234	31	66	15	16	9	19	24	24	5
Alva	Woods	7.2	114	15	16	12	13	10	11	13	12	3
Ardmore	Carter	29.3	311	50	58	25	22	15	27	54	18	11
Bartlesville	Washington	30.5	279	38	40	10	29	30	25	29	20	11
Blackwell	Kay	11.0	133	19	21	5	12	10	17	15	14	5
Chickasha	Grady	16.9	185	22	33	7	11	17	24	25	16	7
Clinton	Custer	9.1	133	13	33	9	12	13	10	16	11	5
Cushing	Payne	12.0	135	24	18	7	12	14	13	20	7	5
Duncan	Stephens	24.0	250	42	29	20	24	25	23	36	19	7
Durant	Bryan	11.5	180	37	22	14	13	15	19	17	12	4
El Reno	Canadian	11.3	162	19	34	12	10	7	15	29	10	6
Elk City	Beckham	10.1	132	17	21	11	9	8	23	15	11	5
Enid	Garfield	43.2	466	52	83	34	40	40	56	62	27	14
Guthrie	Logan	10.7	148	30	21	7	13	13	16	16	13	4
Guymon	Texas	7.8	81	8	17	9	6	6	9	9	8	3
Lawton	Comanche	59.1	513	68	100	33	37	44	52	56	29	17
McAlester	Pittsburg	19.5	261	35	46	21	18	18	22	38	18	10
Miami	Ottawa	13.8	176	29	26	7	18	10	20	21	18	6
Midwest City	Oklahoma	33.5	99	10	18	9	13	7	8	9	9	5
Muskogee	Muskogee	45.6	551	107	93	35	34	42	44	68	29	24
Norman	Cleveland	39.7	289	36	50	16	23	25	20	42	20	13
Oklahoma City	Oklahoma	312.6	3,643	499	806	288	239	238	280	524	173	140
Okmulgee	Okmulgee	19.7	206	38	36	9	11	18	17	32	15	5
Pauls Valley	Garvin	7.8	117	15	24	12	12	9	8	16	11	4
Ponca City	Kay	25.6	295	38	50	21	27	18	27	50	18	11
Sapulpa	Creek	15.9	220	37	51	13	12	12	29	29	10	5
Seminole	Seminole	11.6	142	21	24	13	11	13	17	19	9	5
Shawnee	Pottawatomie	28.4	328	57	39	29	21	23	38	47	21	15
Stillwater	Payne	25.4	230	25	45	12	16	30	17	35	16	9
Tulsa	Tulsa	271.6	2,583	383	500	215	165	191	197	367	125	112
Woodward	Woodward	7.9	134	10	33	9	12	14	13	13	11	5

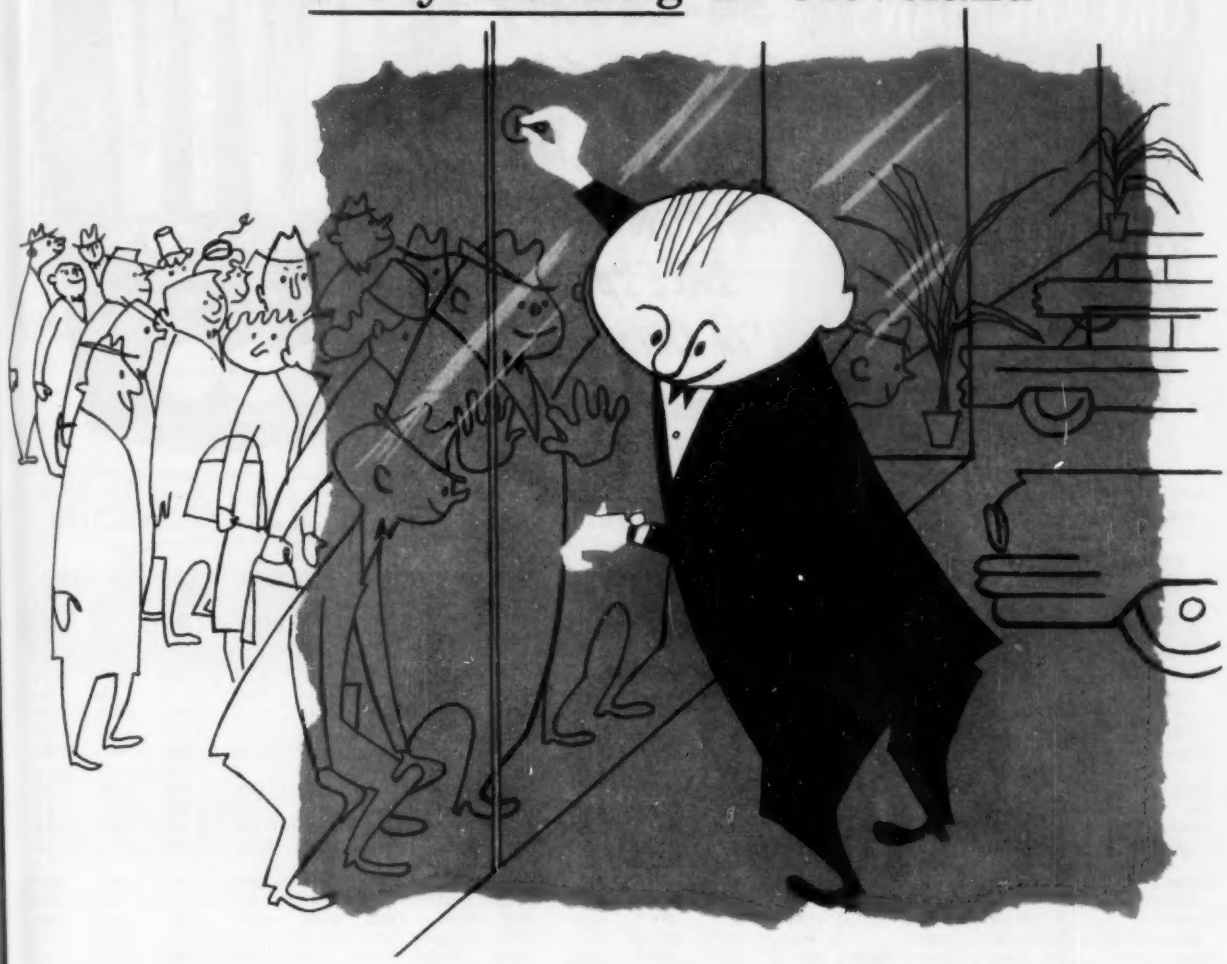
RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adair		7,961	.0036	2,211	.0045	58	45	3,150	299	746	298	123	752	420	1,213	322
Alfalfa		8,847	.0041	3,686	.0039	93	98	1,811	450	491	238	299	2,274	1,200	1,322	426
Atoka		7,201	.0034	2,323	.0042	63	51	2,359	407	746	87	341	1,387	813	572	138
Beaver		7,000	.0032	3,889	.0034	97	91	1,200	468	544	297	166	983	858	1,101	583
Beckham		28,149	.0121	5,230	.0101	104	128	5,356	1,618	2,472	1,060	1,104	6,601	2,677	3,125	757
Elk City		15,196	.0070		.0058	102	123	2,750	900	1,630	584	837	4,471	1,076	1,882	414
Blaine		12,624	.0058	3,607	.0056	84	87	2,956	632	539	306	359	2,837	1,767	1,824	464
Bryan		23,503	.0109	3,310	.0100	74	80	5,446	1,590	2,305	909	1,328	4,896	1,729	1,647	654
Durant		18,350	.0085		.0060	94	133	3,899	768	1,927	830	1,280	4,727	1,163	1,363	618
Caddo		26,952	.0125	3,642	.0116	82	88	6,784	1,255	1,907	789	848	5,130	3,130	3,971	911
Canadian		28,390	.0131	4,175	.0119	92	101	5,574	1,259	2,163	789	867	9,825	2,691	2,269	861
El Reno		16,197	.0075		.0064	102	119	3,809	877	1,733	735	589	4,327	1,512	946	674
Carter		45,344	.0210	3,384	.0217	89	86	11,905	2,801	5,933	2,045	2,145	7,110	3,877	6,071	1,747
Ardmore		34,514	.0160		.0148	90	98	7,809	1,587	5,509	1,726	1,861	5,618	2,803	5,106	1,329
Cherokee		14,167	.0065	2,891	.0066	63	63	4,418	718	1,153	1,052	327	2,890	1,321	632	403
Choctaw		9,933	.0046	2,547	.0052	66	58	2,240	674	869	388	471	2,541	927	731	304
Cimarron		6,009	.0028	5,463	.0024	109	127	1,173	434	415	120	139	1,063	417	1,759	365
Cleveland	113	41,893	.0194	3,491	.0217	81	73	10,567	3,785	2,282	2,980	1,547	8,400	3,593	4,235	1,637
Norman		33,997	.0157		.0189	85	71	9,212	3,345	1,911	2,944	1,497	5,559	3,015	2,805	1,341
Coal		3,893	.0016	2,246	.0021	58	44	880	212	828	77	108	469	365	123	138
Comanche	243	80,104	.0371	4,104	.0391	88	83	15,264	4,866	11,443	3,838	6,065	18,221	5,257	8,547	2,310
△Lawton		75,792	.0351		.0297	90	106	13,749	4,302	11,151	3,737	6,065	17,910	4,942	7,812	2,189

Oklahoma Population-Income data, pages 286-292
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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You get Sales Action every morning in Cleveland



Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales of nearly 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever **you sell in Greater Cleveland you'll sell more of it in The Plain Dealer**



OKLAHOMA

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cotton		8,731	.0031	2,692	.0036	75	65	1,521	211	431	209	277	2,030	545	1,130	169
Craig		14,179	.0065	3,082	.0068	67	64	2,873	665	1,247	466	753	2,606	2,007	2,220	441
Creek	166	32,107	.0149	2,721	.0168	77	69	9,029	2,143	2,525	1,660	1,433	6,575	4,368	2,114	1,166
Sapulpa		16,311	.0075		.0075	84	84	5,211	956	1,021	1,070	770	3,217	1,590	1,195	743
Custer		28,792	.0133	5,432	.0099	102	137	5,619	2,060	1,868	1,384	1,547	6,152	2,600	4,852	1,139
Clinton		16,673	.0077		.0055	108	151	3,515	1,434	1,441	841	966	3,401	1,324	2,159	621
Delaware		6,444	.0030	1,572	.0048	57	36	1,789	436	1,471	18	23	1,120	899	387	129
Dewey		5,685	.0026	3,563	.0027	79	76	1,159	221	423	77	69	909	881	1,336	264
Ellis		10,215	.0047	4,643	.0042	105	118	1,022	374	241	156	35	1,352	594	5,209	371
Garfield	217	67,455	.0312	4,620	.0272	104	119	13,836	3,119	10,383	4,207	3,545	11,474	5,283	8,550	3,305
△Enid		60,704	.0281		.0250	103	116	12,131	2,579	10,233	4,086	3,502	10,245	4,389	6,882	3,205
Garvin		32,603	.0151	3,976	.0133	83	94	8,550	1,912	2,498	1,430	1,172	8,048	3,134	3,641	1,051
Paoua Valley		13,813	.0064		.0045	102	145	3,154	686	1,424	712	685	4,062	1,046	1,178	494
Grady		29,383	.0136	3,157	.0140	82	80	6,637	1,643	2,990	1,255	1,420	6,771	2,939	3,952	1,044
Chickasha		21,290	.0098		.0087	92	103	3,758	1,081	2,410	1,255	1,249	5,711	1,497	2,180	827
Grant		8,340	.0039	3,475	.0043	93	85	1,651	460	537	87	272	1,411	565	2,781	216
Greer		9,490	.0043	3,650	.0041	84	88	2,591	369	883	342	336	1,141	877	1,827	377
Harmon		7,220	.0034	4,247	.0034	94	94	2,160	671	682	255	234	1,402	188	1,033	151
Harper		7,029	.0032	5,021	.0029	104	114	1,508	489	291	153	207	1,781	1,084	875	250
Haskell		6,127	.0029	2,113	.0040	60	43	1,839	179	966		62	1,143	659	790	214
Hughes		11,431	.0053	2,788	.0057	73	68	3,008	835	1,175	378	252	2,498	1,106	1,016	540
See Seminole-Wewoka-Holdenville																
Jackson		29,273	.0135	3,570	.0146	88	81	7,226	2,013	2,606	1,528	1,587	4,297	2,073	4,541	911
Altus		24,580	.0114		.0095	92	111	6,042	1,805	2,317	1,385	1,278	3,791	1,569	4,195	842
Jefferson		6,995	.0032	2,915	.0038	75	67	1,826	468	348	229	93	1,678	667	1,037	300
Johnston		8,883	.0026	2,267	.0033	80	47	2,378	238	192	128	220	682	548	522	186
Kay		59,884	.0276	3,818	.0266	97	100	14,580	2,920	4,354	3,140	2,310	14,121	5,032	6,667	2,439
Blackwell		15,445	.0071		.0060	97	115	3,597	588	963	582	488	5,255	978	1,828	603
Ponca City		33,317	.0154		.0148	103	108	8,551	1,217	2,884	2,288	1,465	7,163	2,659	2,922	1,461
Kingfisher		12,502	.0058	4,465	.0051	94	107	2,149	640	707	104	69	3,507	951	2,631	433
Kiowa		16,153	.0074	3,940	.0067	89	99	3,391	998	1,203	661	796	2,725	1,574	3,195	697
Latimer		3,582	.0017	1,985	.0025	63	43	1,258	163	400	154	71	861	375	255	100
Le Flore		18,818	.0086	2,374	.0101	83	84	5,283	777	3,027	249	566	4,307	1,943	1,302	439
Lincoln		18,036	.0083	3,221	.0081	77	79	4,130	1,509	1,656	462	428	3,517	2,492	1,654	439
Logan		18,786	.0087	3,412	.0085	86	88	4,641	733	1,382	993	918	4,820	1,750	1,444	711
Guthrie		14,094	.0065		.0055	92	106	3,617	450	1,103	993	758	4,044	998	1,029	559
Love		3,336	.0015	2,085	.0021	58	42	719	494	271	80	122	413	273	509	82
McClain		10,241	.0048	2,995	.0054	72	64	2,792	634	611	314	253	2,219	1,588	902	395
McCurtain		16,249	.0075	2,385	.0058	59	51	4,023	883	2,009	679	584	4,534	985	957	478
McIntosh		8,372	.0038	2,263	.0047	58	47	2,123	569	632	311	61	1,467	1,413	1,041	198

Oklahoma Population-Income data, pages 286-292
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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IN METROPOLITAN OKLAHOMA CITY*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 98.3% of all sales in Oklahoma City are store sales!
Source: U.S. Census

General Outdoor Advertising Co.
INCORPORATED

1011 N. W. 12th Street, Oklahoma City 6, Oklahoma

OKLAHOMA — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Major		7,256	.0034	3,298	.0037	86	79	1,811	352	480	86	48	2,144	761	729	248
Marshall		6,854	.0032	2,856	.0035	78	71	1,501	445	564	180	333	1,152	946	746	228
Mayes		18,070	.0083	3,012	.0085	69	67	3,958	1,157	1,406	1,025	787	3,922	1,591	2,488	859
Murray		10,839	.0050	3,097	.0052	81	78	2,378	675	546	418	445	3,254	1,271	976	412
Muskogee		61,090	.0283	3,413	.0281	82	83	15,520	3,203	8,638	3,472	3,184	11,054	4,938	4,687	2,386
Muskogee		54,571	.0252		.0233	91	90	13,696	2,784	7,697	3,457	2,965	10,747	3,925	3,704	2,149
Noble		11,137	.0051	3,593	.0049	88	91	2,520	841	778	378	187	2,096	1,061	1,881	338
Nowata		7,590	.0036	2,300	.0045	73	58	2,035	532	558	262	352	1,250	664	1,058	198
Okfuskee		6,726	.0031	1,978	.0044	63	44	1,678	273	797	324	180	937	719	1,090	184
Oklahoma	113	586,658	.2620	4,164	.2466	104	110	123,078	39,658	83,343	40,204	34,347	110,607	42,783	35,585	21,892
Midwest City		23,502	.0100		.0157	84	58	8,096	965	1,063	2,998	571	5,782	876	1,381	967
▲Oklahoma City		498,832	.2307		.1957	112	132	101,762	35,436	79,127	36,338	32,087	97,862	35,868	30,042	19,025
Okmulgee		31,028	.0144	2,927	.0155	78	72	9,149	1,370	3,545	1,272	1,374	5,232	3,396	2,997	1,184
Okmulgee		19,560	.0090		.0092	84	82	5,663	763	2,578	658	1,009	3,437	1,599	1,995	753
Osage		25,904	.0120	2,816	.0139	78	67	8,534	1,395	1,829	915	694	5,432	3,258	1,497	888
Ottawa		26,519	.0122	3,120	.0126	82	80	6,486	1,899	2,285	1,711	1,237	4,648	2,042	2,797	1,044
Miami		18,504	.0086		.0075	97	113	4,042	878	1,789	1,592	834	4,264	986	2,075	758
Pawnee		11,865	.0055	3,122	.0056	79	77	3,723	561	892	235	346	2,702	1,238	809	351
Payne		41,184	.0191	3,642	.0202	91	86	11,045	2,481	4,022	2,010	2,219	8,522	3,629	3,486	1,704
Cushing		12,270	.0057		.0060	90	85	3,345	579	1,778	635	787	3,019	719	568	441
Stillwater		23,440	.0108		.0128	90	76	5,779	1,541	1,783	1,295	1,367	4,720	2,252	2,558	1,074
Pittsburg		30,135	.0139	3,424	.0131	74	79	7,385	2,307	3,394	1,572	972	5,541	3,222	2,607	1,333
McAlester		22,760	.0105		.0080	82	96	5,179	1,678	2,302	1,380	813	4,697	1,876	2,113	1,071
Pontotoc		34,199	.0158	4,071	.0139	89	101	7,594	1,447	3,715	1,788	1,372	9,004	2,300	3,491	1,226
Ada		29,582	.0137		.0109	102	128	6,012	1,210	3,214	1,798	1,306	7,804	2,023	3,252	1,140
Pottawatomie		44,989	.0208	3,461	.0188	81	88	10,358	1,983	6,479	2,240	2,314	7,270	4,041	3,647	1,883
Shawnee		37,581	.0174		.0146	92	109	7,883	1,480	5,793	2,040	2,084	7,218	2,999	3,216	1,589
Pushmataha		6,572	.0031	2,347	.0036	60	52	1,264	371	1,531	143	174	1,656	449	335	229
Roger Mills		3,719	.0017	2,479	.0023	72	53	820	88	251	79		1,260	250	547	196
Rogers		16,605	.0076	2,797	.0086	74	65	4,211	729	2,012	332	318	3,661	1,122	1,466	535

Oklahoma Population-Income data, pages 286-292
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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KVOO Radio
TULSA



full range programming . . . . . believability

These are the ingredients from which audience response and loyalty are made. These are the success ingredients of KVOO, the Voice of Oklahoma since 1925.

Local Advertisers know KVOO Radio delivers more able-to-buy listeners per dollar invested than any other station in the market. That is why, once again in 1959, local advertisers spent more radio advertising dollars with us than in any previous year.

NBC

KVOO 50,000 watts on 1170 KC

HAROLD C. STUART, President • GUSTAV K. BRANDBORG, Vice Pres. & Gen. Manager

THE VOICE OF OKLAHOMA FOR 35 YEARS

OKLAHOMA

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
Seminole		27,615	.0128	3,139	.0137	79	74	7,694	1,139	1,949	1,585	1,374	7,201	2,927	1,510	1,006
Seminole-Wewoka-Holdenville		*30,387*	*.0140*		*.0121*	*88*	*102*	*8,061*	*1,130*	*2,482*	*1,856*	*1,599*	*8,836*	*2,082*	*2,087*	*1,261*
Seminole		13,583	.0063		.0056	86	97	3,425	512	1,009	842	633	4,336	1,060	877	561
Sequoyah		9,009	.0041	1,830	.0061	55	37	2,338	503	1,311	286	277	1,307	1,656	783	215
Stephens		39,936	.0185	3,534	.0186	89	89	10,949	1,831	3,583	2,967	2,197	8,247	3,679	2,569	1,833
Duncan		27,523	.0127		.0125	93	95	7,698	937	2,742	2,814	1,647	5,930	2,166	1,663	1,036
Texas		20,555	.0095	6,229	.0082	121	140	3,270	1,262	1,151	538	607	4,614	2,290	2,843	661
Guymon		14,194	.0066		.0050	128	169	2,026	741	894	449	530	2,769	1,034	2,167	388
Tillman		17,713	.0082	4,217	.0072	89	101	4,552	695	945	508	392	3,654	1,353	3,455	697
Tulsa	168	460,384	.2129	4,235	.2032	106	111	103,485	24,392	71,670	29,028	22,620	96,663	38,851	33,916	17,556
▲Tulsa		410,982	.1901		.1741	115	125	91,546	21,190	69,399	27,554	21,555	87,684	29,781	26,252	16,247
Wagoner		9,922	.0046	2,157	.0059	63	49	1,928	590	1,172	245	262	1,679	1,171	1,601	424
Washington		49,234	.0228	3,787	.0245	106	99	13,073	1,922	5,004	2,953	2,584	11,096	2,994	4,015	1,891
Bartlesville		43,204	.0200		.0199	116	117	10,829	1,401	4,325	2,911	2,536	11,021	2,168	3,208	1,570
Washita		12,153	.0056	3,116	.0062	82	74	3,679	635	461	598	353	1,867	1,532	1,965	370
Woods		14,399	.0067	4,363	.0073	120	110	2,799	668	1,109	695	1,056	2,420	1,155	2,521	539
Alva		10,735	.0050		.0043	108	125	2,225	514	943	666	931	2,091	715	2,051	312
Woodward		20,358	.0094	5,655	.0079	99	132	4,440	1,315	1,276	1,047	1,060	4,848	2,101	2,593	609
Woodward		15,517	.0072		.0049	111	164	3,017	1,018	1,124	1,046	1,059	3,702	1,130	2,024	609
Total Above Cities		1,686,613	.7801		.6995	103	115	373,057	96,202	235,237	112,240	96,004	356,584	121,738	132,628	65,610
State Total		2,510,206	1.1609	3,883	1.1482	90	91	584,309	147,027	299,551	135,762	119,965	515,698	217,641	238,102	93,754

Oklahoma Population-Income data, pages 286-292
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Where Advertisers and Agencies MEET and AGREE

The Survey of Buying Power



OKLAHOMA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying &ower Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel (a000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
△Enid	67,455	.0312	4,620	.0272	104	119	13,836	3,119	10,393	4,207	3,545	11,474	5,283	8,550	3,305
△Lawton	80,104	.0371	4,194	.0391	88	83	15,264	4,866	11,443	3,838	6,065	18,221	5,257	5,547	2,310
Oklahoma City	608,551	.2814	4,109	.2683	101	106	133,645	43,443	85,625	43,184	35,894	119,007	46,376	39,820	23,529
Tulsa	492,491	.2278	4,087	.2200	103	107	112,514	26,535	74,195	30,688	24,253	103,238	41,219	36,030	18,722
Total Above Areas	1,248,601	.5775	4,129	.5546	101	105	275,259	77,963	181,656	81,917	69,757	251,940	98,135	92,947	47,866

OREGON— (Other Pacific States: California, Washington)

Map, page 296

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Albany	Linn	14.0	217	28	31	13	16	18	21	28	10	9
Astoria	Clatsop	12.6	189	29	43	6	22	8	13	32	8	4
Baker	Baker	10.3	158	20	35	10	13	8	14	23	16	2
Bend	Deschutes	13.2	159	27	22	11	8	9	20	24	11	9
Coos Bay	Coos	8.0	173	19	38	11	16	12	21	21	11	6
Corvallis	Benton	21.8	205	30	28	20	20	13	15	26	16	7
Eugene	Lane	54.4	644	104	103	40	42	47	51	99	41	15
Grants Pass	Josephine	10.1	226	30	49	9	9	22	18	31	17	5
Gresham	Multnomah	3.6	99	10	13	11	9	7	9	14	8	4
Hillsboro	Washington	7.8	133	12	21	7	10	7	18	21	13	7
Klamath Falls	Klamath	20.7	351	56	68	25	25	26	36	50	18	8
La Grande	Union	9.5	138	24	16	10	11	10	8	18	11	8
Lebanon	Linn	6.5	127	20	20	8	10	13	6	15	9	4
McMinnville	Yamhill	7.5	148	21	25	6	10	12	18	23	13	4
Medford	Jackson	26.1	363	52	70	20	17	32	29	47	34	11
Ontario	Malheur	4.9	103	8	14	9	11	6	8	12	16	4
Oregon City	Clackamas	8.8	152	23	26	14	13	7	12	19	14	7
Pendleton	Umatilla	15.5	199	21	35	9	24	11	21	36	13	5
Portland	Multnomah	414.8	4,697	812	1148	333	243	298	269	588	229	150
Redmond	Deschutes	3.8	77	6	15	9	5	4	8	10	8	3
Roseburg	Douglas	12.4	233	28	40	16	22	15	21	35	11	7
Salem	Marion	49.2	674	108	118	46	42	37	48	93	50	22
Springfield	Lane	14.1	177	31	35	17	9	11	16	22	6	6
The Dalles	Wasco	11.9	167	17	26	11	13	18	14	20	16	9
Tillamook	Tillamook	4.4	89	9	13	6	10	7	8	10	9	4

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Baker		25,854	.0119	4,104	.0103	97	112	6,649	2,178	2,184	923	436	6,640	2,365	2,023	876
Baker		20,044	.0093		.0065	112	160	4,729	1,239	1,613	924	401	5,873	1,757	1,963	493

Oregon Population-Income data, pages 294-297
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.

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OREGON

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drug ($000)
Benton		40,876	.0189	3,464	.0211	91	82	8,762	2,446	4,377	1,751	1,492	7,921	3,731	3,378	1,324
Corvallis		34,636	.0161		.0140	115	132	7,144	1,893	4,045	1,750	1,406	7,334	2,550	2,891	1,270
Clackamas	124	96,715	.0447	2,650	.0351	86	69	27,620	5,663	5,507	2,398	2,820	26,394	6,499	8,005	3,742
Oregon City		26,399	.0122		.0070	143	249	5,303	915	1,702	1,173	1,231	10,050	1,415	1,442	1,241
Clatsop		34,477	.0160	3,789	.0158	103	105	7,882	3,782	2,489	2,003	1,341	6,253	2,861	2,053	1,087
Astoria		20,360	.0094		.0082	115	132	3,231	1,868	1,513	1,770	1,092	4,399	1,523	1,131	625
Columbia		19,831	.0091	2,960	.0104	87	76	6 788	1,373	1,309	338	417	3,600	1,814	1,621	658
Coos		69,859	.0323	3,716	.0324	103	103	18,595	4,125	5,237	2,288	3,118	15,586	6,448	4,338	2,711
Coos Bay-North Bend		*39,478*	*.0183*		*.0123*	*135*	*201*	*8,786*	*2,944*	*4,096*	*1,389*	*1,806*	*9,446*	*3,353*	*2.748*	*1,624*
Coos Bay		30,972	.0143		.0080	178	318	5,837	1,299	3,723	813	1,541	9,212	2,555	2,363	1,284
Crook		10,388	.0061	4,970	.0084	96	91	2,157	534	533	276	175	4,231	562	832	417
Curry		15,686	.0073	2,568	.0083	85	74	4,548	1,235	922	573	242	2,895	1,976	1,074	492
Deschutes		34,036	.0157	5,080	.0127	109	134	7,633	2,330	2,557	1,284	1,048	8,594	3,692	3,290	1,328
Bend		21,883	.0101		.0082	111	136	5,188	1,414	1,591	765	915	6,813	1,769	1,409	902
Redmond		7,968	.0037		.0026	124	176	1,926	575	392	501	133	1,503	390	1,503	426
Douglas		65,524	.0303	3,165	.0339	89	80	17,763	4,029	6,953	1,487	2,093	13,340	6,729	4,033	2,046
Roseburg		29,649	.0137		.0093	135	199	4,857	1,413	4,327	1,153	1,342	7,939	2,049	2,111	1,321
Gilliam		7,421	.0035	6,184	.0026	130	175	932	498	451	138	10	1,543	942	2,133	135
Grant		8,445	.0039	3,519	.0045	98	85	2,088	584	360	411	315	2,418	879	427	261
Harney		10,229	.0047	5,384	.0040	111	131	2,170	777	654	182	157	2,981	872	998	297
Hood River		16,875	.0078	4,018	.0073	95	101	5,168	1,046	190	1,004	756	3,418	1,387	1,619	466
Jackson		93,552	.0433	3,998	.0395	98	107	22,924	5,234	9,161	2,734	4,196	23,493	6,918	7,368	2,486
Medford		66,804	.0309		.0196	134	212	14,453	2,840	7,890	2,211	3,644	19,184	4,053	5,456	1,590
Jefferson		10,786	.0049	3,995	.0049	96	96	2,518	946	151	151	270	3,106	894	935	323
Josephine		37,014	.0172	3,629	.0159	91	99	8,472	2,296	2,994	995	877	8,961	3,531	3,807	972
Grants Pass		29,804	.0138		.0080	140	242	6,780	1,471	2,246	677	877	7,951	1,995	3,434	817
Klamath		74,111	.0342	4,941	.0293	111	129	16,040	5,833	7,182	4,043	2,783	15,058	7,301	6,680	2,419
Klamath Falls		58,891	.0272		.0174	150	234	10,821	4,251	6,308	3,571	2,759	14,098	4,596	4,876	1,899
Lake		12,697	.0059	5,520	.0047	112	140	2,662	984	1,545	279	396	3,181	912	1,571	498
Lane	218	196,893	.0911	4,128	.0862	102	107	46,134	11,384	22,856	7,416	10,693	42,961	16,888	12,444	6,602
Eugene-Springfield		*137,435*	*.0636*		*.0475*	*124*	*166*	*25,730*	*8,258*	*19,944*	*6,739*	*9,101*	*31,298*	*10,531*	*6,702*	*4,785*
△Eugene		118,206	.0547		.0396	130	180	17,901	7,142	18,285	6,203	8,303	29,586	8,900	5,452	3,879
Springfield		19,229	.0089		.0079	100	113	7,829	1,116	1,659	536	798	1,712	1,631	1,250	906
Lincoln		30,141	.0139	3,349	.0133	90	95	8,842	3,160	1,266	756	714	6,568	3,849	1,993	794
Linn		63,003	.0292	3,706	.0290	91	92	15,344	3,343	3,750	2,107	4,676	12,128	5,498	6,006	2,202
Albany		33,327	.0154		.0102	131	197	6,521	1,498	2,292	1,169	3,461	7,823	2,418	2,025	1,085
Lebanon		11,767	.0054		.0039	108	150	2,352	627	940	543	596	2,488	775	1,135	618
Malheur		31,626	.0146	4,792	.0121	92	111	6,09'	1,892	2,271	1,025	852	5,080	3,010	6,411	797
Ontario		15,340	.0071		.0040	148	263	3,833	910	1,380	657	632	2,315	1,215	2,537	504
Marion	281	158,601	.0733	4,284	.0651	95	107	37,624	8,044	26,501	5,248	6,915	28,944	11,037	14,340	5,133
1△Salem		124,998	.0578		.0361	131	210	27,551	6,009	25,121	4,909	6,030	24,244	8,359	8,075	4,201
Marrow		6,263	.0029	4,818	.0029	104	104	884	553	252	163	227	1,512	771	1,052	371
Multnomah	124	857,814	.3967	4,413	.3513	112	126	200,103	68,793	173,688	46,402	40,402	142,970	53,207	38,967	20,692
Gresham		16,957	.0078		.0036	180	390	3,071	551	435	1,451	348	6,630	656	1,804	642
2▲Portland		778,110	.3599		.2843	122	155	170,266	59,880	170,656	44,405	38,959	131,946	45,871	31,804	18,764
Polk	281	19,963	.0086	2,383	.0117	82	62	5,790	1,393	2,069	295	633	3,034	1,842	2,352	588
1△Salem																
Sherman		2,378	.0011	3,397	.0015	115	85	501	378	78		21	240	179	808	110
Tillamook		20,491	.0095	3,305	.0101	92	86	5,753	1,609	673	1,103	748	3,488	2,278	1,365	750
Tillamook		12,629	.0058		.0034	136	232	2,422	797	426	1,037	666	2,812	953	918	470
Umatilla		65,632	.0304	4,495	.0265	102	117	14,419	4,887	2,055	3,772	2,031	12,930	5,311	9,312	2,317
Pendleton		33,427	.0155		.0104	120	178	5,738	2,278	1,302	2,360	1,184	8,146	2,453	6,916	1,376
Union		22,254	.0103	3,904	.0094	95	104	5,513	1,173	1,594	1,256	1,749	3,906	2,022	1,963	1,155
La Grande		17,852	.0083		.0060	113	157	3,496	742	1,423	1,168	1,749	3,664	1,540	1,362	1,030
Wallowa		8,121	.0037	3,384	.0039	93	88	1,959	509	684	297	194	1,429	704	666	398
Wasco		30,702	.0142	4,264	.0123	103	118	5,223	1,991	2,127	1,909	2,507	7,005	2,478	3,288	1,915
The Dalles		26,553	.0123		.0082	122	184	4,137	1,635	1,418	1,876	2,507	6,937	1,893	2,606	1,826
Washington	124	86,201	.0399	2,763	.0436	89	73	23,967	3,188	5,216	2,001	3,648	19,879	7,402	8,585	2,505
Hillsboro		21,338	.0099		.0060	135	225	3,897	828	1,604	831	939	7,607	962	1,831	697
Wheeler		1,123	.0005	1,464	.0011	92	42	230	255	205			160	212		
Yamhill		36,956	.0171	3,696	.0159	90	97	7,947	1,760	2,758	737	1,248	7,961	3,660	4,106	913
McMinnville		19,755	.0091		.0057	136	217	3,734	597	1,706	577	993	4,579	1,890	2,055	239
Total Above Cities		1,597,098	.7386		.5381	126	172	333,017	103,793	264,297	83,030	82,506	334,845	104,168	98,349	48,205
State Total		2,322,118	1.0739	3,948	1.0190	100	106	557,721	160,175	303,107	97,334	100,255	459,695	180,659	169,893	69,799

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
△Eugene	196,893	.0911	4,128	.0862	102	107	46,134	11,384	22,856	7,416	10,693	42,961	16,888	12,444	6,602
Portland	1,129,234	.5222	3,885	.5004	103	106	276,410	83,658	191,097	53,863	61,500	206,936	73,633	61,466	30,751
△Salem	177,564	.0821	3,946	.0768	93	99	43,414	9,437	28,570	5,453	7,598	31,978	12,879	16,692	5,731
Total Above Areas	1,503,691	.6954	3,922	.6643	102	107	365,958	104,479	242,523	66,732	69,791	281,875	103,400	90,602	43,084

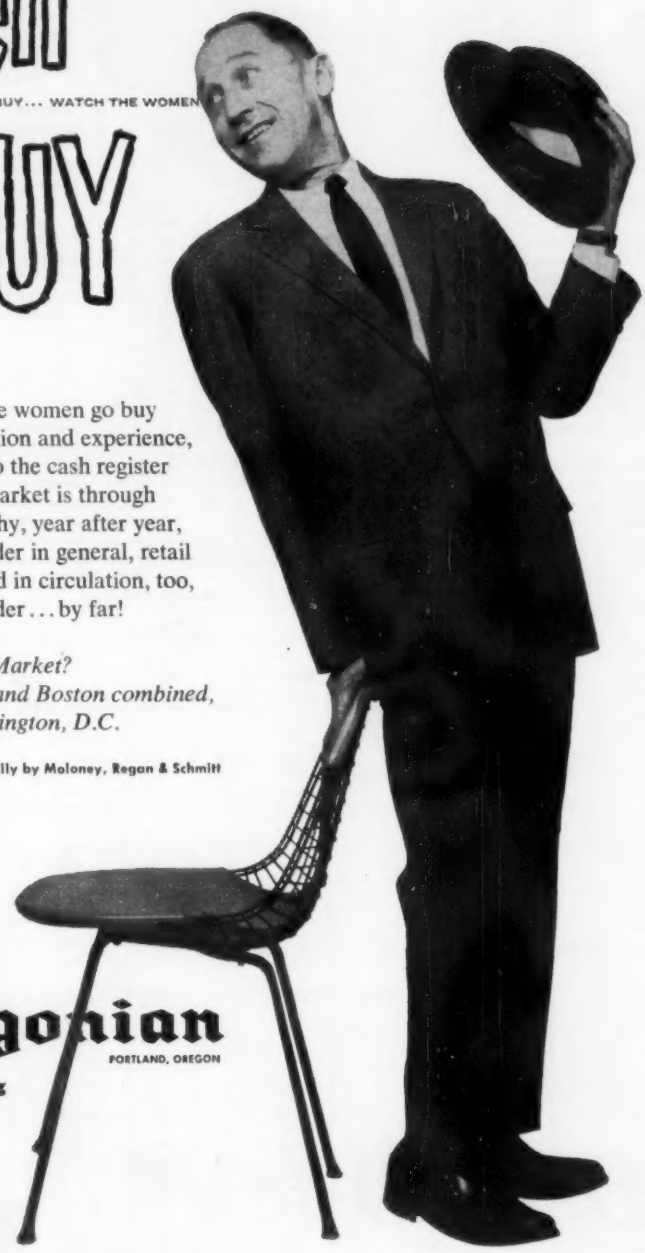
1 Salem is in both Marion and Polk counties.
3 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

Oregon Population-Income data, pages 294-297
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.
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watch the women go BUY

WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY...

WATCH THE WOMEN GO BUY... WATCH THE WOMEN GO BUY... WATCH THE WOMEN



Oregon retailers watch the women go buy every day. From observation and experience, they *know* that the way to the cash register in this $3,650,000,000 market is through The Oregonian. That's why, year after year, The Oregonian is the leader in general, retail and total advertising. And in circulation, too, The Oregonian is the leader... by far!

How big is The Oregon Market?
As big as San Francisco and Boston combined, and twice as big as Washington, D.C.

Represented Nationally by Moloney, Regan & Schmitt

The Oregonian
PORTLAND, OREGON

Biggest Advertising Voice in the Sales Rush State

PENNSYLVANIA— (Other Middle Atlantic States: New Jersey, New York)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, pages 300, 302

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Abington Township	Montgomery	55.8	133	20	21	9	5	11	8	25	2	9
Aliquippa	Beaver	28.6	330	86	96	12	30	10	8	33	14	10
Allentown	Lehigh	116.6	1,382	299	305	112	112	107	58	107	56	47
Altoona	Blair	75.1	762	180	156	75	61	48	31	67	21	23
Ambridge	Beaver	17.8	305	62	80	17	33	24	17	16	17	12
Arnold	Westmoreland	9.8	85	31	15	3	3	7	3	9	4	2
Beaver	Beaver	7.9	98	20	13	6	8	7	8	10	9	5
Beaver Falls	Beaver	20.4	329	66	45	19	46	23	22	41	15	11
Bedford	Bedford	4.0	101	8	15	4	10	7	11	14	6	2
Bellefonte	Centre	6.4	115	19	17	10	12	13	12	8	4	7
Bellevue	Allegheny	12.9	86	13	15	4	9	8	4	11	5	7
Berwick	Columbia	14.5	233	64	33	13	21	19	19	15	10	9
Bethel	Allegheny	22.7	120	20	29	15	1	4	1	25	9	5
Bethlehem	Northampton	76.8	800	207	164	48	81	49	25	67	27	29
Bloomsburg	Columbia	11.1	210	37	45	15	25	19	11	15	14	4
Braddock	Allegheny	13.8	257	52	72	15	38	19	10	9	8	7
Bradford	McKean	16.9	249	58	39	10	34	22	17	28	7	7
Brentwood	Allegheny	15.2	77	16	13	20	6	6	2	4	5	5
Bristol	Bucks	13.8	236	49	48	9	24	19	11	21	9	10
Brownsville	Fayette	6.9	121	26	35	4	13	5	9	6	5	6
Butler	Butler	23.7	374	83	51	26	40	29	24	41	20	12
Canonsburg	Washington	13.1	199	38	42	7	23	18	14	21	8	6
Carbondale	Lackawanna	15.8	215	47	51	13	23	17	11	21	10	3
Carlisle	Cumberland	18.8	257	41	34	15	36	19	19	24	17	8
Carnegie	Allegheny	12.2	214	71	41	18	18	8	9	15	8	8
Chambersburg	Franklin	19.8	339	55	45	28	45	27	21	27	18	12
Charleroi	Washington	9.3	205	38	33	12	38	14	20	13	6	7
Cheltenham Township	Montgomery	38.2	84	20	10	5	3	8	3	11	8	7
Chester	Delaware	72.0	905	231	226	56	80	57	29	60	24	30
Clairton	Allegheny	17.7	216	56	44	11	12	16	12	22	10	13
Clearfield	Clearfield	9.4	163	27	25	11	19	12	17	19	9	5
Clifton Heights	Delaware	8.5	92	17	21	10	7	3	5	7	3	5
Coatesville	Chester	14.1	224	36	49	10	32	10	15	22	6	9
Columbia	Lancaster	12.0	151	31	28	12	19	7	9	16	5	3
Connellsville	Fayette	13.3	227	51	45	13	22	16	17	21	11	6
Conshohocken	Montgomery	11.2	168	41	42	11	10	9	7	13	11	5
Coraopolis	Allegheny	8.9	173	27	38	5	15	13	9	31	9	11
Corry	Erie	8.0	134	22	20	6	15	8	13	14	11	5
Darby	Delaware	14.9	134	29	21	3	16	9	5	16	7	10
Donora	Washington	11.9	147	39	32	4	14	13	9	6	8	7
Dormont	Allegheny	12.6	85	17	18	3	11	10	4	6	4	4
Doylestown	Bucks	5.7	132	16	17	7	15	10	11	14	12	4
Du Bois	Clearfield	11.5	214	37	31	28	22	19	15	20	9	4
Dunmore	Lackawanna	20.7	194	54	45	19	6	7	5	7	7	10
Duquesne	Allegheny	14.8	196	54	53	5	15	9	3	24	5	8
Easton	Northampton	36.8	634	155	119	62	59	61	25	28	26	20
Ellwood City	Lawrence	13.8	197	37	32	15	24	13	11	16	15	8
Ephrata	Lancaster	8.1	180	30	17	14	21	23	17	18	8	3
Erie	Erie	144.1	1,621	377	354	117	111	91	69	159	98	44
Etna	Allegheny	5.8	107	37	26	3	7	3	4	11	3	3
Farrell	Mercer	14.1	156	48	35	5	13	9	2	15	6	3
Franklin	Venango	10.6	178	27	22	17	15	15	21	21	14	5
Gettysburg	Adams	7.6	177	16	30	16	21	14	18	21	7	5
Greensburg	Westmoreland	19.3	306	71	53	18	32	16	15	28	20	11
Greenville	Mercer	9.7	148	18	30	13	19	11	12	15	7	5
Grove City	Mercer	7.9	125	20	10	5	16	7	13	19	11	3
Hanover	York	15.2	351	57	41	32	57	29	28	31	14	9
Harrisburg	Dauphin	92.2	1,326	280	269	84	133	85	47	123	49	62
Hatboro	Montgomery	7.8	118	13	12	10	12	7	10	9	9	6
Haverford Township	Delaware	57.4	217	39	23	20	16	19	11	21	15	13
Hazleton	Luzerne	33.8	551	110	118	52	60	48	28	39	12	14
Homestead	Allegheny	8.0	242	48	64	13	37	21	4	15	9	9
Honesdale	Wayne	5.7	141	20	17	9	21	11	16	11	7	4
Huntingdon	Huntingdon	7.8	145	21	21	9	23	12	8	7	11	6
Indiana	Indiana	12.5	212	33	32	17	18	29	13	19	13	7
Irwin	Westmoreland	6.2	108	17	18	4	14	4	10	10	10	4
Jeannette	Westmoreland	17.9	197	47	33	18	15	13	9	14	18	7
Jenkintown	Montgomery	5.8	135	19	18	9	23	10	9	9	2	5
Johnstown	Cambria	63.9	794	204	171	63	64	44	31	77	37	26
Kingston	Luzerne	21.3	263	51	72	16	9	21	26	25	9	7
Kittanning	Armstrong	7.6	174	16	31	10	26	14	17	19	15	6
Lancaster	Lancaster	68.3	908	214	189	70	90	68	44	69	32	27
Lansdale	Montgomery	13.5	190	25	26	14	28	15	18	13	11	5
Lansdowne	Delaware	13.3	108	16	7	8	13	10	11	9	8	11
Latrobe	Westmoreland	13.4	196	28	33	9	35	17	17	20	11	5
Lebanon	Lebanon	32.7	528	134	78	45	54	39	27	47	10	15

(Continued on page 646)

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		**52,819**	**.0244**	**3,800**	**.0246**	**87**	**87**	**11,355**	**4,684**	**3,162**	**1,480**	**2,572**	**10,262**	**4,421**	**5,754**	**1,645**
Gettysburg		22,201	.0103		.0064	149	240	4,584	1,810	1,728	1,316	1,135	5,654	1,527	1,715	976
Allegheny	121	**1,989,796**	**.9202**	**4,736**	**.9589**	**105**	**101**	**534,290**	**159,524**	**378,321**	**115,597**	**97,784**	**286,725**	**110,802**	**59,162**	**74,912**
Bellevue		12,096	.0056		.0076	106	78	5,543	605	1,016	578	267	1,646	650	604	761
Bethel		14,392	.0067		.0123	97	53	6,676	1,519	936	87	161	266	1,644	1,862	886
Braddock		31,818	.0147		.0093	121	191	7,309	2,144	2,631	3,864	2,973	6,307	907	2,753	663
Brentwood		20,252	.0094		.0098	115	111	6,458	1,157	3,591	591	793	4,860	742	139	680
Carnegie		20,213	.0093		.0079	116	137	5,898	1,647	824	1,180	818	5,471	849	1,420	754
Clairton		20,932	.0097		.0096	97	98	6,191	1,078	711	905	966	5,561	1,016	1,962	773
Coraopolis		17,472	.0081		.0061	122	162	4,582	1,268	785	1,539	1,175	2,716	1,445	1,438	1,314
Dormont		11,944	.0055		.0080	113	77	2,281	787	2,446	705	2,248	814	810	173	717
Duquesne		13,013	.0060		.0075	90	72	4,046	1,701	1,515	673	458	631	1,201	619	622
Etna		11,193	.0052		.0039	122	163	3,485	675	351	315	123	4,095	583	291	291
Homestead-W. Homestead-Munhall		*42,290*	*.0196*		*.0184*	*106*	*113*	*8,924*	*3,843*	*3,501*	*3,585*	*3,316*	*8,880*	*1,883*	*3,120*	*1,701*
Homestead		23,656	.0109		.0066	147	242	5,726	2,474	2,702	3,509	1,842	2,239	848	1,010	1,261
McKeesport		77,836	.0360		.0312	111	129	15,723	4,788	10,018	13,680	7,314	10,706	3,979	4,352	2,570
McKees Rocks		31,516	.0146		.0100	128	187	11,464	2,602	784	991	1,001	7,356	1,135	3,424	1,041
Mount Lebanon Township		28,353	.0131		.0253	127	66	12,798	1,161	5,831	550	246	2,634	1,708	331	1,083
Mount Oliver		14,766	.0068		.0047	134	194	3,432	793	1,826	1,271	322	4,171	299	1,076	492
Munhall		11,585	.0054		.0095	87	50	2,262	951	47	76	1,126	3,276	643	1,596	440
North Braddock		4,802	.0022		.0055	72	29	2,676	445	80	205	205	878	179		121
▲Pittsburgh		1,000,925	.4629		.4315	112	120	207,208	89,122	285,317	64,640	56,360	121,645	36,625	24,431	35,084
Sewickley		13,965	.0065		.0052	149	186	1,705	778	463	1,114	394	6,299	577	470	655
Swissvale		10,786	.0050		.0087	89	51	5,554	1,001	690	196		571	596	832	477
Turtum-Brackenridge		*18,486*	*.0085*		*.0088*	*105*	*101*	*7,690*	*963*	*1,664*	*1,084*	*1,018*	*1,748*	*866*	*1,846*	*953*
Tarentum		13,736	.0064		.0053	118	142	5,284	633	1,213	890	824	1,488	628	1,650	754
Turtle Creek		16,723	.0077		.0070	103	113	3,112	1,218	439	697	845	6,964	1,019	987	473
West Mifflin		7,274	.0034		.0116	70	21	3,270	1,770	373		174		1,132	264	153
Wilkinsburg		38,844	.0180		.0201	116	104	7,877	1,228	3,312	2,517	1,505	15,498	1,336	1,390	1,660

Behind the 8 Ball in the Nation's 8 th Market ?



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Pittsburgh Post-Gazette
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The WEST CHESTER-PAOLI

DAILY LOCAL NEWS

For Eighty-Seven Years — **Chester County's Leading Daily**

For complete and helpful data, write or call
The JULIUS MATHEWS SPECIAL AGENCY, INC.
New York Chicago Detroit Philadelphia Cleveland Pittsburgh Boston

Cont. from page 644

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Lemoyne	Cumberland	5.2	94	21	12	2	9	14	6	10	8	5
Levittown	Fairless Hills	72.8										
Lewistown	Mifflin	14.1	280	48	38	31	34	19	25	26	25	8
Lock Haven	Clinton	13.1	168	24	28	8	20	17	16	14	7	7
Lower Merion Township	Montgomery	61.2	370	42	63	22	48	21	26	31	18	25
Mahanoy City	Schuylkill	10.1	199	49	67	10	20	6	4	10	2	4
McKeesport	Allegheny	50.1	660	167	159	31	60	47	25	47	28	25
McKees Rocks	Allegheny	14.0	303	82	93	17	14	15	16	14	16	12
Meadville	Crawford	20.1	290	54	47	14	36	25	20	27	24	10
Media	Delaware	6.6	153	25	20	9	17	7	13	18	8	6

(Continued on page 650)

PENNA. — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Armstrong		73,914	.0342	3,200	.0390	86	75	22,999	3,904	5,865	3,675	3,012	15,743	6,407	5,496	2,108
Kittanning		25,711	.0119		.0067	156	277	6,422	1,183	2,910	2,306	1,320	6,391	1,368	1,785	717
Beaver	121	224,481	.1039	3,864	.1151	99	90	67,751	13,657	23,368	14,601	12,876	36,435	16,052	14,741	8,901
Aliquippa-Rochester-Beaver		*64,397*	*.0298*		*.0278*	*81*	*87*	*21,346*	*3,340*	*7,246*	*3,408*	*2,864*	*7,824*	*4,459*	*5,740*	*2,806*
Aliquippa		35,033	.0162		.0168	105	101	13,801	2,269	4,390	1,811	1,174	2,015	2,224	2,799	1,353
Ambridge		38,502	.0178		.0122	128	178	11,368	2,224	5,762	2,976	2,472	7,284	1,030	1,536	1,588
Beaver		12,915	.0060		.0057	130	136	2,949	407	439	421	559	3,206	1,012	2,324	998
Beaver Falls-New Brighton		*55,845*	*.0258*		*.0208*	*118*	*146*	*14,757*	*2,223*	*5,230*	*5,714*	*4,031*	*12,964*	*2,954*	*2,363*	*1,628*
Beaver Falls		39,269	.0182		.0140	123	160	8,024	1,646	4,989	5,209	3,301	9,100	2,001	1,805	1,021
Ellwood City[1]																
Rochester		16,449	.0076		.0053	133	190	4,596	664	2,417	1,171	1,131	2,603	1,223	617	455
Bedford		43,933	.0203	3,515	.0198	78	80	9,038	4,698	3,333	1,012	1,141	9,161	7,791	3,828	697
Bedford		16,780	.0078		.0040	182	355	2,941	1,996	1,335	589	270	4,734	1,902	889	280
Berks	129	320,513	.1482	3,972	.1586	104	98	72,026	24,430	44,784	19,167	17,938	60,033	16,717	19,995	7,252
▲Reading		174,755	.0808		.0736	116	127	34,580	12,961	37,302	15,955	11,261	26,885	6,108	8,485	4,101
Blair	5	140,777	.0651	3,685	.0662	91	89	32,145	9,589	20,230	11,501	8,946	26,019	9,869	5,768	4,179
▲Altoona		87,444	.0404		.0401	95	96	19,041	5,320	15,467	9,914	6,457	15,971	4,158	2,490	2,409
Bradford		68,002	.0315	4,387	.0279	95	108	14,404	3,381	5,091	3,061	2,500	17,162	3,548	5,338	1,664
Bucks	119	340,259	.1573	3,430	.1843	98	84	80,033	23,134	33,113	11,214	11,296	91,573	21,640	23,589	10,588
Bristol		23,154	.0107		.0086	112	139	5,484	1,579	799	1,740	1,582	6,225	1,209	1,197	601
Doylestown		20,982	.0097		.0048	150	303	3,916	1,069	2,156	1,185	861	5,464	1,096	2,662	633
Levittown-Fairless Hills		80,319	.0371		.0445	109	91	22,813	5,256	17,878	4,522	4,224	7,604	4,359	4,049	2,416
Morrisville		16,040	.0074		.0059	134	168	3,766	1,354	1,333	260	255	5,244	839	823	868
Quakertown		16,314	.0075		.0052	137	197	5,444	1,552	568	1,451	1,326	2,738	938	940	306
Butler		114,836	.0531	3,778	.0552	90	87	24,021	7,405	13,019	6,978	6,831	25,346	9,819	7,667	3,172
Butler		54,071	.0250		.0166	125	188	8,226	3,097	9,242	6,237	4,290	10,129	3,408	2,075	1,634
Cambria	78	195,540	.0905	3,555	.0934	85	78	48,863	12,706	38,256	10,652	9,513	32,506	11,108	13,281	4,528
▲Johnstown		118,357	.0547		.0407	114	153	23,421	6,524	33,153	8,109	5,877	20,337	4,514	6,269	3,058
Cameron		6,975	.0032	3,671	.0037	95	82	2,058	550	583	427	289	1,358	767	456	236
Carbon		53,913	.0249	3,478	.0271	89	81	17,039	3,831	5,526	2,893	2,722	8,746	4,118	3,090	1,158

1 Ellwood City is in both Beaver and Lawrence counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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EXPANDED **LOCAL** NEWS COVERAGE

A NEW NAME

Delaware County
Daily Times

PUBLISHED IN CHESTER, DELAWARE COUNTY, PA.

A NEW HIGH IN CIRCULATION **45,900**

NET PAID DAILY, FEBRUARY, 1960
15,006 CITY • 30,894 COUNTY

$8,180 EFFECTIVE BUYING INCOME PER FAMILY

SALES MANAGEMENTS 1960 SURVEY OF BUYING POWER
DELAWARE COUNTY, PA.

Represented Nationally by WARD-GRIFFITH

PENNA.

RETAIL SALES— SM ESTIMATES 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Centre		**77,607**	**.0359**	**4,085**	**.0376**	**89**	**85**	**18,776**	**4,604**	**7,636**	**4,911**	**3,440**	**5,447**	**5,142**	**7,193**	**3,039**
Bellefonte		15,057	.0070		.0046	128	194	4,316	636	1,394	853	1,147	2,800	569	1,672	515
State College-Bellefonte		*42,844*	*.0198*		*.0191*	*116*	*121*	*10,854*	*2,908*	*4,107*	*3,168*	*2,050*	*3,073*	*1,654*	*3,035*	*2,384*
State College		27,587	.0128		.0145	113	100	6,538	1,566	2,713	2,315	903	5,273	1,085	1,361	1,809
Chester	**119**	**237,109**	**.1097**	**4,335**	**.1184**	**100**	**94**	**53,993**	**17,610**	**14,688**	**10,580**	**11,027**	**45,379**	**16,126**	**25,249**	**6,367**
Coatesville		33,234	.0154		.0106	134	195	9,078	1,695	2,637	2,968	1,654	6,797	1,818	73[illegible]	1,133
Oxford		12,677	.0059		.0031	155	295	3,099	363	998	710	959	3,168	547	672	483
Phoenixville		26,044	.0120		.0100	116	140	7,658	1,688	1,301	1,498	1,016	5,178	1,335	2,27[illegible]	1,003
West Chester		41,624	.0193		.0130	141	210	10,089	2,236	4,027	2,884	2,771	8,893	1,254	3,428	975
Clarion		**41,825**	**.0193**	**4,022**	**.0180**	**85**	**91**	**10,279**	**2,034**	**3,352**	**1,938**	**1,962**	**11,980**	**2,854**	**3,086**	**1,003**
Clearfield		**85,771**	**.0397**	**3,846**	**.0380**	**86**	**90**	**22,210**	**4,494**	**11,146**	**4,887**	**4,279**	**16,773**	**7,231**	**5,038**	**2,049**
Clearfield		25,242	.0117		.0072	136	221	5,197	1,042	3,900	2,462	1,355	6,188	1,232	1,38[illegible]	808
Du Bois		24,133	.0112		.0079	123	175	5,589	925	3,778	2,039	1,565	4,481	1,701	1,172	752
Clinton		**41,917**	**.0194**	**3,776**	**.0196**	**89**	**89**	**11,381**	**2,420**	**4,327**	**2,912**	**2,304**	**8,830**	**2,570**	**3,107**	**1,042**
Lock Haven		27,057	.0125		.0090	123	171	7,786	1,142	3,523	1,973	1,956	5,476	926	1,786	827
Columbia		**67,542**	**.0312**	**3,950**	**.0294**	**91**	**97**	**17,288**	**3,338**	**5,544**	**4,802**	**4,515**	**12,559**	**4,209**	**4,306**	**1,956**
Berwick		23,819	.0110		.0084	104	136	6,963	686	2,447	1,940	1,100	5,267	1,130	644	810
Bloomsburg		25,031	.0116		.0078	126	187	6,219	1,039	2,017	2,716	2,546	4,258	1,042	2,228	854
Crawford		**86,981**	**.0402**	**3,831**	**.0410**	**95**	**93**	**20,926**	**5,121**	**10,444**	**4,526**	**4,153**	**15,614**	**6,570**	**7,913**	**2,373**
Meadville		38,847	.0170		.0139	124	152	6,943	1,688	7,203	3,431	2,369	7,441	1,632	2,445	1,2[illegible]3
Titusville		18,375	.0085		.0061	115	160	5,030	790	1,642	834	1,131	3,751	1,118	968	1,117
Cumberland	**66**	**145,913**	**.0675**	**4,076**	**.0689**	**101**	**99**	**38,151**	**9,063**	**12,089**	**6,770**	**5,729**	**33,567**	**12,522**	**12,886**	**4,559**
Carlisle		40,460	.0187		.0135	129	178	11,024	1,962	3,824	3,479	2,436	5,966	1,764	4,947	1,034
Lemoyne		40,063	.0185		.0079	272	638	9,879	528	4,360	1,813	1,028	15,015	853	3,17[illegible]	5[illegible]8
Dauphin	**66**	**290,835**	**.1345**	**4,357**	**.1312**	**105**	**108**	**58,771**	**22,189**	**50,926**	**22,572**	**14,945**	**51,269**	**16,620**	**15,809**	**10,160**
▲Harrisburg		202,063	.0935		.0690	134	161	37,309	14,017	42,811	20,646	11,668	35,317	8,138	8,362	7,698
Steelton		9,840	.0046		.0058	87	69	2,011	763	537	494	96	3,532	288	411	468
Delaware	**119**	**591,679**	**.2737**	**3,628**	**.3465**	**108**	**85**	**161,930**	**40,869**	**78,686**	**34,424**	**21,757**	**104,523**	**36,946**	**28,725**	**22,742**
Chester		99,865	.0462		.0445	110	115	21,993	9,139	15,569	12,373	5,785	13,766	4,427	3,992	2,398
Clifton Heights		11,916	.0055		.0051	108	115	4,257	880	598	575	94	2,989	569	217	745
Darby		15,696	.0073		.0084	101	88	6,481	714	377	1,914	300	1,375	1,325	718	674
Haverford Township		37,550	.0174		.0365	114	54	14,722	1,538	1,462	2,157	1,061	4,839	3,262	2,206	1,775
Lansdowne		13,200	.0061		.0088	119	82	3,030	449	175	326	769	6,229	678	405	812
Media		25,745	.0119		.0066	178	322	6,040	1,708	830	1,114	536	9,176	1,910	1,356	798
Upper Darby Township		141,799	.0656		.0671	126	123	28,615	6,738	31,821	11,019	4,207	27,448	5,368	4,902	4,983
Yeadon		5,412	.0025		.0062	93	37	3,158	347	183	76	60	120	413	113	360



Heads you win!



When you think Pennsylvania, think Philadelphia, Pittsburgh — and Erie! Erie is unquestionably the 3rd city in the state of Pennsylvania, holding down this position in both population and effective buying income. What's more, Erie is growing – and fast. Specifically, it leads all major* Pennsylvania cities in population growth since The 1950 U.S. Census. Coverage of Erie is an essential in any sales plan for Pennsylvania.

To win consumer loyalty in this dynamic Great Lakes market, all you need is -

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The Erie News

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When you think Western New York, think Buffalo, Rochester — and Erie! For many advertisers Erie, Pa., is an integral part of Western New York, inseparably linked, for marketing purposes, with Buffalo and Rochester. Considered as a New York market, Erie is the 5th city, in population and effective buying income, outside Metropolitan New York. Coverage of Erie is an essential in any sales plan for Western New York.

Source: 1960 Sales Management Survey of Buying Power. *100,000-and-over population.

PENNA. — RETAIL SALES — SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Elk		34,408	.0159	3,441	.0179	88	73	10,955	2,049	2,502	2,267	1,938	5,988	2,229	2,856	1,438
Erie	80	288,400	.1334	4,186	.1365	103	101	69,433	19,891	45,734	15,033	13,606	49,710	19,863	22,684	9,112
Corry		12,496	.0058		.0047	104	129	3,615	441	714	721	196	2,869	987	1,309	520
▲Erie		201,437	.0932		.0886	110	116	48,073	12,476	40,504	12,536	10,994	31,935	11,121	13,904	6,648
Fayette		171,827	.0794	3,788	.0798	87	86	50,321	10,566	25,108	8,575	8,628	32,652	11,757	7,090	4,802
Brownsville		12,051	.0056		.0043	110	144	3,500	1,087	440	1,326	619	2,507	537	671	453
Conne'lsville-South Connellsville		*29,297*	*.0135*		*.0100*	*112*	*152*	*9,070*	*1,506*	*3,373*	*1,958*	*1,661*	*5,197*	*1,620*	*1,614*	*1,414*
Connellsville		29,005	.0134		.0090	122	181	8,936	1,435	3,373	1,958	1,661	5,197	1,557	1,590	1,414
Uniontown		60,611	.0280		.0166	148	250	12,703	2,359	15,616	3,706	4,710	9,507	3,111	1,867	1,648
Forest		5,240	.0025	3,743	.0023	77	83	948	543	936	66	63	1,363	939	222	
Franklin		114,109	.0527	4,735	.0452	96	112	21,947	5,697	9,512	7,640	5,733	26,983	9,089	9,012	2,815
Chambersburg		50,726	.0235		.0147	135	216	9,736	2,016	5,790	5,589	3,015	9,096	2,488	4,383	1,473
Waynesboro		21,443	.0099		.0076	123	160	5,455	569	1,040	1,643	1,330	6,807	1,359	707	733

THE *Great* SCRANTON·WILKES-BARRE·HAZLETON MARKET

* 3rd IN PENNA.

$168,345,000 IN FOOD SALES!

SOURCE – SRDS CONSUMER MARKETS, MAY 1959

* 42nd IN U.S.A.

The Scranton Times

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PENNA. — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Fulton		**10,376**	**.0048**	**3,706**	**.0045**	**75**	**80**	**1,988**	**1,168**	**711**	**289**	**333**	**1,173**	**1,974**	**515**	**193**
Greene		**36,287**	**.0168**	**3,100**	**.0195**	**82**	**70**	**10,034**	**2,056**	**5,117**	**1,407**	**1,036**	**7,618**	**3,158**	**1,902**	**973**
Waynesburg		16,520	.0076		.0046	148	245	4,572	624	1,795	1,179	521	3,677	718	430	772
Huntingdon		**37,868**	**.0175**	**3,474**	**.0179**	**81**	**80**	**10,247**	**2,260**	**2,862**	**3,430**	**1,824**	**7,702**	**3,160**	**2,240**	**844**
Huntingdon-Mount Union		*26,828*	*.0124*		*.0084*	*120*	*177*	*7,337*	*1,123*	*1,746*	*3,301*	*1,692*	*5,028*	*1,143*	*1,755*	*799*
Huntingdon		19,759	.0091		.0059	134	207	4,838	698	1,216	2,757	1,323	3,886	608	1,185	611
Indiana		**70,369**	**.0326**	**3,665**	**.0333**	**85**	**84**	**15,931**	**4,132**	**7,419**	**4,869**	**5,308**	**13,466**	**5,771**	**4,839**	**2,037**
Indiana		32,228	.0149		.0099	141	213	5,573	1,871	5,094	3,599	3,595	3,923	1,862	1,878	1,061
Jefferson		**58,815**	**.0272**	**4,283**	**.0240**	**91**	**103**	**22,266**	**2,298**	**4,541**	**2,514**	**3,219**	**9,170**	**4,066**	**4,083**	**1,192**
Punxsutawney		25,098	.0116		.0073	124	197	11,423	691	2,387	1,275	1,279	2,497	1,117	1,230	656
Juniata		**14,987**	**.0069**	**3,258**	**.0072**	**78**	**75**	**2,367**	**745**	**1,356**	**124**	**30**	**3,816**	**728**	**2,458**	**137**
Lackawanna	**147**	**272,255**	**.1259**	**3,829**	**.1259**	**91**	**91**	**77,455**	**20,667**	**39,957**	**19,257**	**13,295**	**41,447**	**13,555**	**9,275**	**7,615**
Carbondale		18,072	.0084		.0080	91	95	5,400	1,024	1,437	1,379	805	4,546	1,153	620	380
Dunmore		18,008	.0083		.0098	84	72	8,903	1,205	2,180	402	238	475	637	427	1,686
▲Scranton		170,086	.0787		.0709	101	112	41,131	11,714	31,383	14,376	10,150	27,263	6,382	5,001	3,786
Lancaster	**81**	**349,750**	**.1618**	**4,560**	**.1613**	**108**	**108**	**70,950**	**20,850**	**46,719**	**15,672**	**17,840**	**64,410**	**21,095**	**26,252**	**6,843**
Columbia		11,570	.0054		.0062	93	81	3,631	816	804	1,208	498	1,497	788	283	593
Ephrata		20,358	.0094		.0063	140	209	3,163	696	1,718	1,281	1,475	5,076	1,039	866	287
▲Lancaster		125,850	.0582		.0483	126	152	23,605	7,676	31,234	10,475	9,174	15,463	6,626	3,967	3,881
Lawrence	**260**	**118,951**	**.0550**	**3,813**	**.0591**	**95**	**91**	**27,265**	**6,335**	**22,694**	**7,434**	**5,741**	**21,581**	**8,485**	**8,715**	**3,448**
1Ellwood City		19,789	.0092		.0084	109	119	5,515	742	1,923	1,348	830	3,784	1,013	1,571	1,111
△New Castle		83,244	.0385		.0325	113	134	18,782	4,197	19,499	6,211	3,759	12,885	5,307	3,606	2,724
Lebanon	**244**	**110,719**	**.0512**	**4,429**	**.0481**	**99**	**105**	**27,304**	**6,533**	**10,756**	**6,450**	**6,837**	**23,709**	**7,865**	**6,910**	**2,382**
△Lebanon		58,056	.0269		.0215	117	147	16,406	2,753	7,817	5,251	4,510	10,384	2,756	1,983	1,541
Palmyra		11,733	.0054		.0048	107	120	3,035	433	295	736	578	3,648	803	656	459
Lehigh	**4**	**277,427**	**.1283**	**4,295**	**.1303**	**104**	**103**	**52,053**	**19,570**	**61,933**	**15,871**	**16,850**	**44,169**	**14,451**	**15,936**	**6,488**
▲Allentown		201,710	.0933		.0778	119	143	39,737	13,468	58,069	13,782	13,777	26,994	6,897	9,022	5,020
2▲Bethlehem																
Luzerne	**177**	**383,817**	**.1775**	**3,737**	**.1827**	**89**	**87**	**102,937**	**27,905**	**56,884**	**29,119**	**18,781**	**57,775**	**21,077**	**18,161**	**8,890**
▲Hazleton		50,531	.0234		.0199	105	124	13,356	3,109	9,357	4,224	3,879	6,896	2,535	1,293	1,421

1 Ellwood C ty is in both Beaver and Lawrence counties.
2 Bethlehem is in both Lehigh and Northampton counties.

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Pennsylvania Population-Income data, pages 297-313
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Standard Metropolitan Statistical Area

ONE is the EASTON EXPRESS

For the Facts, ask any Representative of the Kelly-Smith Company

Easton, Pa.

Cont. from page 646

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Monessen	Westmoreland	19.7	241	75	67	3	24	13	13	13	9	6
Monongahela	Washington	9.0	139	32	29	6	17	11	9	12	8	4
Morrisville	Bucks	7.9	102	12	29	7	6	4	6	7	5	6
Mount Carmel	Northumberland	14.2	222	61	53	8	34	15	5	6	12	5
Mount Oliver	Allegheny	6.2	76	15	15	6	15	4	4	3	1	4
Mt. Lebenon Township	Allegheny	35.6	135	25	17	23	9	4	3	18	6	10
Munhall	Allegheny	19.4	86	28	25	3	3	1	4	9	2	4
Nanticoke	Luzerne	18.8	354	88	94	32	23	23	14	18	11	8
New Castle	Lawrence	51.4	712	169	128	41	63	32	49	72	38	22
New Kensington	Westmoreland	26.2	355	53	79	32	44	24	24	28	15	10
Norristown	Montgomery	40.2	579	136	113	61	65	33	12	39	20	17
North Braddock	Allegheny	13.6	66	29	19	9	2	1	1	1	0	1
Oil City	Venange	19.5	254	67	37	12	27	19	14	28	9	5
Oxford	Chester	3.6	93	13	12	5	11	5	9	11	9	8
Palmyra	Lebanon	8.0	98	25	10	6	7	10	6	11	6	6
Philadelphia	Philadelphia	2123.5	24235	6,720	5099	2103	2541	1200	506	1094	785	1155
Phoenixville	Chester	15.4	193	34	29	11	29	11	12	16	12	8
Pittsburgh	Allegheny	686.2	6,726	1,737	1561	625	534	378	214	416	232	298
Pittston	Luzerne	14.1	291	77	63	24	40	11	7	23	8	6
Plymouth	Luzerne	13.0	185	58	48	14	8	9	7	13	6	6
Pottstown	Montgomery	26.1	378	58	73	25	50	33	20	31	16	11
Pottsville	Schuylkill	23.0	390	84	72	29	45	29	21	28	10	8
Punxsutawney	Jefferson	10.5	155	30	21	14	14	9	15	14	13	4
Quakertown	Bucks	6.8	152	24	23	13	22	17	11	13	8	4
Reading	Berks	113.5	1,565	376	349	131	133	103	48	101	56	37
Rochester	Beaver	7.1	138	29	26	11	17	11	7	9	6	4
Scranton	Lackawanna	125.2	1,669	431	397	122	120	94	83	112	40	55
Sewickley	Allegheny	6.2	91	12	22	4	11	3	10	6	6	3
Shamokin	Northumberland	15.2	418	98	75	31	40	27	20	33	12	11
Sharon	Mercer	29.1	337	55	50	16	41	31	23	50	17	15
Shenandoah	Schuylkill	14.3	300	70	86	10	34	15	14	17	13	8
Somerset	Somerset	6.2	127	18	19	6	13	8	15	14	8	5
Soudertan	Montgomery	5.6	103	24	9	18	9	8	3	10	3	3
State College	Centre	22.9	165	21	29	11	23	10	12	12	5	6
Steelton	Dauphin	11.9	135	47	31	6	11	5	5	6	6	4
Stroudsburg	Monroe	6.5	183	34	30	14	25	13	16	19	10	5
Sunbury	Northumberland	15.4	238	37	36	9	40	28	19	13	15	4
Swissvale	Allegheny	17.5	106	32	23	8	5	0	6	10	4	7
Tamaqua	Schuylkill	11.6	208	37	64	13	21	7	16	12	6	4
Tarentum	Allegheny	8.0	151	47	27	4	13	8	5	14	6	8
Titusville	Crawford	9.4	143	25	20	4	18	15	12	17	6	3
Turtle Creek	Allegheny	12.2	162	34	46	5	14	8	10	16	5	3
Uniontown	Fayette	20.0	424	75	81	45	41	40	24	40	13	10
Upper Darby Township	Delaware	95.1	636	119	126	54	68	32	18	56	25	39
Vandergrift	Westmoreland	9.2	136	31	22	8	18	12	9	12	5	9
Warren	Warren	14.7	235	54	33	16	26	18	17	19	13	7
Washington	Washington	25.6	463	87	96	29	48	32	30	56	23	16
Waynesboro	Franklin	11.1	173	25	21	38	17	10	20	24	23	7
Waynesburg	Greene	5.6	113	23	10	6	15	14	9	10	4	5
West Chester	Chester	16.4	263	34	58	22	32	13	24	14	10	6
West Mifflin	Allegheny	29.5	59	21	13	5	0	2	0	10	3	2
Wilkes-Barre	Luzerne	71.8	1,261	309	336	96	98	70	30	87	41	35
Wilkinsburg	Allegheny	30.9	236	55	17	19	23	22	21	24	14	16
Williamsport	Lycoming	47.9	707	143	138	62	67	50	27	66	21	21
Yeadon	Delaware	12.0	59	16	9	7	4	1	1	5	1	7
York	York	65.0	1,127	234	228	79	116	95	59	86	31	17

PENNA.

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Kingston		37,431	.0173		.0139	117	145	7,262	2,070	4,630	631	1,194	16,570	943	1,843	508
Nanticoke		18,044	.0083		.0090	86	79	5,052	1,160	1,109	1,093	1,146	3,446	1,236	574	442
Pittston		16,304	.0075		.0067	85	95	3,682	1,142	2,283	2,310	951	1,193	1,078	692	479
Plymouth		10,447	.0048		.0060	82	66	2,694	723	631	404	945	3,020	485	481	395
▲Wilkes-Barre		119,246	.0551		.0437	109	137	24,862	8,309	33,250	16,629	5,877	8,792	4,197	3,066	2,253
Lycoming	297	131,576	.0609	4,048	.0585	97	101	32,449	8,567	21,161	8,463	7,049	21,547	8,410	7,149	3,191
△Williamsport		86,077	.0398		.0312	116	149	16,084	5,022	19,111	7,067	5,858	14,375	3,762	2,729	2,402
McKean		58,314	.0269	3,862	.0272	98	97	17,010	3,325	2,340	4,799	2,575	13,429	4,616	4,220	2,209
Bradford		28,701	.0133		.0111	117	140	8,026	1,423	1,154	3,480	1,548	5,620	1,882	2,521	1,107
Mercer	285	143,359	.0663	4,318	.0670	103	102	37,765	8,349	15,013	8,797	7,674	29,143	10,728	11,049	4,026
△Farrell		9,330	.0043		.0067	85	54	4,199	1,005	427	637	1,013	342	592	423	218
Greenville		19,836	.0092		.0069	128	170	5,825	697	1,291	1,771	1,200	4,164	1,109	754	729
Grove City		16,579	.0077		.0060	136	175	5,000	378	1,548	1,239	658	3,537	1,099	1,317	483
Shares Farrell-Sharpsville		*68,162*	*.0318*		*.0304*	*111*	*115*	*18,180*	*3,624*	*10,348*	*4,885*	*4,685*	*13,477*	*4,161*	*3,119*	*2,118*
△Sharon		53,538	.0248		.0205	126	152	13,091	2,378	9,238	4,133	3,516	12,285	3,147	1,488	1,645
Mifflin		48,275	.0224	4,023	.0213	90	95	9,409	2,910	6,296	3,523	3,309	7,945	3,771	3,400	1,639
Lewistown		33,826	.0156		.0102	129	197	6,556	1,350	6,438	2,791	2,071	6,437	1,856	2,208	1,336

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Represented by Julius Mathews Special Agency, Inc.

PENNA. — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Monroe		**54,323**	**.0251**	**4,490**	**.0239**	**100**	**110**	**11,914**	**8,435**	**6,968**	**2,512**	**1,414**	**10,012**	**3,237**	**3,405**	**1,210**
Stroudsburg-East Stroudsburg		*34,647*	*.0160*		*.0104*	*133*	*205*	*8,580*	*1,917*	*5,363*	*2,351*	*1,071*	*6,314*	*1,465*	*2,039*	*954*
Stroudsburg		22,915	.0106		.0059	164	294	5,288	1,050	5,148	2,042	624	4,830	870	566	725
Montgomery	**119**	**678,526**	**.3138**	**4,812**	**.3279**	**115**	**110**	**164,253**	**42,593**	**109,671**	**49,542**	**30,859**	**113,486**	**38,942**	**34,328**	**19,893**
Abington Township		32,010	.0148		.0310	99	47	6,708	2,218	5,958	1,312	2,992	5,593	2,743	1,150	828
Cheltenham Township		42,745	.0198		.0299	140	93	13,668	1,167	17,530	250	562	3,420	1,437	832	1,075
Conshohocken		18,021	.0083		.0070	111	132	3,978	1,382	627	362	698	4,007	1,194	3,643	451
Hatboro		16,909	.0078		.0058	132	177	2,828	539	781	1,431	968	4,156	986	2,362	795
Jenkintown		50,531	.0234		.0100	313	731	4,584	1,769	20,302	3,385	1,192	14,363	751	239	549
Lansdale		28,861	.0133		.0100	132	175	6,430	1,008	2,192	1,641	2,586	8,665	1,355	1,561	615
Lower Merion Township		112,939	.0522		.0532	155	152	20,505	4,530	14,907	16,647	3,675	26,237	4,238	3,181	3,834
Norristown		67,503	.0312		.0248	110	139	19,912	4,362	14,059	7,032	3,436	4,741	3,041	2,039	1,694
Pottstown		48,783	.0226		.0186	127	155	12,385	2,392	4,339	4,925	4,062	7,704	2,277	3,493	1,815
Souderton		16,658	.0077		.0050	161	248	4,031	225	1,267	892	1,001	1,693	650	630	293
Montour		**13,787**	**.0064**	**3,628**	**.0069**	**72**	**67**	**4,229**	**612**	**1,107**	**884**	**691**	**3,454**	**635**	**646**	**506**
Northampton	**4**	**254,042**	**.1175**	**4,722**	**.1116**	**106**	**111**	**73,157**	**17,224**	**31,364**	**17,010**	**17,121**	**34,933**	**14,551**	**12,217**	**8,288**
2▲Bethlehem		92,184	.0426		.0449	105	99	26,645	6,445	8,590	6,921	4,881	14,869	4,792	3,285	4,371
Easton-Wilson-Phillipsburg		*108,608*	*.0502*		*.0427*	*114*	*135*	*29,559*	*7,457*	*16,911*	*9,781*	*8,694*	*12,786*	*6,603*	*4,939*	*3,494*
▲Easton		79,525	.0368		.0258	125	179	20,177	4,388	15,311	9,541	7,702	7,553	3,017	3,131	2,294
Northumberland		**111,240**	**.0514**	**3,321**	**.0545**	**85**	**80**	**27,007**	**5,602**	**14,211**	**10,188**	**6,070**	**20,448**	**5,727**	**7,402**	**3,998**
Mount Carmel		13,373	.0062		.0065	82	78	4,568	718	1,153	2,206	782	1,526	355	564	615
Shamokin		24,571	.0114		.0087	102	134	6,877	1,137	2,706	3,116	1,381	3,462	1,328	1,603	1,041
Sunbury		34,017	.0157		.0106	123	183	6,531	976	7,168	3,680	2,636	6,824	805	1,299	1,401
Perry		**23,495**	**.0109**	**3,309**	**.0118**	**81**	**78**	**5,858**	**2,327**	**2,549**	**569**	**550**	**4,167**	**1,450**	**2,303**	**477**

▲ Bethlehem is in both Lehigh and Northampton counties.

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Pennsylvania Population-Income data, pages 297-313

WOR RADIO

WOR-Radio, covering 139 counties in 13 states, has 4,103,420 listening families every week — the largest station audience in America.

SOURCE: Pulse



BULL'S-EYE!

In the nation's fourth market, your surest buy is television . . . and CBS Owned WCAU-TV. Throughout an area encompassing 29 of America's most industrial counties (and more than $8 billion in retail sales last year), television gets your sales message across with an effectiveness no other medium can approach. And Channel 10 (represented by CBS Television Spot Sales) makes a direct hit with audiences, reaching more than a million Philadelphians a day with favorite local and CBS Television Network programs.



CBS TELEVISION STATIONS
A Division of Columbia Broadcasting System, Inc.

PENNA. — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Philadelphia	119	2,536,520	1.1731	4,082	1.2397	104	98	530,857	260,698	581,994	216,091	119,725	295,670	87,079	71,821	82,595
3▲Philadelphia		2,536,520	1.1731		1.2397	104	99	530,857	260,698	581,994	216,091	119,725	295,670	87,079	71,821	82,595
Pike		10,783	.0050	3,268	.0049	91	93	2,151	1,500	1,103	234	174	698	527	960	388
Potter		17,900	.0083	3,800	.0078	88	93	3,953	903	1,289	341	1,814	4,354	1,594	1,076	379
Schuylkill		171,673	.0794	3,366	.0858	85	79	46,729	12,091	17,227	12,736	7,841	32,084	12,777	7,705	4,246
Mahanoy City		9,564	.0044		.0048	84	77	3,599	1,034	1,029	854	202	705	618	145	398

3 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly signiácant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

Pennsylvania Population-Income data, pages 297-313
SM Standard (▲) and Potential (△) Metropolitan County Areas.
© SM, 1960.

THE RECOGNIZED OUTSTANDING MEDIA IN THE PHILADELPHIA SUBURBS



68,918 ABC Circulation
26,500 Controlled Circ.
95,418 TOTAL CIRCULATION

35c A LINE FOR 3 ABC PAPERS
45c a line for all 4 papers

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In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

Represented by Million Market Newspapers, Inc.

Now! 2 Great Penna. Markets Combine!... for greater sales at smaller costs

TARENTUM VALLEY DAILY NEWS
NEW KENSINGTON DAILY DISPATCH

in two of Pennsylvania's richest sales centers

Now under single ownership, the NEWS and the DISPATCH reach more than 120,000 consumers in the adjacent Tarentum-Brackenridge and New Kensington-Arnold city zones . . .

at a combined line rate of 20c—a 7c saving over an individual newspaper buy.

34,358 daily copies* of the NEWS and the DISPATCH assure effective coverage in and beyond these "high-buy" market centers.

*ABC, 3-31-59, 9-30-59

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•

concentrated sales activity . . .
NEW KENSINGTON DAILY DISPATCH
V. R. Ketchman, Adv. Dir., New Kensington-Arnold-Lower Burrell, Pa.

Bottinelli-Kimball, Inc., National Representatives • 343 Lexington Ave., New York 16

PENNA.

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Portsville		45,036	.0208		.0148	115	161	8,886	2,032	9,721	5,814	2 875	7,961	1,513	1,164	1,047
Shenandoah		17,210	.0080		.0073	91	100	4,188	1,399	1,252	2,178	1,710	2,179	776	509	1,174
Tamaqua		17,158	.0079		.0067	103	122	4,300	1,013	963	1,161	647	5,569	743	779	256
Snyder		**26,802**	**.0123**	**3,481**	**.0124**	**78**	**77**	**6,089**	**1,964**	**1,575**	**445**	**377**	**5,786**	**2,775**	**1,965**	**418**
Somerset	**78**	**76,065**	**.0352**	**3,886**	**.0351**	**82**	**82**	**17,090**	**5,819**	**8,326**	**2,873**	**3,363**	**15,250**	**7,686**	**6,464**	**1,551**
Somerset		25,221	.0117		.0060	171	334	5,563	1,041	1,400	1,773	1,545	6,967	1,312	1,806	666
Sullivan		**5,022**	**.0023**	**2,954**	**.0025**	**74**	**88**	**1,379**	**689**	**488**	**43**	**268**	**137**	**281**	**880**	**131**
Susquehanna		**35,203**	**.0163**	**4,000**	**.0154**	**87**	**92**	**11,201**	**1,675**	**2,337**	**935**	**784**	**5,420**	**2,704**	**2,877**	**702**
Tioga		**44,680**	**.0207**	**4,176**	**.0185**	**91**	**102**	**9,951**	**3,419**	**3,721**	**1,358**	**1,458**	**12,077**	**2,836**	**3,174**	**763**
Union		**24,311**	**.0112**	**3,740**	**.0121**	**81**	**75**	**5,558**	**1,336**	**1,466**	**788**	**1,387**	**3,574**	**1,940**	**4,498**	**507**
Venango		**30,698**	**.0276**	**3,210**	**.0301**	**82**	**75**	**15,716**	**2,912**	**5,776**	**3,942**	**4,936**	**11,867**	**4,969**	**3,163**	**1,779**
Oil City-Franklin		*48,740*	*.0225*		*.0179*	*107*	*134*	*15,244*	*2,175*	*5,056*	*3,854*	*4,258*	*9,310*	*3,047*	*1,889*	*1,682*
Franklin		19,748	.0091		.0068	115	154	5,656	802	1,966	1,338	913	4,134	1,591	912	611
Oil City		28,992	.0134		.0111	102	123	7,588	1,373	3,090	2,596	3,345	5,176	1,456	977	1,071
Warren		**66,410**	**.0308**	**6,207**	**.0227**	**108**	**146**	**11,627**	**2,825**	**26,025**	**2,387**	**1,847**	**9,506**	**3,538**	**3,284**	**1,390**
Warren		51,139	.0237		.0132	161	289	7,999	1,323	25,569	2,217	1,272	6,002	1,593	1,920	1,094
Washington	**121**	**223,081**	**.1031**	**3,627**	**.1107**	**92**	**86**	**62,018**	**15,678**	**21,961**	**16,682**	**11,376**	**40,542**	**14,473**	**17,810**	**6,234**
Canonsburg		24,285	.0112		.0082	112	153	7,706	1,614	856	1,474	1,475	4,669	1,253	2,037	770
Charleroi		27,942	.0129		.0076	146	248	5,286	1,355	4,077	3,768	1,625	5,883	668	2,940	634
Donora		13,244	.0061		.0066	99	91	3,712	958	811	994	818	3,280	376	1,038	550
Monongahela		14,582	.0067		.0054	108	134	3,885	820	707	1,071	721	3,682	813	854	623
Washington		62,587	.0289		.0187	131	202	17,025	3,695	9,733	5,864	3,293	8,825	3,611	3,181	2,185
Wayne		**34,839**	**.0161**	**4,525**	**.0138**	**91**	**106**	**8,836**	**2,150**	**1,974**	**2,579**	**1,201**	**5,920**	**1,795**	**3,166**	**646**
Honesdale		18,496	.0085		.0047	147	266	4,653	778	1,261	2,208	791	3,718	1,099	1,151	300
Westmoreland	**121**	**337,919**	**.1563**	**3,580**	**.1692**	**90**	**83**	**92,578**	**23,817**	**31,344**	**23,478**	**18,781**	**59,378**	**27,500**	**27,488**	**10,096**
Arnold		9,072	.0042		.0051	93	76	4,350	418	648	198	963	791	534	522	101
Greensburg-South Greensburg-Southwest Greensburg		*59,041*	*.0273*		*.0198*	*128*	*132*	*15,613*	*2,585*	*11,675*	*6,338*	*4,069*	*7,013*	*2,580*	*2,874*	*1,854*
Greensburg		55,742	.0258		.0159	147	239	14,906	2,215	11,571	6,332	4,044	6,414	1,963	2,039	1,811
Irwin		12,644	.0058		.0044	126	166	4,649	824	840	1,111	264	2,598	491	634	493
Jeannette		21,479	.0099		.0097	97	99	7,618	1,316	1,312	2,248	1,593	2,862	945	1,713	641
Latrobe		24,810	.0115		.0088	117	153	5,944	806	2,932	1,686	1,729	4,670	1,316	2,576	693
Monessen		21,043	.0097		.0107	97	88	7,562	1,785	1,126	2,150	1,843	3,583	653	499	560
New Kensington-Arnold		*40,989*	*.0831*		*.0210*	*104*	*114*	*12,069*	*2,683*	*7,895*	*5,895*	*3,834*	*3,694*	*2,099*	*2,356*	*1,877*
New Kensington		40,910	.0189		.0159	108	129	7,719	2,205	6,645	5,095	2,871	7,903	1,565	1,834	1,776
Vandergrift		16,022	.0074		.0057	112	145	5,290	659	954	1,725	942	3,863	711	536	606
Wyoming		**19,942**	**.0093**	**4,243**	**.0082**	**91**	**103**	**4,277**	**1,059**	**527**	**462**	**510**	**3,731**	**1,124**	**3,530**	**705**
York	**181**	**290,583**	**.1338**	**4,220**	**.1341**	**101**	**104**	**61,101**	**16,605**	**46,559**	**18,783**	**22,972**	**61,322**	**17,678**	**15,864**	**5,412**
Hanover		48,550	.0226		.0130	153	206	7,822	1,408	13,140	3,972	4,253	7,657	1,798	2,853	545
▲York		131,387	.0608		.0454	123	167	25,967	8,353	23,899	13,152	12,837	25,755	6,084	2,427	2,562
Total Above Cities		8,961,735	4.1447		3.8248	112	121	2,036,312	658,720	1,764,233	740,164	494,214	1,383,193	377,038	360,086	288,773
State Total		**13,155,880**	**6.0845**	**4,023**	**6.3517**	**100**	**95**	**3,196,286**	**989,384**	**2,080,371**	**851,021**	**649,127**	**2,177,418**	**786,244**	**716,060**	**398,809**

METRO. AREAS	RETAIL SALES—SM ESTIMATES, 1959														
Allentown-Bethlehem-Easton	**600,853**	**.2779**	**5,075**	**.2769**	**120**	**120**	**143,905**	**43,388**	**96,991**	**34,507**	**37,203**	**96,520**	**35,623**	**35,195**	**16,577**
Altoona	**140,777**	**.0651**	**3,635**	**.0662**	**91**	**89**	**32,145**	**9,589**	**20,230**	**11,501**	**8,948**	**26,019**	**9,659**	**6,788**	**4,179**
Erie	**288,400**	**.1334**	**4,186**	**.1365**	**103**	**101**	**69,433**	**19,891**	**45,734**	**15,033**	**13,605**	**49,710**	**19,863**	**22,684**	**9,112**
Harrisburg	**436,748**	**.2020**	**4,265**	**.2001**	**104**	**105**	**94,922**	**31,252**	**63,015**	**29,342**	**20,674**	**84,836**	**29,142**	**28,495**	**14,719**
Johnstown	**271,685**	**.1257**	**3,564**	**.1335**	**84**	**79**	**65,953**	**18,325**	**44,582**	**13,525**	**12,8'6**	**47,756**	**18,794**	**19,745**	**6,079**



TRENTON TOPS THE DELAWARE VALLEY

Trenton, 30 miles above Philadelphia, spends more per household on retail sales than any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

From the standpoint of newspapers, the Trenton Times dominates its market. Covers 73% of metropolitan area households, 96% of city zone. Beats the Trenton coverage of Philadelphia papers 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

PENNA. (continued) METRO. AREAS — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lancaster	349,750	.1618	4,560	.1613	108	108	70,950	20,850	46,710	15,672	17,840	64,410	21,095	26,252	6,843
△Lebanon	110,719	.0512	4,429	.0481	99	105	27,304	6,533	10,756	6,450	6,837	23,709	7,865	6,910	2,383
△New Castle	118,951	.0550	3,813	.0591	98	91	27,265	6,335	22,894	7,434	5,741	21,581	8,485	6,715	3,448
1Philadelphia	5,177,021	2.3943	4,062	2.6143	105	96	1,196,584	452,919	885,587	361,758	230,297	807,120	259,327	231,107	163,185
Pittsburgh	2,775,277	1.2835	4,059	1.3519	101	96	756,637	212,676	454,992	170,558	140,807	423,077	168,627	149,901	100,142
Reading	320,513	.1482	3,972	.1586	104	98	72,026	24,430	44,784	19,167	17,939	60,033	16,717	19,995	7,252
Scranton	272,255	.1259	3,829	.1259	91	91	77,455	20,667	39,957	19,257	13,295	41,447	13,555	9,275	7,615
△Sharon-Farrell-Sharpsville	143,359	.0663	4,318	.0670	103	102	37,785	8,349	15,013	8,797	7,674	29,143	10,728	11,049	4,029
Wilkes-Barre-Hazleton	383,817	.1775	3,737	.1827	89	87	102,937	27,905	56,884	29,119	18,781	57,775	21,077	18,161	8,890
△Williamsport	131,576	.0609	4,048	.0585	97	101	32,449	8,567	21,161	8,463	7,049	21,547	8,410	7,149	3,191
York	299,593	.1386	4,220	.1341	101	104	61,101	16,605	48,559	18,783	22,972	61,322	17,678	15,864	5,412
Total Above Areas	11,821,214	5.4673	4,069	5.7747	102	97	2,868,831	928,281	1,915,649	769,366	582,536	1,910,005	666,845	614,365	363,053

1 Includes Camden, N. J.

© SM, 1960.

Meaning of SM Trade-Mark, Symbols, etc.

The SM Trade-mark SM indicates copyrighted SALES MANAGEMENT estimates.

Solid Triangle (▲) denotes central city of standard metropolitan area.

Open Triangle (△) denotes central city of potential metropolitan area.

Bold face line indicates **COUNTY** data, light face line CITY data.

Italic lines indicate a Multiple City—two or more adjoining cities constituting a single market. They can be separated by a river or state line, but the area between must be less than ten miles and must conform to the Census Bureau standards of urbanization.

The Big Woonsocket Market- Yours With Just One Buy!

EFFECTIVE BUYING INCOME	Total	Per Household
	$90,528,000.	$6,158.
RETAIL SALES	$63,945,000.	$4,350.

SM '60 Survey

YOU'LL HIT HARD in the profit-making Woonsocket market . . . 98% covered by its only local daily, the

WOONSOCKET CALL

COVERS RHODE ISLAND'S PLUS MARKET

Representatives: Johnson, Kent, Gavin & Sinding

Affiliated: WWON, WWON-FM

ABC

RHODE ISLAND— (Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Vermont.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

City	County	Pop. (thous.)	NUMBER OF OUTLETS									
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Bristol	Bristol	14.0	179	48	29	33	7	11	6	14	6	4
Central Falls	Providence	22.0	226	66	58	26	3	13	4	21	5	7
Cranston	Providence	64.8	895	121	96	78	32	33	12	78	27	30
East Providence	Providence	41.1										
Newport	Newport	44.2	440	68	104	17	51	30	19	26	12	15
Pawtucket	Providence	84.1	956	200	196	79	59	61	35	68	50	44
Providence	Providence	228.4	3,145	672	606	267	238	201	104	241	164	130
Warwick	Kent	60.9	480	114	101	34	22	19	24	59	35	20
West Warwick	Kent	21.8										
Westerly	Washington	12.8	245	40	41	22	21	29	12	28	14	10
Woonsocket	Providence	49.0	648	171	110	40	57	49	28	58	17	14

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	SM of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bristol	125	30,997	.0142	3,444	.0167	94	90	9,870	1,801	1,057	1,435	2,149	5,325	2,068	2,242	1,493
Bristol		10,306	.0047		.0066	85	60	2,385	823	549	248	884	1,451	735	1,479	209
Kent	125	116,613	.0540	3,738	.0575	98	92	34,747	7,579	15,062	5,038	4,032	17,487	7,497	8,410	3,994
Warwick		65,284	.0302		.0329	96	89	22,263	4,517	10,249	1,927	994	9,748	4,558	3,296	2,085
West Warwick		29,792	.0133		.0117	96	109	5,904	1,330	3,666	1,907	1,638	3,877	1,556	2,268	1,282
Newport		84,408	.0298	3,286	.0392	91	89	16,275	5,736	4,931	3,872	2,578	9,523	5,039	5,480	2,491
Newport		38,839	.0180		.0239	97	73	7,553	3,746	2,526	3,774	2,185	6,141	1,580	3,461	1,643
Providence	125	720,525	.3332	4,155	.3291	102	103	161,635	82,349	107,480	62,378	34,022	109,439	40,285	35,421	27,056
Central Falls		11,508	.0053		.0093	80	43	4,133	1,663	1,049	139	709	41	1,368	329	963

Rhode Island Population-Income data, pages 314-316

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

FOR THE MEANING OF

The solid and open Triangles, SM Trade-Mark, Bold Face Lines, Light Face Lines,

Italic Lines in these tables, and for an explanation of the Maps . . .

See Page 67

ONE-IN-A-MILLION TEST MARKET...

one newspaper...and a million and more prospects!



You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and evening	203,844	.62
Sunday Journal	191,274	.60
Sunday and Morning	250,527	.78
Sunday and Evening	335,865	.98
Sunday, Morning, Evening	395,118	$1.04

(ABC circulation, March 31, 1960)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island.

PROVIDENCE JOURNAL-BULLETIN

Boston office: 479 Statler Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.



The Big Reach For Your Sales In R.I.'s 2nd Largest Market

Pawtucket-Central Falls is your *big selling* opportunity in the Providence-Pawtucket metropolitan area! And only the PAWTUCKET TIMES gives effective advertising coverage, 400% more than any other daily, 800% more than any other evening newspaper.

Pawtucket Times
PAWTUCKET, RHODE ISLAND
Represented Nationally By
STORY, BROOKS & FINLEY, INC.

PAWTUCKET—CENTRAL FALLS Sales Highlights

- TOTAL RETAIL SALES now $117,974,000
- Gen'l. Mdse. $16,595,000, a 52% gain over 1959*
- Lum.-Bldg.-Hdwre. $5,510,000, 39% higher than 1959.

SM '60 Survey

* Part of increase attributed to revision of store classification

RHODE ISL. COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
RETAIL SALES— SM ESTIMATES, 1959																
Cranston		61,090	.0283		.0337	93	78	20,102	3,782	2,640	4,020	3,675	7,114	5,478	3,868	4,010
East Providence		48,181	.0223		.0246	107	97	13,888	2,461	1,302	1,441	1,564	12,214	4,587	2,920	2,056
Pawtucket-Central Falls		*117,974*	*.0545*		*.0585*	*98*	*92*	*27,876*	*10,090*	*16,595*	*10,770*	*6,001*	*15,887*	*7,073*	*5,510*	*5,312*
▲Pawtucket		106,466	.0492		.0487	103	104	23,743	8,398	15,546	10,637	5,292	15,786	5,705	5,181	4,349
▲Providence		359,393	.1662		.1417	111	130	63,355	24,563	62,460	40,322	18,579	57,218	14,310	18,749	10,669
Woonsocket		63,945	.0296		.0280	102	108	20,354	3,925	6,638	5,283	3,496	10,219	3,113	2,027	2,240
Washington		67,937	.0315	4,093	.0328	96	93	18,530	4,718	4,643	2,718	2,407	9,389	4,383	9,674	2,544
Westerly		31,096	.0144		.0069	124	200	8,508	1,217	3,087	2,125	1,602	4,469	1,438	3,108	1,000
Total Above Cities		824,780	.3815		.3705	103*	106	192,188	56,424	109,712	71,723	39,618	128,278	44,428	46,684	30,506
State Total		1,000,480	.4627	4,006	.4753	100	97	241,057	72,174	133,173	75,442	45,188	151,163	59,270	59,227	37,578

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Rhode Island Population-Income data, pages 314-316
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Buy **WESTERLEY**
and you buy a high-income market with **BONUS BUSINESS***

* Westerley is a two-county, two-state market that includes Southern Rhode Island PLUS Eastern Connecticut . . . both high-income communities that do their shopping in Westerley.

THE **WESTERLEY SUN** Westerley, R. I.

Represented by The Julius Mathews Special Agency, Inc.



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Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

NBC

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Edward Petry & Co., Inc.

WJAR-TV

CHANNEL 10,
PROVIDENCE, R. I.

WHEN YOU THINK OF **SOUTH CAROLINA** — THINK OF **CHARLESTON** FIRST!

In every Sales Category **OVER ⅓** *of South Carolina's Sales Are Made in* **CHARLESTON** *and its 18 County Market Area!*



. . . and we are the only newspaper serving and selling ALL of this big area!

Charleston EVENING POST NEWS and COURIER

95,361
Daily Combined
105,783
Sunday Combined
ABC—Sept. 30, 1959

Represented By The John Budd Co.

RHODE ISL. (continued)

RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

METRO. AREAS	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Providence	868,135	.4014	4,064	.4033	101	100	206,252	61,720	123,999	68,852	40,203	132,251	49,948	44,073	32,543
Total Above Area	868,135	.4014	4,064	.4033	101	100	206,252	61,720	123,999	68,852	40,203	132,251	49,948	44,073	32,534
RHODE ISLAND STATISTICAL AREA															
Providence	977,091	.4519		.4483	102	103	238,828	71,137	131,299	73,657	44,143	148,972	55,564	53,024	36,049

SOUTH CAROLINA— (Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, Virginia, W. Virginia.)

Map, page 318

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aiken	Aiken	12.4	186	34	19	9	14	10	17	23	6	5
Anderson	Anderson	42.8	383	69	41	25	42	34	38	48	12	15
Brandon Judson	Greenville	12.2	•	•	•	•	•	•	•	•	•	•
Camden	Kershaw	9.0	156	22	19	12	15	11	12	13	13	7
Charleston	Charleston	73.1	986	227	178	56	113	68	34	83	27	39
Chester	Chester	7.9	129	21	9	13	17	10	9	15	7	5
Columbia	Richland	116.0	1,380	242	199	140	97	102	88	196	46	50
Conway	Horry	9.0	151	16	20	15	12	10	17	21	7	5
Florence	Florence	28.9	389	63	57	32	48	18	26	51	15	15
Gaffney	Cherokee	9.8	203	42	28	24	15	18	24	25	7	4
Georgetown	Georgetown	14.3	164	28	15	20	11	9	13	28	8	7
Greenville	Greenville	70.0	978	148	132	99	69	78	76	136	37	38
Greenwood	Greenwood	16.0	230	36	36	12	24	20	18	31	4	4
Greer	Greenville	6.5	120	23	13	7	12	9	12	14	6	3
Hartsville	Darlington	7.0	162	43	9	13	12	11	15	19	11	4
Lancaster	Lancaster	9.1	161	29	18	12	11	16	19	15	5	7
Laurens	Laurens	10.1	170	39	24	8	18	5	15	16	9	9
Myrtle Beach	Horry	13.6	190	23	49	14	17	8	10	17	1	7
Newberry	Newberry	8.0	145	21	10	12	18	10	14	16	15	7
Orangeburg	Orangeburg	17.7	241	45	15	22	21	28	19	27	14	8
Rock Hill	York	30.3	320	81	45	18	27	22	23	33	20	5
Spartanburg	Spartanburg	46.0	559	96	88	52	48	28	38	84	20	21
Sumter	Sumter	24.7	368	81	38	22	36	34	31	48	18	10
Union	Union	10.8	151	28	17	11	15	12	12	21	10	6
Waterboro	Colleton	6.0	118	11	11	10	13	7	11	21	8	9

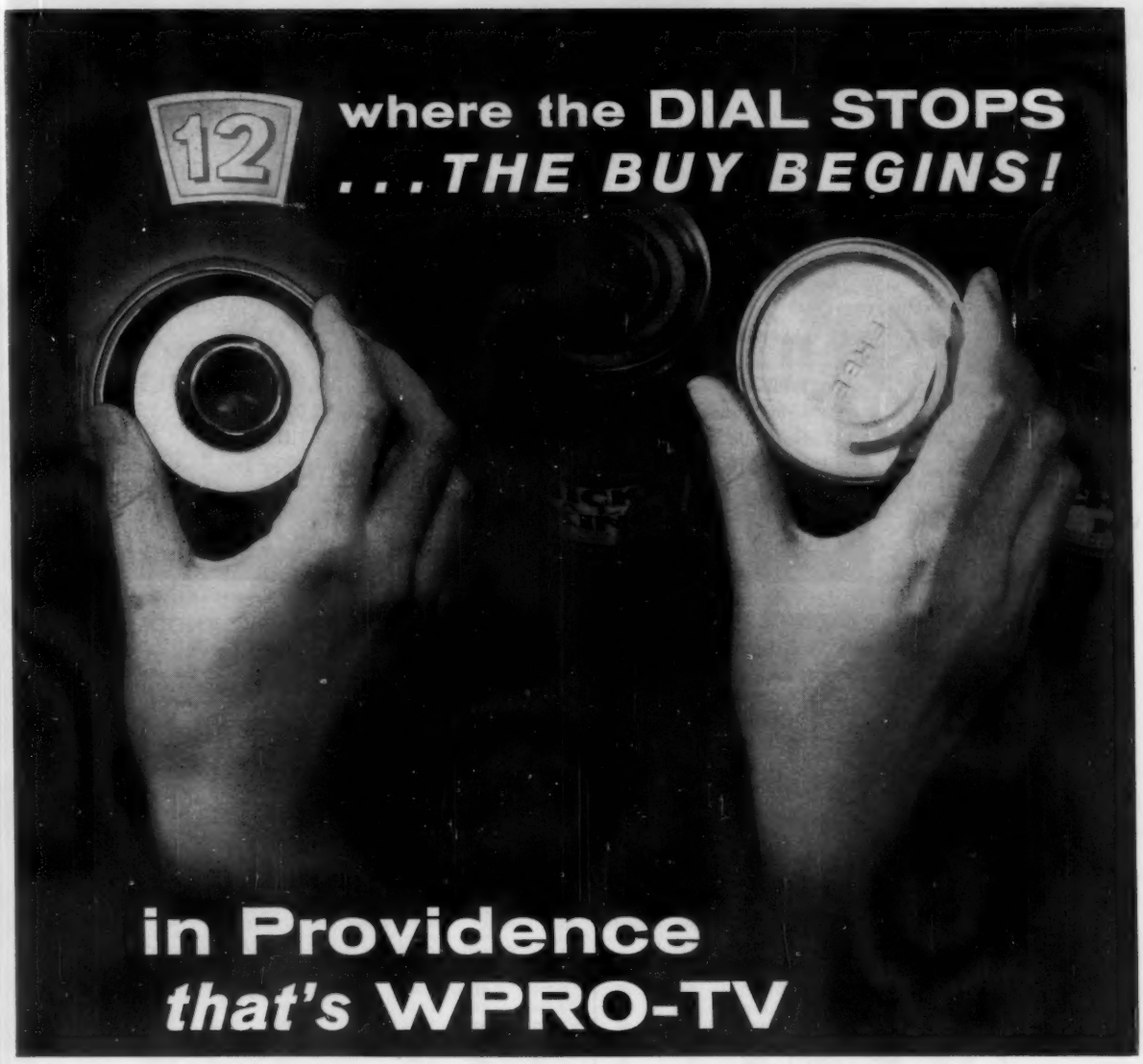
RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Abbeville		11,395	.0063	2,150	.0076	68	45	2,918	580	1,979	353	392	2,386	1,109	634	361
Aiken	12	49,812	.0230	2,076	.0373	74	46	16,976	1,501	3,447	1,948	2,179	10,294	5,573	2,074	1,975
Aiken		23,775	.0110		.0084	122	159	5,646	787	1,544	1,813	903	7,126	1,433	1,197	1,045
Allendale		10,488	.0048	2,384	.0057	62	44	2,009	1,021	1,835	448	240	432	1,762	556	220
Anderson		80,848	.0374	3,247	.0394	74	71	19,883	3,543	11,684	5,808	5,715	13,633	6,796	4,747	3,045
Anderson		54,121	.0250		.0215	90	104	11,343	1,840	9,377	5,053	4,143	8,828	3,357	3,588	1,964
Bamberg		9,750	.0045	2,500	.0052	58	50	2,595	509	800	492	498	1,522	1,245	1,134	292
Barnwell		11,723	.0055	1,804	.0076	51	37	3,686	339	1,013	405	357	2,800	1,117	673	293
Beaufort		24,656	.0114	2,567	.0133	65	55	5,960	1,030	1,917	1,373	1,621	6,390	2,098	2,240	498
Berkeley		14,138	.0065	1,860	.0100	51	33	3,863	751	2,745	110	1,094	1,515	1,552	1,261	544
Calhoun		5,747	.0027	1,554	.0038	52	37	1,219	143	371	384	167	1,781	404	721	145
Charleston	28	192,578	.0880	3,349	.0917	78	78	48,820	12,815	24,013	14,472	12,445	31,640	14,178	11,617	7,353
▲Charleston		128,606	.0595		.0422	108	145	23,615	8,910	21,446	12,783	10,103	24,281	8,938	5,925	4,429

South Carolina Population-Income data, pages 316-319

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.



PROOF BY EXCLUSIVE MARKET SURVEY FOR YOUR PRODUCT! With our TMP (Test Market Plan), you get 500 in-home interviews before you advertise, and 500 after your schedule is completed. WPRO-TV absorbs all survey costs and no minimum schedule is required.

PROOF BY AUDIENCE SURVEYS! Take your choice of any survey. WPRO-TV delivers *most* audience in this rich area, with two billion dollars to spend. WPRO-TV's 50 mile radius of response includes all of Rhode Island, Southeastern Massachusetts including Fall River, New Bedford and Cape Cod, plus eastern Conn.

PROOF BY CASE HISTORIES! Here's one, but it's typical. Salty Brine (5:30-6:30 P.M., M-F) suggested once that his audience phone Elmo Topp (friend of Emily Tipp). Result? 36,000 calls in one hour, plus a request by the phone company to desist. That's response!

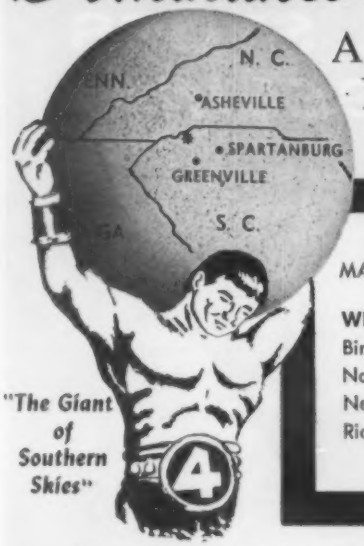
WANT MORE FOR YOUR TV DOLLAR? Call Gene Wilkin at PLantations 1-9776, or your Blair man. Either way, when you buy WPRO-TV, consumers buy your brands.

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CHANNEL 12 PROVIDENCE

Represented nationally by Blair-TV

Dominance . . . IN GREENVILLE — SPARTANBURG — ASHEVILLE



A GIANT Market ranking with Birmingham, Nashville, New Orleans and Richmond*

**Here's the comparison, from TELEVISION Magazine Data Book, March 1960 (Note: Add (000) to all figures).*

MARKET	TELEVISION HOMES	TOTAL HOMES	POPULATION	RETAIL SALES
WFBC-TV	**394.5**	**502.4**	**1,971.6**	**$1,517,766**
Birmingham	427.3	549.1	2,096.6	1,724,231
Nashville	345.2	463.4	1,731.4	1,426,693
New Orleans	383.4	468.8	1,710.7	1,556,221
Richmond	272.5	329.2	1,315.5	1,266,846

DOMINANCE IN THE RATINGS!

Beginning in 1953, WFBC-TV was first to serve all three metro areas of Greenville, Spartanburg and Asheville. From sign-on to sign-off, WFBC-TV has dominated every major survey covering these three areas.

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CHANNEL 4

WFBC-TV

GREENVILLE, S. C.

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S. CAROLINA — RETAIL SALES— SM ESTIMATES, 1959

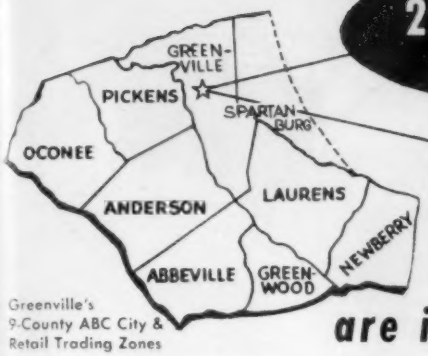
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COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Cherokee		21,859	.0101	2,402	.0133	64	48	6,581	1,185	1,714	1,457	1,068	3,676	2,288	1,479	662
Gaffney		16,753	.0077		.0056	102	140	4,906	629	1,438	1,376	1,057	3,299	1,359	753	508
Chester		21,034	.0098	2,597	.0123	66	52	5,718	918	2,211	1,431	1,523	3,632	1,861	1,723	715
Chester		12,313	.0057		.0042	95	130	3,388	215	1,165	1,218	1,176	1,621	1,069	1,027	571
Chesterfield		18,199	.0084	2,333	.0108	56	44	5,247	441	1,985	742	515	3,352	2,034	549	674
Clarendon		15,526	.0072	2,127	.0100	51	36	3,691	453	2,301	388	272	2,867	2,734	949	457
Colleton		16,748	.0077	2,393	.0090	57	49	4,106	586	1,794	922	466	3,239	1,694	1,379	884
Walterboro		11,612	.0054		.0034	100	159	2,277	375	1,160	922	365	2,407	1,080	1,166	740
Darlington		35,012	.0162	2,942	.0179	64	58	9,483	1,353	5,365	1,183	1,307	6,099	3,510	2,814	1,075
Hartsville		16,513	.0076		.0045	115	195	4,130	168	2,611	867	918	3,199	1,375	1,704	513
Dillon		19,485	.0090	2,824	.0104	58	50	5,335	1,238	2,026	1,016	850	2,833	2,138	1,489	470
Dorchester		15,108	.0070	2,477	.0086	59	48	5,231	202	877	818	315	3,439	1,411	1,003	456
Edgefield		11,745	.0054	2,796	.0059	61	56	1,862	77	1,032	437	355	3,875	737	1,882	342
Fairfield		8,894	.0041	2,068	.0058	58	41	2,955	184	1,177	390	227	1,547	1,103	302	195
Florence		76,948	.0356	3,613	.0336	69	73	15,700	2,449	11,311	5,652	3,276	15,913	6,272	7,070	1,674
Florence		46,333	.0214		.0155	96	132	8,744	1,663	7,474	4,866	1,851	9,132	3,989	3,586	968
Georgetown		23,391	.0109	2,599	.0128	63	54	5,842	1,127	2,854	919	1,019	5,456	2,066	1,790	521
Georgetown		15,777	.0073		.0065	81	91	3,643	362	1,628	761	772	4,271	1,653	971	351
Greenville	64	227,278	.1051	4,001	.1012	88	91	53,006	8,215	38,519	10,426	12,018	41,882	18,254	19,822	8,235
Brandon Judson		4,726	.0022		.0045	66	32	1,446	220	224	46	207	980	714	594	136
▲Greenville		152,562	.0706		.0484	123	180	34,139	4,569	33,743	8,785	8,742	26,216	9,698	9,843	5,585
1Greer		14,493	.0067		.0042	117	186	4,030	405	1,160	912	1,194	3,062	772	1,372	724
Greenwood		36,816	.0170	3,068	.0200	79	67	10,290	1,609	3,944	2,510	2,439	6,288	2,941	2,484	1,090
Greenwood		24,139	.0112		.0091	101	124	5,854	935	2,464	2,153	2,099	5,371	1,702	1,046	595
Hampton		11,698	.0054	2,387	.0062	53	47	3,246	567	1,008	493	387	2,148	1,237	1,435	256
Horry		62,229	.0288	3,576	.0287	65	65	12,900	4,209	9,545	2,932	2,162	11,648	4,593	4,632	1,992
Conway		19,619	.0091		.0054	108	182	2,682	310	3,025	773	743	5,912	1,073	1,804	629
Myrtle Beach		20,351	.0094		.0065	86	124	4,059	2,340	3,930	1,479	416	3,200	1,644	110	833
Jasper		5,998	.0028	2,068	.0036	54	42	1,366	323	366	177	111	1,391	1,016	593	123
Kershaw		23,445	.0108	2,791	.0122	62	55	6,524	1,064	2,440	1,041	1,154	4,157	2,510	2,159	773
Camden		14,862	.0069		.0045	90	138	3,305	494	1,500	962	982	2,776	902	1,961	608
Lancaster		32,089	.0148	3,207	.0167	71	63	8,542	1,158	5,162	1,214	2,009	7,554	1,534	1,044	913
Lancaster		20,067	.0093		.0058	114	182	4,810	604	2,116	1,073	1,325	5,949	985	924	559
Laurens		29,850	.0138	2,784	.0173	69	55	7,200	912	3,477	1,808	1,226	7,482	2,387	1,922	1,185
Laurens		14,280	.0066		.0053	93	116	2,973	454	803	1,455	634	4,015	930	1,196	562
Lee		11,035	.0051	2,164	.0067	50	38	2,450	225	1,777	358	334	1,655	673	2,421	257

1 Greer is in Greenville and Spartanburg counties.

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South Carolina Population-Income data, pages 316-319



Greenville's 9-County ABC City & Retail Trading Zones

25.4% OF SOUTH CAROLINA'S INCOMES

25.6% OF ITS RETAIL SALES

are in the Compact GREENVILLE MARKET

The Greenville, S.C. News and Piedmont have within their 9-County ABC City and Retail Trading Zones

- **POPULATION** **532,100**
- **INCOMES** . . . . . **$706,779,000.**
- **RETAIL SALES** . . . . . **$476,329,000.**

. . . and S. C.'s greatest concentration of industry, wages and retail sales.

See the Brands they Buy in the Greenville Market



136 Pages—S. C.'s most complete Brand Inventory

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At a cost of more than $1-million dollars, The Greenville News-Piedmont completed installation early in 1960 of a brand new, 6-unit, 4-color WOOD NEWSPAPER PRESS.

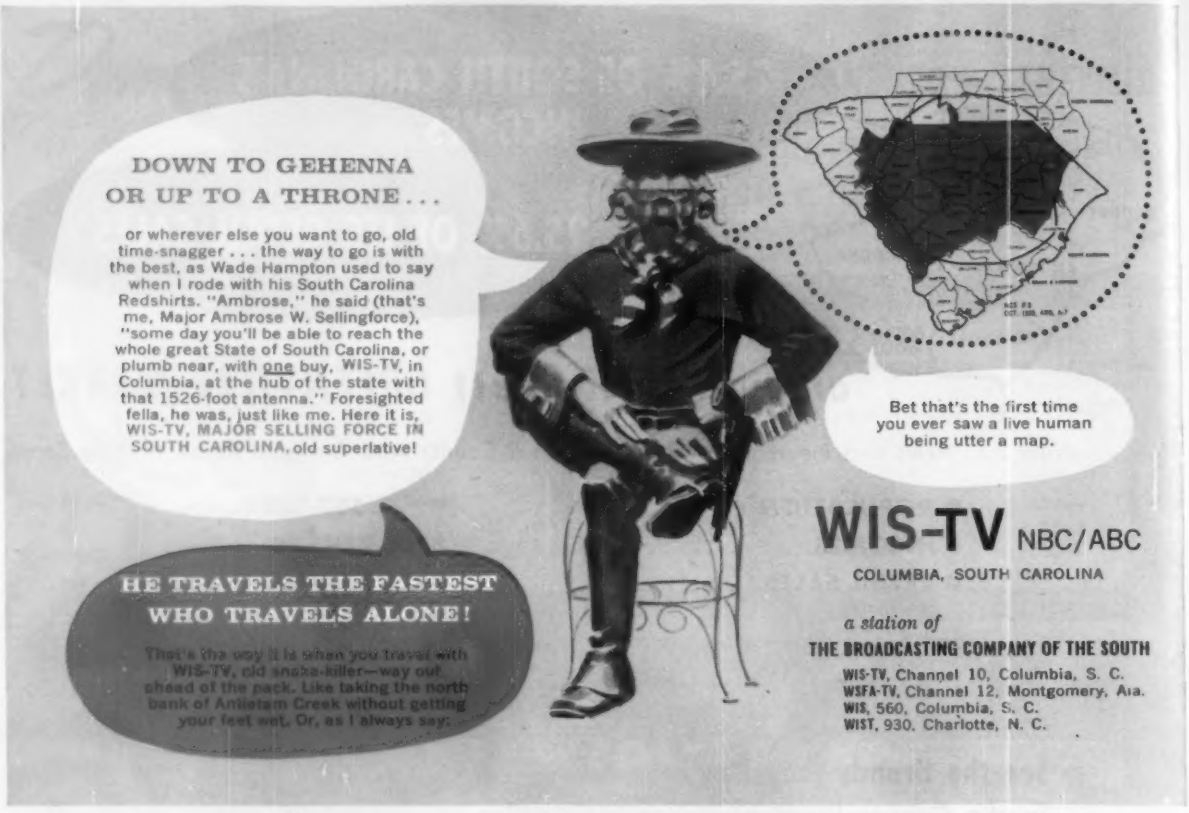
The Greenville News-Piedmont can now offer advertisers ROP Spot and full color reproduction in South Carolina's largest, most profitable market, the 9-county Greenville City and Retail Trading Zones.

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Represented Nationally by
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The Greenville News
MORNING & SUNDAY
GREENVILLE PIEDMONT
EVENING
Serving South Carolina's Leading Market

Daily Circulation
102,935



S. CAROLINA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel (a000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lexington	35	43,881	.0202	2,759	.0229	67	59	11,317	1,833	3,626	1,695	2,294	8,343	6,167	3,612	1,272
McCormick		3,250	.0015	1,625	.0025	53	32	842	129	488	128	77	601	448	105	93
Marion		24,718	.0114	3,340	.0114	62	62	5,568	451	2,783	1,278	1,236	4,136	1,765	3,755	887
Marlboro		15,981	.0074	2,579	.0084	58	51	4,837	393	1,925	591	622	2,002	1,400	1,519	508
Newberry		27,505	.0128	3,482	.0128	73	74	6,415	608	2,394	1,271	1,348	4,903	2,441	2,155	971
Newberry		17,070	.0079		.0050	111	176	3,279	250	1,116	1,077	704	3,588	851	1,415	602
Oconee		25,416	.0117	2,763	.0139	64	54	7,663	1,268	3,242	1,070	1,483	3,797	2,188	1,880	825
Orangeburg		46,252	.0214	2,650	.0244	59	51	8,267	1,557	6,946	2,694	2,841	9,901	4,184	4,389	1,727
Orangeburg		25,286	.0117		.0088	80	118	3,525	704	2,831	1,444	1,687	7,556	2,065	2,571	923
Pickens		33,620	.0155	2,893	.0178	70	61	8,822	1,283	2,385	1,713	1,677	8,329	3,659	2,240	1,309
Richland	38	195,186	.0903	4,614	.0879	84	88	35,121	10,557	31,040	15,313	8,699	42,296	15,253	13,552	6,250
▲Columbia		131,320	.0839		.0656	101	129	30,136	8,358	30,091	15,225	8,112	42,290	13,042	11,817	5,874
Saluda		8,837	.0041	2,116	.0053	55	43	2,791	181	1,174	191	303	2,051	930	116	268
Spartanburg	287	135,643	.0627	3,177	.0693	76	69	21,539	5,398	20,147	7,362	6,727	27,624	11,102	9,935	5,212
△Spartanburg		87,990	.0407		.0272	106	158	18,064	3,245	15,488	6,186	4,749	20,566	4,918	3,324	4,024
1Greer																
Sumter		62,804	.0291	4,302	.0273	70	75	15,161	1,760	5,394	4,451	3,513	13,313	5,223	7,869	1,549
Sumter		52,025	.0241		.0149	108	175	10,638	1,443	4,258	4,395	3,234	10,850	3,983	7,569	1,545
Union		19,749	.0091	2,599	.0113	66	53	5,892	904	1,920	1,761	772	2,797	2,230	1,204	940
Union		14,183	.0066		.0054	90	110	3,591	381	1,492	1,700	626	2,246	1,232	1,135	645
Williamsburg		20,300	.0094	2,307	.0125	51	38	4,610	192	2,552	1,072	851	5,700	1,612	1,667	402
York		61,700	.0286	3,079	.0341	74	62	17,667	2,606	5,976	4,062	4,241	10,126	4,460	5,066	2,234
Rock Hill		37,241	.0172		.0161	95	101	10,604	1,118	2,914	2,961	2,780	7,598	2,329	3,282	958
Total Above Cities		1,026,017	.4747		.3495	102	130	210,837	41,288	154,887	80,294	59,531	216,339	68,002	69,880	35,821
State Total		1,860,000	.8603	3,127	.9462	70	64	451,675	79,946	242,692	106,735	94,202	358,445	161,893	143,382	62,014

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
Charleston	192,576	.0890	3,349	.0917	78	76	48,820	12,615	24,013	14,472	12,445	31,640	14,176	11,617	7,361
Columbia	238,747	.1105	4,109	.1108	80	79	46,438	12,390	34,866	17,008	10,993	50,639	21,430	17,164	7,522
Greenville	227,278	.1051	4,001	.1012	88	91	53,008	8,215	38,519	10,426	12,018	41,882	18,254	19,822	8,235
△Spartanburg	135,643	.0627	3,177	.0693	76	69	31,539	5,398	20,147	7,362	6,727	27,624	11,102	9,935	5,212
Total Above Areas	794,244	.3673	3,982	.3730	80	79	179,803	38,618	117,345	49,268	42,183	151,785	64,962	58,538	28,322

1 Greer is in Greenville and Spartanburg counties.
South Carolina Population-Income data, pages 316-319

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

..... IN SOUTH CAROLINA

-COLUMBIA IS THE CAPITOL AND LARGEST CITY IN THE STATE.

-COLUMBIA IS ALSO THE HOME OF THE STATE AND THE COLUMBIA RECORD, SOUTH CAROLINA'S LARGEST MORNING AND EVENING COMBINATION.

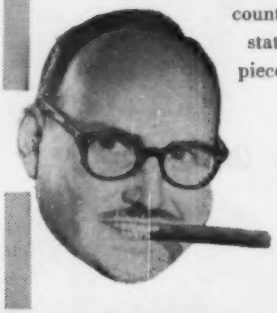
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SOUTH DAKOTA — (Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 322

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Brown	25.6	328	44	50	24	32	18	24	35	26	13
Brookings	Brookings	10.0	126	12	30	12	8	9	7	11	12	5
Huron	Beadle	16.0	219	26	46	18	16	13	12	25	21	6
Mitchell	Davison	13.9	209	29	32	20	19	13	19	33	18	5
Pierre	Hughes	9.0	103	11	23	3	14	6	8	13	14	4
Rapid City	Pennington	44.2	407	34	81	20	36	28	33	51	35	10
Sioux Falls	Minnehaha	88.5	781	80	178	51	50	49	37	109	62	25
Watertown	Codington	16.0	235	29	43	13	18	22	21	26	29	6
Yankton	Yankton	9.8	168	21	24	8	14	14	19	21	29	8

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
1Armstrong																
Aurora		3,243	.0014	2,703	.0017	71	58	667	198	225		123	359	240	1,013	148
Beadle		26,748	.0124	4,314	.0108	96	110	4,650	1,618	3,937	1,789	1,130	4,331	1,884	4,280	782
Huron		23,357	.0108		.0089	99	120	3,973	1,342	3,834	1,789	1,047	3,750	1,776	3,084	756
Bennett		3,213	.0015	4,016	.0016	80	75	417	251	531		81	437	257	1,050	73
Bon Homme		7,711	.0035	3,506	.0038	84	81	1,994	531	212	184	265	945	536	1,788	319
Brookings		22,267	.0103	4,366	.0093	93	103	3,821	1,287	2,226	1,039	530	4,199	1,675	5,463	568
Brookings		16,628	.0077		.0059	105	138	2,767	993	2,070	983	498	4,042	1,250	2,435	559
Brown		58,028	.0269	5,634	.0202	106	141	9,192	2,960	8,175	3,592	2,855	11,467	2,784	10,340	1,538
Aberdeen		50,784	.0235		.0163	114	164	7,971	2,142	7,716	3,591	2,814	10,429	2,280	8,185	1,375
Brule		9,187	.0042	4,825	.0032	89	117	1,632	680	858	192	162	1,720	1,228	1,763	374
Buffalo		260	.0001	650	.0005	63	13	40		42					44	84
Butte		16,097	.0075	5,749	.0050	98	147	2,949	720	815	803	270	3,073	1,963	4,210	491
Campbell		2,835	.0013	2,835	.0015	71	62	576	222	147	98	36	436	275	921	54
Charles Mix		12,634	.0058	3,081	.0064	81	73	2,358	720	604	99	142	777	1,584	3,606	363
Clark		6,745	.0032	3,066	.0035	83	78	1,456	308	442	103	99	750	548	2,276	177
Clay		10,158	.0047	3,078	.0051	82	76	2,227	710	307	401	384	2,481	978	1,704	388
Codington		31,298	.0144	5,396	.0111	103	133	5,934	1,599	4,407	1,424	1,467	5,929	2,898	4,526	676
Watertown		29,340	.0136		.0095	113	162	5,754	1,355	4,223	1,423	1,467	5,703	2,602	4,094	625
Corson		3,602	.0017	2,573	.0023	68	50	817	234	215			317	386	1,334	49
Custer		4,948	.0023	3,299	.0022	76	79	1,227	809	218	133	75	968	829	415	127
Davison		28,450	.0131	5,690	.0099	109	144	3,825	1,852	2,552	2,829	1,557	6,936	2,367	4,112	1,022
Mitchell		25,602	.0118		.0088	113	151	3,522	1,257	2,436	2,829	1,449	6,936	1,835	3,295	940
Day		10,401	.0049	3,467	.0047	81	84	2,511	519	905	223	281	1,782	628	2,813	343
Deuel		5,887	.0027	2,789	.0035	74	57	894	233	178	135	94	756	356	1,480	138
1Dewey		3,982	.0018	3,629	.0019	88	64	1,128	174	115	138		823	450	1,061	182
Douglas		4,573	.0021	2,858	.0026	78	62	583	140	138	195	41	883	285	1,698	121
Edmunds		6,841	.0031	3,689	.0029	74	79	1,077	304	226	47	88	1,530	253	2,918	111
Fall River		11,890	.0055	3,497	.0055	80	80	2,263	1,271	1,324	403	526	2,633	935	1,254	601
Faulk		3,946	.0018	3,035	.0021	76	67	997	209	163		90	542	253	1,586	52
Grant		10,399	.0048	3,356	.0050	82	79	1,923	866	543	332	283	1,866	1,127	1,985	341

1 Armstrong County is no longer a political entity, having been annexed by Dewey County

South Dakota Population-Income data, pages 320-322

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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S. DAKOTA

RETAIL SALES— SM ESTIMATES, 1959

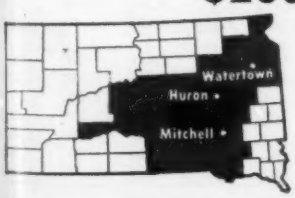
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Gregory		7,400	.0035	3,083	.0035	80	80	1,689	428	218	164	336	1,140	745	2,021	166
Haakon		5,597	.0025	6,998	.0020	118	147	708	245	95	409	184	1,477	382	1,509	70
Hamlin		5,636	.0026	2,684	.0030	75	95	723	329	484	40	53	467	827	1,889	192
Hand		7,186	.0034	3,765	.0032	86	92	1,117	356	565	167	67	1,994	384	1,960	207
Hanson		1,575	.0007	1,575	.0015	68	32	316	98	69		58		157	638	72
Harding		1,488	.0007	2,976	.0009	90	70	293	181	174			157	129	313	59
Hughes		17,961	.0083	5,613	.0071	108	126	4,286	1,056	1,152	1,529	819	3,500	1,465	2,733	880
Pierre		16,655	.0077		.0058	116	154	4,121	935	1,133	1,529	819	3,363	1,271	3,196	776
Hutchinson		11,610	.0054	3,518	.0050	77	83	1,063	888	1,003	163	212	1,706	1,432	4,397	315
Hyde		2,518	.0011	4,197	.0011	100	100	585	182	192	145	77	165	135	786	99
Jackson		2,917	.0014	4,862	.0012	92	108	358	580	257			348	427	529	101
Jerauld		3,287	.0015	3,652	.0014	78	83	752	128	156		102	456	153	1,081	84
Jones		2,300	.0010	5,750	.0009	100	111	335	163	276		37	294	461	566	
Kingsbury		10,194	.0048	3,515	.0045	87	92	1,890	383	679	124	194	2,340	642	2,653	192
Lake		12,881	.0059	4,019	.0057	85	88	2,656	607	700	787	571	2,053	988	2,790	355
Lawrence		20,553	.0095	3,426	.0093	89	91	5,653	1,450	1,931	1,056	1,234	4,860	1,677	864	769
Lincoln		9,666	.0045	3,021	.0043	81	76	2,454	420	305	380	138	1,120	1,209	2,297	347
Lyman		4,091	.0019	3,409	.0024	86	69	1,011	250	62		58	682	510	1,124	85
McCook		9,411	.0043	3,245	.0044	79	77	2,488	773	604	63	90	1,650	337	1,867	90
McPherson		6,319	.0030	3,511	.0028	78	83	863	142	414	165	68	963	401	2,518	360
Marshall		7,438	.0034	3,542	.0033	85	87	1,262	366	522	181	70	2,179	383	1,844	203
Meade		10,062	.0048	4,574	.0063	85	62	1,798	869	578	432	305	1,681	1,058	2,238	336
Mellette		1,190	.0006	1,983	.0010	67	40	38	72	269		34	322	47	232	50
Miner		4,349	.0020	2,718	.0023	79	69	671	300	152	300	36	270	451	1,625	201
Minnehaha	151	134,207	.0621	5,026	.0515	106	128	24,331	8,525	18,134	6,819	6,164	24,898	10,468	15,968	6,572
▲Sioux Falls		117,746	.0545		.0427	111	142	21,859	7,578	17,544	6,759	5,793	22,439	8,433	12,311	6,155
Moody		6,585	.0030	2,993	.0034	76	67	1,685	558	224	85		1,067	554	1,519	260
Pennington	275	92,791	.0429	5,099	.0332	102	132	16,575	5,463	8,080	4,811	5,563	22,505	7,598	12,223	3,308
△Rapid City		84,885	.0393		.0275	111	159	14,942	4,438	7,944	4,642	5,280	22,111	6,191	11,140	2,624
Perkins		8,046	.0038	5,029	.0031	97	119	1,298	242	648	153	209	1,451	713	2,588	132
Potter		7,533	.0034	5,795	.0026	100	131	1,170	291	604	171	267	1,792	790	1,623	279
Roberts		11,165	.0052	3,284	.0057	75	68	1,966	742	1,463	178	390	1,838	1,142	2,615	220
Sanborn		4,577	.0021	3,051	.0022	79	75	492	249	227		48	951	385	1,327	67
Shannon		617	.0003	441	.0016	41	8	182	39	149				81	166	
Spink		10,472	.0049	3,491	.0051	82	79	2,151	684	532	263	367	1,373	880	3,406	295
Stanley		3,559	.0016	2,966	.0021	72	55	274	493	87		33	999	244	861	
Sully		2,390	.0011	2,988	.0015	107	79	260	140	90			661	143	798	70
Todd		1,217	.0006	761	.0017	45	16	494	70	159				377	45	
Tripp		15,279	.0070	5,659	.0051	98	135	3,663	510	799	867	223	2,500	1,088	3,589	215
Turner		9,675	.0042	2,927	.0047	76	88	2,248	516	980	61	254	1,084	541	2,078	318
Union		11,173	.0052	3,388	.0050	83	87	1,614	1,134	545	119	143	2,188	1,370	2,243	470
Walworth		14,035	.0065	5,614	.0049	102	135	2,260	887	282	1,121	90	2,466	1,847	3,642	266
Washabaugh		108		540	.0003	43		37						71		
Yankton		21,078	.0098	4,391	.0086	89	101	4,934	1,250	2,156	2,120	648	3,670	1,868	2,424	704
Yankton		18,657	.0086		.0061	111	156	4,540	983	1,992	2,120	509	3,137	1,383	2,114	704
Ziebach		1,455	.0007	2,425	.0010	77	54	143	68	485	53				449	85
Total Above Cities		383,654	.1775		.1315	111	150	69,449	21,023	48,892	25,665	19,676	82,000	27,021	48,904	14,514
State Total		828,044	.3820	4,170	.3470	90	99	154,261	49,839	75,686	36,823	29,731	154,817	69,299	159,541	27,505

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
△Rapid City	92,791	.0429	5,099	.0332	102	132	16,575	5,463	8,080	4,811	5,563	22,505	7,598	12,223	3,308
Sioux Falls	134,207	.0621	5,026	.0515	106	128	24,331	8,525	18,134	6,819	6,164	24,898	10,468	15,968	6,572
Total Above Areas	226,998	.1050	5,056	.0847	104	130	40,906	13,988	26,214	11,630	11,727	47,403	18,066	28,191	9,880

TRIPLE MARKET GROUP 32-COUNTY AREA Huron-Mitchell	285,922	.1440	3,690	.1290	88	98	52,099	16,275	23,188	11,225	9,909	48,718	25,342	65,887	8,097
Watertown Corporate	78,299	.0362	5,843	.0274	108	140	13,249	3,954	10,493	6,041	3,963	16,479	6,213	10,473	2,321

NOW . . . a Single Newspaper Buy Delivers a $286,000,000 RETAIL SALES MARKET



Exclusively Covered by the TRIPLE MARKET GROUP

Average Family Coverage Daily, in this big 32-county area 53%. Highest coverage by any outside newspaper: daily 12%, Sunday 24%.

For facts on retail sales see SM data totaled above—"Triple Market Group 32-County Area". For population and income data, see Page 321.

Nationally Represented by Johnson, Kent, Gavin & Sinding, Inc.

TRIPLE MARKET GROUP
• • •
HURON DAILY PLAINSMAN
MITCHELL DAILY REPUBLIC
WATERTOWN PUBLIC OPINION

TENNESSEE—

(Other East South Central States: Alabama, Kentucky, Mississippi.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 325

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Athens	McMinn	11.3	151	29	18	14	17	9	14	19	9	4
Bristol	Sullivan	17.4	237	55	30	20	22	19	24	23	8	7
Chattanooga	Hamilton	158.1	1,770	347	324	156	117	129	227	117	77	70
Clarksville	Montgomery	21.8	297	63	55	14	24	17	22	41	14	9
Cleveland	Bradley	19.1	287	49	42	18	27	20	31	40	22	10
Columbia	Maury	18.0	253	61	25	28	14	14	19	30	15	6
Cookeville	Putnam	8.0	161	29	16	12	11	12	18	21	13	4
Covington	Tipton	5.8	100	20	11	8	5	5	10	14	10	4
Dyersburg	Dyer	12.5	225	45	32	25	21	20	18	20	9	8
Elizabethton	Carter	12.0	176	23	19	7	26	12	22	27	9	9
Fayetteville	Lincoln	7.7	154	31	31	18	13	9	8	14	9	5
Franklin	Williamson	7.2	124	23	16	10	8	3	15	18	8	4
Gallatin	Sumner	5.7	119	20	14	13	8	9	8	20	9	6
Greeneville	Greene	11.3	188	18	30	22	14	11	19	27	16	7
Jackson	Madison	37.5	413	95	67	31	39	21	31	49	21	13
Johnson City	Washington	28.1	370	67	60	29	29	34	25	40	20	11
Kingsport	Sullivan	24.9	353	73	51	23	37	29	32	45	18	12
Knoxville	Knox	132.0	1,546	308	264	126	110	94	107	193	76	68
Lawrenceburg	Lawrence	6.8	155	21	18	10	14	10	24	18	13	12
Lebanon	Wilson	9.4	160	25	21	13	12	9	18	25	13	4
Maryville	Blount	9.2	216	33	24	17	15	20	25	38	14	8
McMinnville	Warren	12.1	148	40	10	17	15	9	12	15	9	5
Memphis	Shelby	501.6	4,414	859	784	389	292	270	194	559	162	279
Morristown	Hamblen	21.5	233	48	30	14	15	14	26	38	11	5
Murfreesboro	Rutherford	18.0	256	68	35	14	21	20	17	38	14	6
Nashville	Davidson	180.8	2,130	384	467	184	140	112	118	204	78	104
Oak Ridge	Anderson	27.7	•	•	•	•	•	•	•	•	•	•
Paris	Henry	9.3	178	34	29	12	15	10	13	23	14	7
Pulaski	Giles	8.5	137	17	19	17	15	6	9	17	10	4
Shelbyville	Bedford	12.4	192	41	31	14	13	13	18	23	14	6
Springfield	Robertson	8.9	143	32	20	14	13	10	13	11	11	4
Union City	Obion	8.6	162	27	29	13	17	13	10	16	11	8

RETAIL SALES—SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Anderson	80	42,458	.0196	2,512	.0298	82	54	14,767	2,436	4,128	1,993	1,810	7,005	4,253	1,558	2,500
Oak Ridge		30,256	.0140		.0158	102	90	10,984	2,022	3,530	1,331	1,224	3,728	3,408	955	1,743
Bedford		19,225	.0089	3,152	.0089	74	74	5,237	683	2,151	797	701	4,306	1,560	1 845	626
Shelbyville		17,145	.0079		.0062	90	114	4,284	532	1,675	752	701	4,038	1,550	1,757	605
Benton		8,510	.0040	2,239	.0049	63	51	2,021	594	752	31	374	1,949	975	1,212	232
Bledsoe		3,564	.0016	2,228	.0024	53	36	1,001	166	397	161	185	577	91	199	116
Blount	80	45,720	.0212	2,875	.0246	70	81	13,030	2,411	5,219	1,055	2,893	9,512	4,572	2,475	1,770
Maryville-Alcoa		*14,087*	*.0167*		*.0110*	*111*	*169*	*7,787*	*1,378*	*4,706*	*1,090*	*2,655*	*9,326*	*2,158*	*1,649*	*1,418*
Maryville		31,060	.0144		.0079	155	282	5,738	1,023	4,612	1,020	2,444	9,326	2,018	1,649	1,339
Bradley		37,950	.0175	3,721	.0162	75	81	8,974	1,512	2,713	2,007	1,658	8,269	2,880	5,505	1,809
Cleveland		33,165	.0153		.0106	99	143	7,256	1,305	2,218	2,008	1,378	7,346	2,328	5,247	1,809
Campbell		21,668	.0100	3,283	.0102	63	62	6,444	1,040	885	1,114	773	5,083	2,725	1,301	489
Cannon		5,200	.0024	2,261	.0031	61	47	1,355	207	902	188	105	1,519	380	97	196
Carroll		17,279	.0080	2,304	.0093	67	55	4,293	869	1,412	573	1,049	4,720	1,359	1,513	458
Carter	200	28,048	.0130	2,527	.0169	68	52	8,469	484	3,392	1,855	1,554	5,232	2,467	2,339	943
Elizabethton		22,932	.0106		.0073	109	158	6,632	358	2,203	1,851	1,535	5,004	1,375	2,117	943
Cheatham		4,409	.0020	1,837	.0030	60	40	990	232	354	215		970	551	538	160
Chester		6,364	.0030	2,767	.0032	64	60	1,417	294	798	196	271	1,081	475	894	193
Claiborne		7,822	.0036	1,504	.0064	52	29	1,227	357	1,530	99	543	1,390	919	874	411
Clay		2,168	.0010	1,204	.0021	50	24	207	91	417	61	61	145	463	201	167
Cocke		12,939	.0060	2,231	.0075	58	48	4,025	620	1,251	823	794	1,848	926	1,270	511
Coffee		22,885	.0106	2,827	.0112	69	65	5,659	1,674	1,224	2,030	1,386	3,972	2,523	1,639	786
Crockett		9,437	.0043	2,483	.0056	71	54	2,382	197	1,331	287	290	843	982	1,253	418
Cumberland		14,770	.0069	2,840	.0075	60	55	3,892	732	1,423	847	401	3,927	1,511	1,010	334
Davidson	105	511,640	.2366	4,751	.2108	99	111	124,620	26,400	89,883	30,164	25,213	90,375	39,405	26,986	16,399
▲Nashville		380,408	.1759		.1191	118	174	76,007	19,886	77,270	24,546	19,313	76,454	20,382	20,502	10,176
Decatur		5,568	.0026	3,093	.0025	64	67	1,154	273	856	208	273	697	582	1,117	116
De Kalb		7,143	.0033	2,381	.0040	60	49	1,310	262	543	339	519	1,499	692	512	267
Dickson		14,897	.0068	2,672	.0075	66	60	3,433	654	2,968	699	672	2,505	920	1,101	537
Dyer		30,087	.0139	4,298	.0115	82	99	7,255	1,136	2,730	2,382	1,848	6,229	2,049	2,151	818
Dyersburg		21,422	.0099		.0071	101	141	4,389	737	2,025	2,207	1,690	5,224	1,329	1,062	657
Fayette		9,507	.0044	1,901	.0066	54	36	2,950	190	1,834	299	411	1,297	680	697	134
Fentress		6,587	.0030	2,058	.0042	50	38	824	124	2,130	50	357	1,595	498	878	73
Franklin		18,274	.0085	2,996	.0092	68	63	4,262	646	1,560	850	1,061	3,769	1,717	1,626	776
Gibson		39,342	.0182	3,225	.0180	78	78	8,817	1,260	3,409	1,795	1,955	9,971	2,974	4,285	1,251
Giles		17,416	.0080	2,639	.0093	68	58	2,567	923	2,508	987	768	4,499	1,790	1,401	591
Pulaski		12,896	.0060		.0040	111	167	1,374	498	1,344	841	632	4,214	1,248	1,234	385
Grainger		3,619	.0017	1,206	.0036	52	25	788	241	627			814	744	100	102
Greene		32,522	.0150	2,623	.0175	67	57	7,016	1,256	4,161	1,653	2,070	7,652	2,396	3,030	964
Greenville		26,367	.0122		.0071	113	194	5,081	1,109	2,839	1,653	2,070	6,979	1,985	2,057	965
Grundy		5,943	.0028	1,981	.0039	53	38	1,137	660	986		107	1,463	1,029	227	
Hamblen		36,175	.0167	4,206	.0147	80	91	7,938	1,449	2,660	1,540	1,445	11,473	2,882	3,966	976
Morristown		34,040	.0157		.0113	94	131	7,225	1,030	2,250	1,540	1,445	11,333	2,526	3,876	975
Hamilton	31	336,961	.1559	4,597	.1332	94	110	87,831	18,929	46,247	17,156	21,798	57,104	26,727	21,787	11,240
▲Chattanooga		294,507	.1362		.0963	109	154	71,082	14,801	41,192	16,171	20,703	55,392	19.952	18,429	8,512
Hancock		1,845	.0008	971	.0021	50	15	276		611	59	80	237	99	111	166
Hardeman		12,193	.0057	2,258	.0073	55	43	2,463	340	1,858	332	134	2,403	1,572	2,010	383

Tennessee Population-Income data, pages 323-328
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures see page 464.
• Not Available.

IN METROPOLITAN NASHVILLE*



get the last word between her door and store!

Just get your message on a General Outdoor board, catch her eye on her way to buy, and you've made yourself a sale! No doubt about it! You overcome consumer confusion when your message is *out selling on GOA's giant boards!*

* 97.6% of all sales in Nashville are store sales!
Source: U.S. Census

General Outdoor Advertising Co.
INCORPORATED

2011-13 Eighth Avenue, South, Nashville 4, Tennessee

TENNESSEE — RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Hardin		13,399	.0062	2,913	.0064	62	60	3,259	908	1,552	387	607	2,404	789	2,013	519
Hawkins		13,311	.0061	1,604	.0111	57	31	3,131	521	1,558	270	557	3,674	1,523	1,152	408
Haywood		13,294	.0062	2,770	.0071	64	56	3,706	379	1,686	352	636	2,215	1,144	991	401
Henderson		11,132	.0051	3,092	.0052	68	66	3,012	213	1,596	445	548	2,692	608	925	328
Henry		19,375	.0090	2,808	.0097	75	70	4,566	1,070	1,683	1,266	921	3,555	1,455	1,690	757
Paris		16,112	.0075		.0055	106	144	3,635	613	1,243	1,173	842	2,898	1,372	1,588	612
Hickman		5,988	.0027	2,064	.0041	62	41	1,736	475	796	105	418	688	775	555	137
Houston		2,578	.0012	1,840	.0018	55	41	1,003	153	91	115	89	300	365	95	190
Humphreys		7,344	.0034	2,225	.0044	67	52	2,171	460	714	78	605	958	717	947	312
Jackson		3,675	.0017	1,313	.0034	52	26	320	58	1,172	282	162	478	212	262	205
Jefferson		11,555	.0054	2,140	.0073	64	47	2,916	272	1,305	337	308	2,220	1,541	1,431	467
Johnson		8,253	.0038	2,116	.0051	55	41	819	294	1,282	200	335	3,330	845	487	244
Knox	80	293,157	.1356	4,305	.1253	91	98	65,245	15,055	65,706	12,498	10,784	52,041	23,395	17,685	9,681
▲Knoxville		257,818	.1192		.0837	113	101	55,313	12,682	64,162	12,073	9,649	46,200	15,756	15,236	7,776
Lake		7,260	.0033	2,503	.0040	63	52	2,602	464	551	246	173	795	967	707	296
Lauderdale		16,912	.0078	3,132	.0080	68	67	3,315	517	2,105	1,115	808	2,706	1,098	2,940	622
Lawrence		22,290	.0103	2,921	.0107	65	62	4,452	607	2,721	789	1,246	5,427	1,865	3,194	739
Lawrenceburg		17,163	.0079		.0044	116	208	2,707	436	1,172	789	970	5,040	1,236	3,035	739
Lewis		4,306	.0020	3,588	.0019	68	71	1,150	103	293	127	229	1,298	402	351	48
Lincoln		21,885	.0101	3,126	.0104	71	69	4,327	941	1,821	1,102	1,147	4,886	2,001	2,568	673
Fayetteville		17,364	.0080		.0049	114	186	3,294	756	1,439	1,099	1,147	4,280	1,187	1,917	573
Loudon		17,936	.0083	2,677	.0095	65	57	5,306	1,114	953	786	646	3,706	1,906	1,775	558
McMinn		25,905	.0120	2,911	.0131	69	63	5,894	1,324	2,315	1,577	1,023	4,748	2,784	2,903	722
Athens		16,164	.0075		.0058	92	119	3,343	479	1,159	1,320	478	3,823	1,317	2,276	329
McNairy		11,921	.0055	2,384	.0066	62	51	1,925	350	1,432	599	446	2,998	1,709	858	329
Macon		6,094	.0028	1,486	.0046	55	33	1,405	226	438	522	361	1,428	343	994	132
Madison		59,178	.0274	3,565	.0266	82	84	14,218	2,827	7,683	5,157	3,183	11,771	4,604	3,132	1,744
Jackson		51,878	.0240		.0202	96	114	11,365	2,357	6,626	5,186	2,770	11,569	3,653	2,552	1,614
Marion		13,613	.0063	2,869	.0074	61	52	3,610	1,143	1,403	530	619	3,054	1,646	623	340
Marshall		16,161	.0075	3,439	.0074	80	82	3,498	429	1,573	612	1,158	4,904	1,363	1,133	765

Tennessee Population-Income data, pages 323-328
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.



40% OF MEMPHIS IS NEGRO!

and you can't sell it without

WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION!

Only 50,000 Watt Station in the Memphis Area!

WDIA is powerful in Memphis—tenth largest wholesale market in the United States! Negroes make up 40% of the Memphis market. Through exclusive Negro programming, high powered salesmanship and active public service, WDIA commands the Memphis Negro's sales responsive listenership! WDIA reaches 1.528.364 Negroes, who last year spent 80% of their $1.018.000,000.00 income on consumer goods! No matter what your budget for the Memphis market—or what other media you use—40% of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this buying market! WDIA—more than a radio station—an advertising force!

WDIA

TOP RATED BY ALL AUDIENCE SURVEYS FOR OVER TEN YEARS!

Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.

TENNESSEE

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

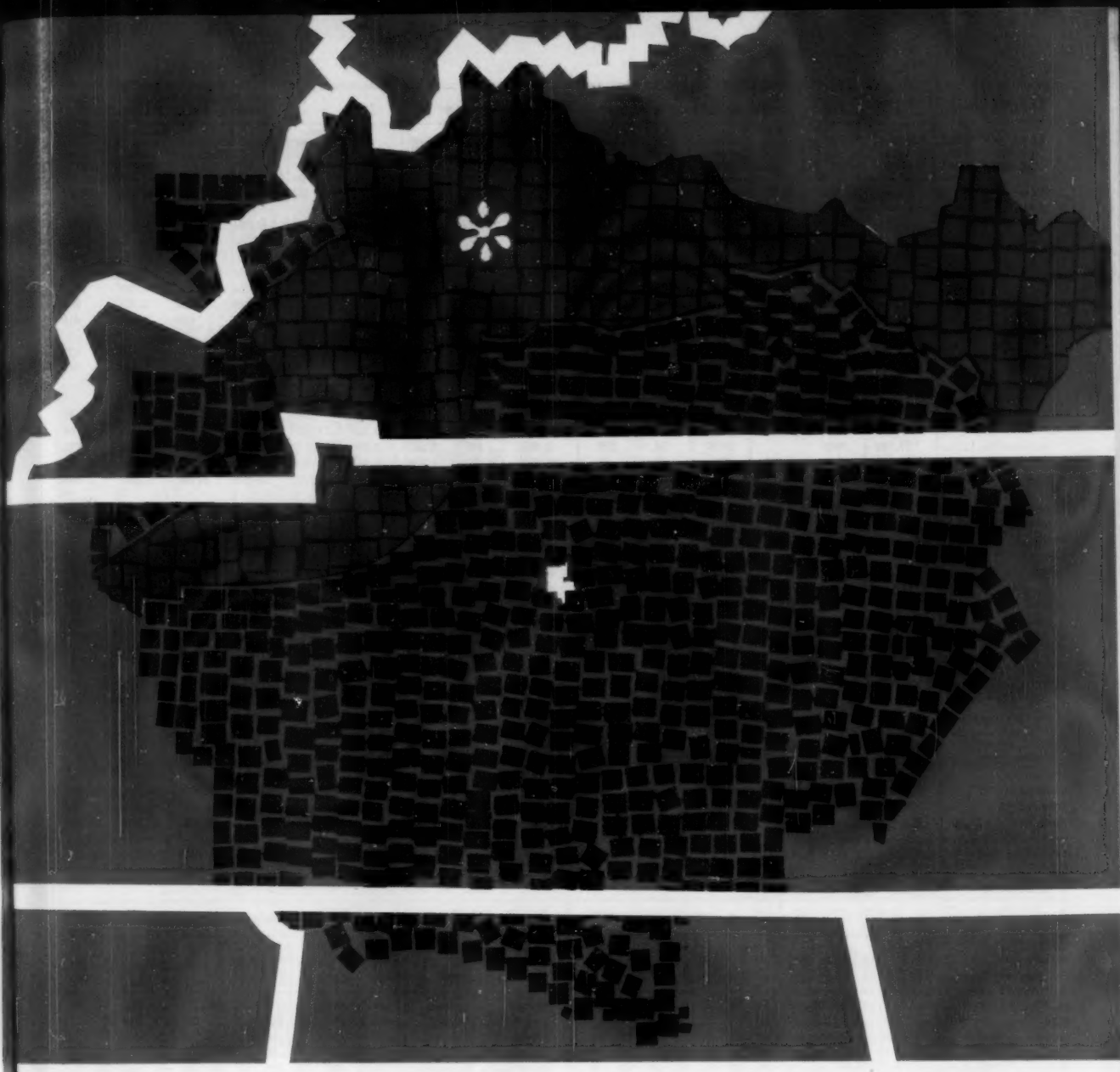
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying &ower Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
Maury		39,677	.0183	3,391	.0177	76	79	11,818	1,605	4,445	1,814	1,788	7,969	3,811	3,439	1,037
Columbia		30,804	.0142		.0101	100	141	8,491	788	3,226	1,609	1,646	6,888	2,452	3,061	818
Meigs		1,670	.0008	1,113	.0020	50	20	441	173	329	21		185	258	130	47
Monroe		16,301	.0075	2,470	.0080	60	50	4,113	567	1,359	647	596	2,780	1,854	2,540	412
Montgomery		50,648	.0235	3,866	.0251	82	77	10,070	2,162	4,963	3,241	2,987	14,894	3,690	4,641	1,308
Clarksville		44,587	.0206		.0140	115	169	7,765	1,628	4,559	3,241	2,664	13,838	2,799	4,309	1,202
Moore		1,379	.0006	1,254	.0013	57	26	560	15	212	61	70	70	220	52	70
Morgan		4,634	.0021	1,715	.0036	50	29	1,639	101	692	181	93	919	427	483	
Obion		27,268	.0126	3,324	.0123	90	82	6,525	864	1,861	2,082	1,648	4,843	1,919	2,983	798
Union City		18,870	.0087		.0056	117	181	3,393	534	1,080	2,013	1,577	3,964	856	2,693	648
Overton		6,574	.0031	1,826	.0045	54	37	1,232	278	1,505	427	479	866	731	580	267
Perry		2,290	.0010	1,431	.0018	55	30	759	119	196	102	169	249	265	99	108
Pickett		1,271	.0006	1,155	.0013	50	23	305	36	177	62	52	234	143	106	104
Polk		7,355	.0034	2,329	.0038	63	57	1,393	241	2,193	363	294	898	1,007	352	358
Putnam		22,670	.0105	2,667	.0122	87	87	4,717	1,293	2,169	1,431	1,767	3,852	2,359	2,884	679
Cookeville		16,474	.0076		.0050	111	169	3,056	628	996	1,263	1,589	3,622	1,130	2,082	500
Rhea		11,798	.0055	2,681	.0062	65	58	3,589	547	930	509	640	2,474	779	1,104	489
Roane		31,170	.0144	2,886	.0160	88	82	8,980	1,877	2,638	1,578	1,453	5,755	3,081	2,586	1,292
Robertson		21,309	.0098	2,803	.0108	71	64	5,031	880	1,669	768	1,186	4,427	1,712	2,664	710
Springfield		16,146	.0075		.0049	98	150	3,342	692	1,255	489	1,137	4,405	840	2,027	457
Rutherford		37,007	.0172	2,937	.0203	75	64	9,102	1,857	2,173	2,881	1,728	5,976	4,401	3,601	835
Murfreesboro		27,867	.0129		.0101	100	128	5,940	1,243	1,445	2,823	1,550	6,295	2,504	2,624	695
Scott		8,589	.0039	2,147	.0053	52	38	2,062	387	769	278	154	1,398	980	959	70
Sequatchie		3,412	.0016	2,437	.0022	55	40	1,055	64	571		116	686	460	54	131
Sevier		17,096	.0079	2,671	.0090	63	55	3,774	1,883	1,309	662	507	1,918	1,926	2,222	600
Shelby	97	758,755	.3509	4,514	.3238	98	106	161,824	37,000	170,960	45,252	30,202	144,195	61,328	34,081	27,286
1▲Memphis		714,080	.3303		.2888	103	118	148,841	34,712	165,285	44,163	29,366	134,819	45,771	31,511	25,507
Smith		7,595	.0035	2,619	.0041	71	60	1,461	418	1,504	237	381	1,338	478	773	291
Stewart		4,062	.0019	1,934	.0027	58	41	753	133	996	134	110	1,304	110	306	75

1 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

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SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

Tennessee Population-Income data, pages 323-328





The best way to reach the rich heart of the Central South? Through its main TV artery: WLAC-TV, covering a 91-county, 4-state area that's pulsing with vast sales potential!

This virtually unduplicated network coverage (proved by NCS #3) and unparalleled local programming maintain WLAC-TV's acknowledged position of leadership. CBS, of course.

WLAC-TV nashville — the "way" station *to the central south*

Ask any Katz man—he'll show you the way!

Robert M. Reuschle, General Sales Manager

T. B. Baker, Jr., Executive Vice-President and General Manager

TENNESSEE

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Sullivan	200	143,089	.0862	4,737	.0585	92	104	33,192	4,068	20,882	9,070	9,042	31,558	10,028	14,827	4,635
△*Bristol (Tenn.)-Bristol (Va.)*		*69,084*	*.0819*		*.0818*	*110*	*109*	*13,746*	*2,684*	*15,248*	*4,838*	*4,810*	*16,084*	*4,919*	*3,867*	*2,759*
△Bristol		44,375	.0205		.0127	131	211	8,892	986	10,030	3,218	2,350	10,825	2,077	2,074	2,388
△Kingsport		81,045	.0375		.0212	153	270	20,457	2,265	9,453	5,853	5,945	17,470	4,852	10,448	1,958
Sumner		24,491	.0113	2,355	.0139	65	53	6,131	980	3,443	714	943	4,125	2,473	3,119	894
Gallatin		14,598	.0068		.0039	122	213	3,345	292	1,414	513	693	3,513	1,358	2,069	883
Tipton		17,359	.0080	2,490	.0102	65	51	4,732	642	2,238	886	304	2,615	1,760	2,821	574
Covington		11,174	.0052		.0036	113	163	2,353	231	791	592	301	2,377	880	2,644	411
Trousdale		5,105	.0024	4,254	.0020	67	80	1,110	110	598	129	221	1,237	307	438	121
Unicoi		9,118	.0042	2,681	.0054	68	53	1,978	258	1,500	421	554	1,889	909	903	144
Union		2,366	.0011	1,929	.0027	47	19	423	48	904		100	648	194		
Van Buren		943	.0004	1,347	.0010	50	20	129		418		57	181	51		80
Warren		20,192	.0094	3,058	.0092	72	73	5,218	721	1,472	1,231	1,337	5,248	1,427	1,400	784
McMinnville		17,236	.0080		.0060	86	118	3,868	465	1,252	1,231	1,307	4,996	1,256	1,040	732
Washington	200	64,842	.0300	4,027	.0285	90	85	14,062	3,471	8,596	2,615	5,998	12,857	4,793	6,751	1,843
△Johnson City		54,215	.0251		.0170	108	160	10,700	2,505	7,489	2,615	5,692	12,771	3,406	4,528	1,805
Wayne		6,559	.0031	2,296	.0037	56	48	2,081	116	482	117	355	1,856	499	557	179
Weakley		21,736	.0100	2,860	.0105	73	69	4,899	778	1,397	880	621	6,292	1,677	2,557	541
White		10,464	.0048	2,754	.0054	64	57	2,862	684	473	555	365	2,298	1,077	529	303
Williamson		17,380	.0083	2,751	.0096	98	59	5,018	752	1,542	448	441	3,869	1,715	1,894	499
Franklin		12,923	.0060		.0041	103	150	2,761	355	1,034	422	441	3,869	872	1,294	499
Wilson		24,663	.0115	3,045	.0117	74	72	5,122	1,139	2,412	984	978	6,863	2,149	2,109	807
Lebanon		18,218	.0084		.0054	102	158	3,901	847	1,035	791	903	5,319	1,773	1,879	589
Total Above Cities		2,403,309	1.1115		.8296	108	145	516,284	106,875	427,303	146,395	126,150	497,819	155,448	159,760	78,844
State Total		3,477,757	1.6085	3,612	1.6072	90	90	821,175	163,249	648,256	182,475	188,782	679,900	281,464	251,478	115,850

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
△Bristol-Johnson City-Kingsport	286,386	.1328	4,079	.1285	92	86	66,279	10,877	37,878	15,751	19,677	55,722	23,340	30,955	8,371
Chattanooga	364,896	.1689	4,370	.1495	92	104	85,165	17,871	47,641	19,635	23,604	81,451	29,880	23,744	12,530
Knoxville	381,335	.1764	3,779	.1797	86	84	93,042	19,901	75,553	15,544	15,437	58,558	32,220	21,718	13,951
Memphis	758,755	.3509	4,514	.3236	98	106	161,624	37,000	170,960	45,252	30,202	144,195	51,328	54,061	27,286
Nashville	511,640	.2366	4,751	.2108	99	111	124,629	26,400	89,633	30,184	25,213	90,375	39,405	26,968	16,399
Total Above Areas	2,302,993	1.0654	4,341	.9901	93	100	540,739	112,049	421,215	126,346	114,183	423,301	176,173	137,484	78,537

TEXAS— (Other West South Central States: Arkansas, Louisiana, Oklahoma.)

Map, 334, 335, 336

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sat.	L-B-H	Drugs
Abilene	Taylor	70.7	763	99	89	56	70	52	84	119	57	35
Alice	Jim Wells	23.5	242	59	54	14	12	11	15	32	11	7
Amarillo	Potter	147.9	1,237	145	234	89	88	83	112	175	68	53
Arlington	Tarrant	48.0	319	38	47	33	20	22	40	55	23	11
Athens	Henderson	9.3	135	18	10	10	12	11	12	24	10	4
Austin	Travis	200.4	1,630	226	337	107	108	105	116	245	81	68
Bay City	Matagorda	15.2	201	35	38	11	14	14	18	31	15	6
Baytown	Harris	27.2	316	67	39	15	22	18	28	40	25	11
Beaumont	Jefferson	126.7	1,252	239	247	90	97	80	79	177	52	39
Beeville	Bee	16.9	185	35	46	10	10	14	11	24	11	5
Bellaire	Harris	22.1	108	17	10	9	6	12	5	15	11	4
Big Spring	Howard	33.2	314	54	75	17	21	24	48	60	22	14
Borger	Hutchinson	24.6	252	28	43	18	27	17	30	24	12	6
Breckenridge	Stephens	8.0	125	17	24	8	9	8	10	21	6	6
Brenham	Washington	7.3	179	22	43	16	9	11	10	16	12	7
Brownfield	Terry	12.2	143	14	21	16	9	8	21	18	16	5
Brownsville	Cameron	44.5	409	97	82	19	50	13	25	45	21	12
Brownwood	Brown	22.1	255	27	37	19	15	18	37	41	11	12
Bryan	Brazos	30.1	356	73	66	23	28	26	25	49	20	9
Childress	Childress	8.3	133	17	12	12	9	10	22	29	10	4
Cisburne	Johnson	18.1	217	40	17	23	18	16	24	33	21	7
Conroe	Montgomery	9.1	153	20	26	13	16	15	11	20	13	5
Corpus Christi	Nueces	182.1	1,831	275	347	113	99	103	123	228	67	53
Corsicana	Navarro	25.1	299	72	30	16	23	13	26	40	23	11
Dallas	Dallas	685.1	6,467	990	1168	567	462	418	456	777	309	196
Del Rio	Val Verde	19.1	215	42	43	14	17	10	19	30	5	10
Denison	Grayson	25.3	252	54	21	25	18	23	24	39	16	6
Denton	Denton	31.2	283	49	34	20	25	29	24	44	19	6
Edinburg	Hidalgo	18.6	226	54	43	19	11	12	13	33	16	8
El Campo	Wharton	10.1	189	29	41	10	8	9	15	27	14	6
Electra	Wichita	5.8	93	11	16	4	8	9	9	17	9	2
El Paso	El Paso	290.0	1,916	364	417	152	128	117	134	205	73	54
Fort Worth	Tarrant	401.5	3,760	551	656	297	173	218	372	582	180	116
Freeport	Brazoria	10.1	172	15	40	7	10	11	18	23	14	9
Gainesville	Cooke	14.3	217	44	23	8	19	19	19	35	15	6
Galveston	Galveston	73.5	878	166	277	41	50	45	34	68	18	39
Garland	Dallas	37.1	233	31	25	16	20	23	30	45	15	8
Gladewater	Gregg and Upshur	7.7	131	18	27	5	8	10	7	19	10	7
Gonzales	Gonzales	6.4	117	16	29	8	5	8	9	13	9	3
Graham	Young	10.1	131	21	19	10	9	10	15	20	11	4
Grand Prairie	Dallas	27.1	258	31	43	21	13	16	34	51	15	6
Greenville	Hunt	20.4	290	46	30	25	25	21	32	36	26	9
Harlingen	Cameron	38.0	409	71	74	39	36	17	35	50	27	13
Henderson	Rusk	11.6	178	36	15	11	11	8	19	33	12	6
Hereford	Deaf Smith	8.3	136	17	14	11	9	8	20	16	16	6
Highland Park	Dallas	13.2	77	11	14	3	16	9	1	4	4	2
Hillsboro	Hill	10.2	154	26	18	13	8	5	23	28	13	4
Houston	Harris	960.0	9,002	1,565	1872	649	428	527	548	1325	431	318
Irving	Dallas	43.2	200	45	21	27	19	25	20	47	16	7
Jacksonville	Cherokee	10.2	155	24	16	14	11	13	20	22	17	6
Kermit	Winkler	12.8	115	19	26	3	6	14	12	15	3	6
Kerrville	Kerr	9.6	140	24	18	13	11	9	11	21	4	5
Kilgore	Gregg	16.7	223	29	41	9	18	13	16	33	11	5
Killeen	Bell	25.0	188	31	20	18	24	16	24	23	8	3
Kingsville	Kleberg	25.0	224	54	44	11	20	13	16	31	10	8
Lamesa	Dawson	14.0	211	38	22	21	11	20	23	29	13	9
Laredo	Webb	68.0	490	121	101	34	49	21	25	50	27	10
Levelland	Hockley	12.3	162	27	15	12	9	8	21	27	16	6
Liberty	Liberty	8.5	115	14	24	6	7	9	8	17	11	4
Littlefield	Lamb	9.3	138	14	21	10	10	10	19	18	18	6
Longview	Gregg	52.2	429	58	67	34	35	26	28	55	26	16

Texas Population-Income data, pages 328-350
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Edward Petry & Co., Inc.
The Original Station Representative

UP 33.1%
POPULATION
NOW 1,768,300

A DECADE IN WOAI-TV'S

UP 76.3%
EFFECTIVE BUYING INCOME
NOW $2,450,914,000

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Data from Survey of Buying Power, 1950 & 1960

WOAI-TV
SAN ANTONIO
CHANNEL 4

TEXAS (continued)

City	County	Pop. (thous.)	NUMBER OF OUTLETS								
			Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Lubbock	Lubbock	152.8	1,244	163	157	106	93	104	130	187	79	45
Lufkin	Angelina	20.6	268	53	30	22	25	18	17	46	16	9
Marlin	Falls	9.0	136	23	31	7	9	10	6	17	7	3
Marshall	Harrison	29.7	307	63	34	29	28	26	16	56	14	8
McAllen	Hidalgo	34.0	355	54	48	32	37	21	32	45	18	18
McKinney	Collin	16.7	177	30	22	14	20	12	18	21	13	6
Mercedes	Hidalgo	13.3	108	30	23	7	9	6	4	10	7	4
Midland	Midland	58.1	473	60	73	35	41	40	42	70	28	17
Mineral Wells	Palo Pinto	12.5	184	28	47	7	18	14	19	24	3	6
Mission	Hidalgo	15.0	158	37	30	14	4	15	5	22	8	4
Monahans	Ward	10.2	127	14	18	15	8	9	10	20	6	6
Mount Pleasant	Titus	11.4	139	23	17	11	18	11	12	12	11	6
Nacogdoches	Nacogdoches	15.3	190	46	20	15	13	12	18	26	9	6
New Braunfels	Comal	17.0	208	37	43	16	12	11	15	31	11	5
Odessa	Ector	86.9	786	113	123	49	50	50	83	114	47	32
Orange	Orange	31.7	304	54	48	23	26	14	24	49	10	10

(Continued on page 674)

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Anderson		24,958	.0115	2,684	.0132	73	84	6,944	935	1,842	2,045	1,553	4,039	2,451	2,153	1,096
Palestine		20,263	.0094		.0089	87	92	5,575	709	835	1,980	1,553	3,146	1,957	1,389	912
Andrews		14,185	.0066	3,299	.0079	93	78	3,809	798	665	717	561	3,721	1,868	1,175	524
Angelina		37,794	.0174	3,073	.0181	77	74	9,829	1,573	4,173	2,021	1,539	6,779	4,057	2,726	2,072
Lufkin		29,656	.0137		.0109	95	119	7,112	1,168	3,448	2,021	1,147	5,009	3,346	1,802	1,907
Aransas		6,310	.0030	3,944	.0026	94	97	1,904	555	223	91	256	255	940	664	299
Archer		7,444	.0034	4,136	.0032	89	94	1,182	277	324	47		3,472	779	435	317
Armstrong		1,934	.0009	4,835	.0011	92	75	302	112	184			398	370	371	44
Atascosa		13,413	.0062	2,683	.0075	66	54	3,679	609	499	222	146	3,294	1,417	1,895	460
Austin		14,090	.0065	3,063	.0070	82	76	2,669	1,056	2,146	202	667	1,707	1,500	1,657	225
Bailey		13,920	.0065	5,354	.0055	98	116	2,258	409	708	793	228	3,129	774	3,112	511
Bandera		2,979	.0013	2,708	.0016	80	65	868	223	145	98	187	430	239	483	115
Bastrop		12,117	.0056	2,473	.0064	67	58	2,922	529	869	200	340	3,313	1,498	689	461
Baylor		11,307	.0053	7,067	.0035	103	156	1,817	623	306	345	438	3,015	1,583	2,204	194
Bee		20,932	.0096	3,548	.0104	81	75	5,240	1,458	885	821	1,233	3,729	2,727	2,038	789
Beeville		10,144	.0089		.0081	85	94	4,623	1,254	832	921	1,232	3,729	2,172	1,932	849
Bell	289	88,436	.0409	3,216	.0509	93	87	19,799	4,954	10,406	4,513	4,546	21,312	8,378	6,838	2,568
Killeen		26,755	.0124		.0115	82	89	6,231	795	2,030	1,757	1,802	8,228	2,483	1,876	426
△Temple		46,292	.0214		.0192	98	102	9,566	2,603	7,201	2,332	2,349	10,027	3,539	3,965	1,683
Bexar	140	721,421	.3337	4,008	.3223	87	90	170,722	46,001	118,162	42,283	30,123	158,262	49,014	33,603	22,050
▲San Antonio		686,068	.3173		.2852	87	96	157,850	42,116	116,604	40,764	29,180	157,698	43,881	29,547	20,868

TEXAS

Cont. from page 673

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Palestine	Anderson	18.3	225	44	21	14	19	16	16	35	25	7
Pampa	Gray	27.1	254	30	41	12	18	22	25	40	18	9
Paris	Lamar	25.7	324	78	36	17	23	22	32	43	21	12
Pasadena	Harris	55.0	380	43	39	32	24	40	39	78	24	13
Pecos	Reeves	15.4	193	19	43	10	15	13	8	33	17	6
Perryton	Ochiltree	6.3	91	13	16	5	6	7	11	12	12	2
Plainview	Hale	23.4	277	35	28	24	20	27	28	38	19	9
Port Arthur	Jefferson	72.0	707	121	129	42	58	50	46	83	34	26
Raymondville	Willacy	11.9	152	31	26	8	7	10	12	25	15	4
Robstown	Nueces	10.7	174	42	39	5	7	6	8	23	16	5
Rosenberg	Fort Bend	9.9	191	21	34	21	12	17	18	23	17	3
San Angelo	Tom Green	67.0	721	95	159	57	37	39	73	122	36	21
San Antonio	Bexar	588.0	5,230	1,100	1134	483	259	215	350	617	215	161
San Benito	Cameron	17.1	153	41	26	13	7	11	8	17	8	7
San Marcos	Hays	15.1	153	36	15	5	11	9	18	29	8	6
Seguin	Guadalupe	13.8	213	43	39	12	9	11	17	32	13	5
Sherman	Grayson	31.1	339	56	42	29	26	21	36	57	18	8
Snyder	Scurry	18.2	181	20	22	19	11	9	24	33	13	9
Stephenville	Erath	8.2	131	25	13	8	8	12	13	17	13	3
Sulphur Springs	Hopkins	10.4	178	26	25	8	17	8	24	21	16	4
Sweetwater	Nolan	16.3	202	24	29	13	14	23	21	43	10	8
Taylor	Williamson	11.6	197	31	54	10	12	5	13	29	15	5
Temple	Bell	37.4	425	59	89	31	26	28	41	69	27	15
Terrell	Kaufman	12.0	159	37	16	14	10	12	11	25	11	4
Texarkana	Bowie	32.0	392	78	43	30	23	23	37	65	24	18
Texas City	Galveston	33.0	246	25	53	16	21	21	17	41	12	8
Tyler	Smith	56.6	600	82	81	54	57	48	58	73	34	21
University Park	Dallas	30.3	151	12	11	7	28	24	2	24	11	7
Uvalde	Uvalde	11.7	161	25	24	13	10	10	20	22	7	6
Vernon	Wilbarger	15.0	218	28	29	15	20	13	24	32	23	9
Victoria	Victoria	44.8	433	62	89	32	31	21	32	75	26	12
Waco	McLennan	108.0	1,148	227	217	80	66	74	98	151	59	42
Waxahachie	Ellis	14.5	158	36	11	13	11	15	13	23	11	6
Weatherford	Parker	12.6	176	28	17	15	10	12	25	26	16	4
Weslaco	Hidalgo	16.9	151	36	19	14	11	7	10	22	10	5
West University Place	Harris	15.2	34	3	3	3	0	4	5	5	1	0
Wharton	Wharton	4.6	141	22	23	10	12	10	10	21	8	5
White Settlement	Tarrant	15.3	21	3	5	2	2	0	2	5	1	1
Wichita Falls	Wichita	99.8	867	132	155	58	60	52	61	135	35	31

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

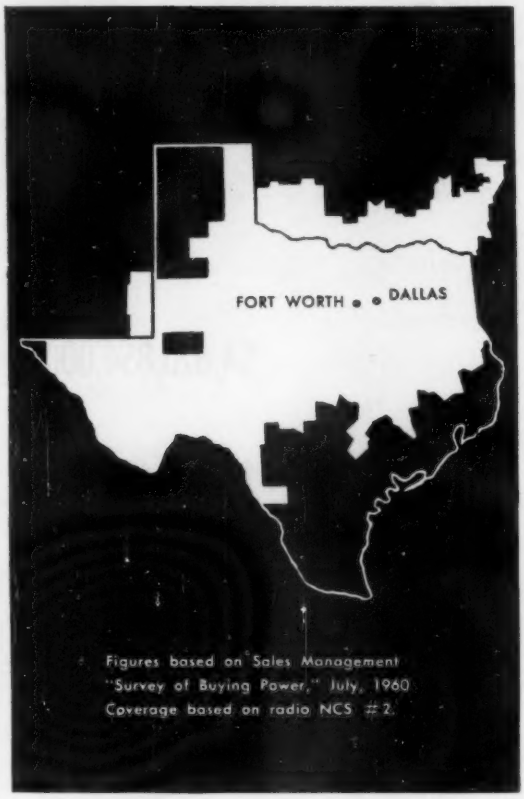
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Blanco		4,146	.0019	3,455	.0018	78	83	1,080	315	291		68	393	519	206	111
Borden		154	.0001	513	.0005	63	13		80	23		51				
Bosque		10,421	.0048	2,977	.0049	79	77	2,084	416	1,229	241	121	1,940	529	1,608	574
Bowie	290	64,598	.0299	3,182	.0294	76	78	16,723	2,266	8,744	2,012	2,043	14,576	5,422	3,909	2,435
△*Texarkana (Tex.)-Texarkana (Ark.)*		*82,320*	*.0381*		*.0281*	*96*	*130*	*17,660*	*4,428*	*11,948*	*5,215*	*3,464*	*14,865*	*6,922*	*5,045*	*2,469*
1△Texarkana		42,803	.0198		.0162	91	111	10,950	1,825	7,098	1,651	1,634	7,892	3,826	2,486	1,768
Brazoria		81,259	.0376	4,104	.0366	89	91	24,309	4,468	4,799	2,454	4,068	14,559	9,366	10,154	2,905
Freeport		18,584	.0086		.0068	119	151	5,353	1,423	2,054	775	1,114	3,461	1,141	1,507	987
Brazos		44,166	.0204	3,346	.0223	81	74	12,042	2,412	4,283	3,057	1,818	7,417	3,757	4,191	1,567
Bryan		40,564	.0188		.0154	92	112	11,479	1,904	4,202	2,738	1,716	7,282	2,896	4,039	1,134
Brewster		7,725	.0036	4,828	.0031	89	103	1,480	410	427	390	301	2,078	1,045	442	108
Briscoe		5,495	.0025	6,106	.0023	115	125	2,045	130	499	52	51	489	310	1,267	133
Brooks		7,503	.0035	3,752	.0034	81	83	1,899	424	897	28	321	1,076	948	895	334
Brown		30,065	.0139	3,378	.0134	85	88	6,776	1,180	2,271	2,005	1,102	6,996	2,504	2,268	1,438
Brownwood		27,174	.0126		.0112	90	102	6,356	973	2,123	1,976	1,093	6,703	1,819	1,536	1,390
Burleson		7,321	.0034	2,524	.0040	68	58	2,183	550	872	228	398	674	532	754	261
Burnet		10,049	.0046	3,350	.0044	79	82	2,292	463	849	282	198	2,399	1,071	1,323	365
Caldwell		22,620	.0105	4,616	.0084	83	104	4,670	1,235	1,193	623	454	8,439	2,231	1,433	580
Calhoun		13,306	.0061	2,661	.0075	79	64	4,457	992	601	643	540	1,815	1,754	1,381	570
Callahan		7,032	.0033	2,930	.0037	77	69	1,817	326	469	166	188	1,646	1,228	717	254
Cameron	291	131,251	.0607	3,178	.0661	70	64	29,400	7,110	16,443	15,378	4,734	21,683	9,099	11,682	3,750
△*Brownsville-Harlingen-McAllen*		*155,379*	*.0719*		*.0557*	*85*	*110*	*27,946*	*7,017*	*23,933*	*20,718*	*6,779*	*31,083*	*9,533*	*11,504*	*4,953*
△Brownsville		52,979	.0245		.0199	80	98	11,223	2,354	7,688	9,953	1,739	6,213	3,608	4,431	1,633
△Harlingen		52,985	.0245		.0191	90	115	9,878	2,689	7,355	4,657	2,145	12,737	3,219	4,620	1,349
San Benito		11,521	.0053		.0065	68	55	3,426	467	801	620	688	2,094	989	1,199	451
Camp		9,522	.0044	3,401	.0039	75	85	1,714	227	537	383	361	1,693	881	465	154
Carson		7,267	.0033	3,634	.0037	97	87	1,027	550	119	45	61	1,703	1,283	1,662	389
Cass		18,470	.0086	2,979	.0087	67	67	4,757	388	2,250	642	624	4,643	1,623	1,614	635
Castro		9,324	.0043	4,238	.0051	104	88	2,106	129	354	431	116	1,210	865	3,203	101
Chambers		8,910	.0041	3,713	.0041	87	87	2,704	692	405	240	323	2,100	962	436	318
Cherokee		31,628	.0146	3,227	.0147	71	71	6,797	990	2,779	1,274	1,869	7,671	2,463	2,795	1,241
Jacksonville		18,394	.0085		.0059	104	149	3,685	801	1,367	802	1,614	3,944	1,759	1,992	862
Childress		12,356	.0058	4,261	.0050	96	112	2,711	444	1,516	340	404	3,425	1,961	898	298
Childress		11,583	.0054		.0045	98	117	2,527	409	1,516	339	363	3,077	1,854	898	298
Clay		8,607	.0039	2,869	.0045	79	68	1,257	250	237	167	110	3,367	1,126	725	291
Cochran		7,701	.0036	5,501	.0034	97	103	1,619	235	307	417	279	1,420	628	1,369	176
Coke		3,846	.0018	3,846	.0019	95	90	810	116	112	34	43	1,937	443	214	90
Coleman		13,537	.0062	3,760	.0056	84	93	3,111	616	591	529	336	3,185	1,387	1,669	616
Collin	39	39,887	.0188	2,933	.0191	76	73	10,186	1,534	3,648	1,784	2,206	7,980	3,449	4,616	1,395
McKinney		20,559	.0095		.0082	88	102	4,486	667	1,683	1,428	1,543	4,644	1,749	2,289	721
Collingsworth		7,068	.0033	4,169	.0031	86	92	1,850	113	1,257	275	248	897	251	1,210	246
Colorado		22,877	.0106	4,575	.0088	92	110	4,139	1,184	1,746	840	869	4,520	2,033	5,062	521
Comal		24,015	.0111	4,070	.0100	86	95	5,333	1,372	1,082	1,475	660	8,146	1,968	1,843	706
New Braunfels		22,731	.0105		.0085	89	111	4,657	1,186	918	1,474	659	8,145	1,857	1,831	706

1 Texarkana is in Bowie (Tex.) and Miller (Ark.) counties.

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

it takes a "QUALITY TOUCH" to cover a quality market of this magnitude!*



population **5,188,800**

families **1,508,800**

effective buying income . . **$8,062,930,000**

retail sales **$6,064,186,000**

WFAA
RADIO · DALLAS



**820 KC - NBC*
Dallas 50,000 watts*

570 KC - ABC
5,000 watts

Broadcast Services of The Dallas Morning News

TEXAS — RETAIL SALES— SM ESTIMATES, 1959 — The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

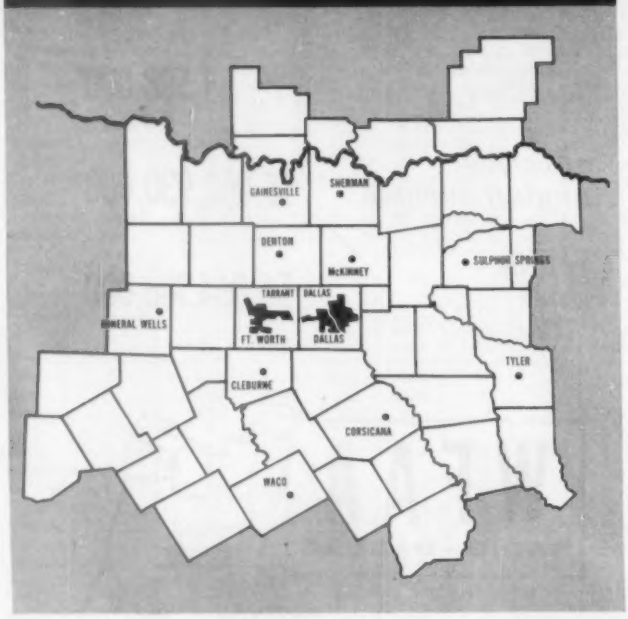
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Comanche		13,947	.0084	3,769	.0059	83	90	2,804	371	1,517	249	185	3,699	1,381	1,465	626
Concho		4,282	.0020	3,568	.0021	88	83	757	776	153	49	37	894	432	822	62
Cooke		26,370	.0122	3,767	.0113	84	91	5,638	903	2,171	1,232	1,270	4,486	2,382	4,798	945
Gainesville		22,012	.0102		.0080	100	128	4,729	817	1,854	1,105	1,084	3,792	1,751	4,030	839
Coryell		14,995	.0069	2,585	.0077	72	64	3,282	391	1,244	371	624	2,205	1,697	3,578	470
Cottle		5,703	.0027	5,185	.0025	104	113	1,492	146	298	304	222	1,638	257	883	219
Crane		5,677	.0026	3,548	.0031	100	84	1,279	306	304	303	113	1,863	632	299	266
Crockett		4,743	.0022	4,312	.0023	96	92	874	149	240	123	102	1,277	563	253	196
Crosby		13,486	.0062	4,341	.0056	92	102	2,233	565	623	279	241	3,702	1,355	2,972	561
Culberson		4,846	.0022	8,077	.0013	106	183	602	532	53	64	100	787	1,742	530	159
Dallam		12,738	.0059	6,066	.0046	115	148	2,353	684	700	324	460	2,708	1,738	1,659	476
Dallas	39	1,463,047	.6767	5,172	.5781	112	131	292,216	84,772	280,215	90,845	63,819	300,939	95,070	70,481	55,935

Texas Population-Income data, pages 328-350
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
© SM, 1960.

See page 469 for explanation of column headings in these tables

A BRAND NEW LOOK AT "WFAA-TV LAND"...



the **QUALITY TOUCH** *station*

the greater **DALLAS MARKET**

population 2,822,800

households 850,100

effective buying income .$4,620,854,000

retail sales $3,508,624,000

WFAA TELEVISION



abc channel 8
DALLAS

TEXAS		RETAIL SALES— SM ESTIMATES, 1959														The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
2▲Dallas		1,234,044	.5707		.4531	118	149	228,282	73,994	258,320	77,980	52,660	250,089	71,828	58,338	44,544
Garland		44,164	.0204		.0196	94	98	10,013	1,338	1,780	1,330	2,172	13,657	3,521	2,491	1,904
Grand Prairie		35,363	.0164		.0183	88	79	9,485	2,935	2,349	1,494	1,585	9,914	3,503	1,511	1,403
Highland Park		18,652	.0086		.0115	155	116	4,364	1,813	5,410	3,344	295	1,046	981	681	809
Irving		43,079	.0199		.0231	95	82	14,692	1,414	4,471	1,575	1,953	9,088	3,633	2,326	2,066
University Park		32,369	.0150		.0220	129	88	6,377	1,263	5,966	4,079	4,292	1,327	2,877	1,523	2,540
Dawson		27,209	.0126	5,789	.0110	92	106	5,360	1,217	2,413	1,076	1,187	6,914	2,904	3,240	804
Lamesa		24,430	.0113		.0082	105	145	4,564	961	2,202	1,076	1,162	6,812	2,503	3,092	677
Deaf Smith		23,772	.0110	5,943	.0086	109	139	3,701	512	1,251	1,167	661	6,091	2,160	3,779	514
Hereford		22,011	.0102		.0062	135	223	3,130	489	1,251	1,131	623	6,091	1,783	3,298	514
Delta		4,345	.0020	2,414	.0024	71	59	1,474	84	232	189	83	641	328	656	111
Denton	39	51,691	.0239	3,481	.0256	83	78	11,186	2,389	5,733	2,115	2,032	13,028	4,315	3,598	1,281
Denton		34,189	.0158		.0164	94	90	8,042	1,593	4,519	1,921	1,808	7,724	3,877	1,931	748
De Witt		24,190	.0112	3,902	.0099	82	93	5,208	1,337	1,908	745	947	4,490	1,924	2,785	817
Dickens		7,523	.0034	4,702	.0032	103	110	1,621	299	711	258	242	1,589	581	1,196	283
Dimmit		8,485	.0026	2,887	.0030	58	50	1,415	134	499	125	179	1,507	417	788	79

2 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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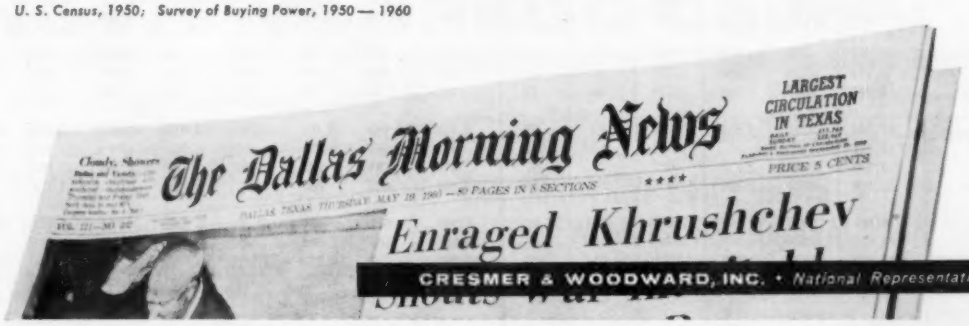
WHAT MAKES BIG D BIG?



Fast as Dallas is growing, Dallas' sales grow faster — up 109.8% in the last ten years — due to the purchases of out-of-town customers whose buying is influenced by The Dallas News — the only newspaper with circulation to reach them!

	Metropolitan Dallas	Market Dallas
Population . . .	1,066,400	3,764,400
Buying income . .	$2,009,542,000	$5,982,202,000
Retail Sales . . .	$1,592,770,000	$4,502,074,000

U. S. Census, 1950; Survey of Buying Power, 1950 — 1960



CRESMER & WOODWARD, INC. • National Representatives

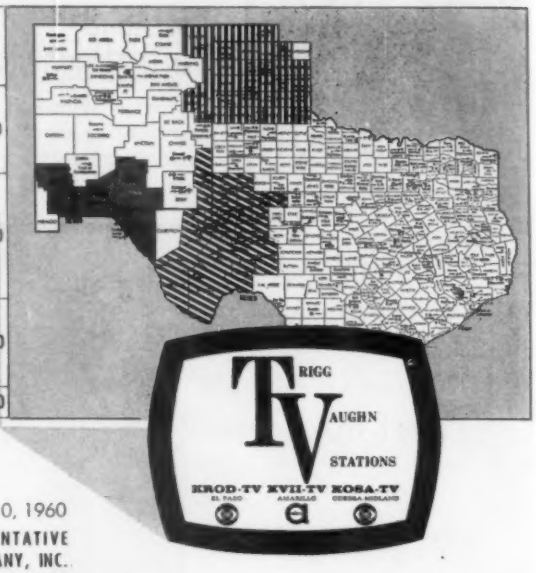
Ad No. 1594 — for 1960 Survey of Buying Power

The TV Buy DELIVERS A 2.3 BILLION-DOLLAR BITE

OUT OF WEST TEXAS, NEW MEXICO & OKLAHOMA

The TV Buy	Population	Effective Buying Income	Total Retail Sales	Total Food Sales
KROD-TV El Paso (2 Counties in Texas, 4 Counties in New Mexico*)	457,900	$ 753,764,000	$ 478,001,000	$100,296,000
KVII-TV Amarillo (25 Counties in Texas, 3 Counties in New Mexico, 2 Counties in Oklahoma*)	431,700	$ 840,605,000	$ 618,382,000	$114,576,000
KOSA-TV Odessa-Midland (22 Counties in Texas, 1 County in New Mexico*)	404,900	$ 778,408,000	$ 541,931,000	$126,992,000
TOTAL	1,294,500	$2,372,777,000	$1,638,314,000	$341,864,000

*ARB, March 1960



Source: Sales Management Survey of Buying Power, July 10, 1960

3 QUALITY STATIONS QUALITY MARKETS / **1** NATIONAL REPRESENTATIVE THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board Cecil L. Trigg, President George C. Collie, Nat. Sales Mgr.

TEXAS

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES ▶ CITIES ◀ (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Donley		6,694	.0031	3,938	.0029	91	97	1,454	296	41	199	208	1,828	1,098	577	359
Duval		6,196	.0028	2,261	.0041	62	42	2,051	560	204	232	62	957	1,251	395	308
Eastland		23,317	.0108	3,643	.0099	90	98	5,417	1,072	1,986	594	617	6,137	2,739	1,820	971
Ector	262	148,786	.0679	5,337	.0585	114	133	32,855	6,641	12,047	10,656	8,370	35,804	12,494	8,750	4,958
△Odessa		138,777	.0642		.0562	116	132	31,826	5,766	11,920	10,642	8,369	34,913	11,945	8,716	4,829
Edwards		1,144	.0005	1,907	.0006	62	38	288	62	110	26			258	200	40
Ellis	39	38,145	.0176	2,980	.0190	77	71	10,612	1,314	3,300	1,883	1,966	7,218	3,703	3,133	1,280
Waxahachie		17,273	.0080		.0073	90	99	4,761	425	1,426	945	1,160	2,919	1,155	1,872	605
El Paso	49	355,601	.1645	4,092	.1606	92	89	75,609	20,094	58,288	26,473	24,184	77,934	17,719	19,223	11,106
▲El Paso		334,801	.1548		.1490	92	95	68,526	18,880	57,772	25,912	23,189	74,003	15,760	17,211	10,564
Erath		19,362	.0089	3,586	.0081	83	91	3,451	681	1,486	1,076	722	3,049	1,459	1,938	546
Stephenville		13,918	.0064		.0046	100	139	2,468	486	835	929	720	2,469	1,045	1,454	354
Falls		20,482	.0095	3,151	.0093	73	74	5,197	979	714	1,136	594	2,876	1,178	2,237	603
Marlin		11,013	.0051		.0042	84	102	2,909	597	499	982	455	1,659	742	1,274	493
Fannin		20,171	.0093	2,620	.0099	71	66	5,601	711	1,800	793	802	3,779	2,023	2,023	645
Fayette		20,515	.0095	3,205	.0092	76	79	5,040	1,576	1,544	730	609	3,534	1,936	2,186	657
Fisher		7,403	.0035	3,219	.0039	81	73	1,793	227	470	492	85	1,678	686	1,043	463
Floyd		12,259	.0056	3,955	.0057	93	92	2,850	523	677	511	567	2,184	1,103	2,594	479
Foard		3,507	.0016	3,897	.0016	89	89	757	96	107	105	124	957	436	729	121
Fort Bend		43,340	.0201	4,516	.0174	81	93	9,439	2,163	3,103	1,237	1,073	11,657	3,713	6,850	1,019
Rosenberg		25,111	.0116		.0067	122	211	4,461	953	1,766	917	875	8,641	1,637	2,926	482
Franklin		4,348	.0020	2,897	.0021	70	67	819	99	288	193	199	1,002	617	25	194
Freestone		12,476	.0058	2,835	.0060	70	67	5,148	405	630	241	363	2,151	1,114	586	411
Frio		8,691	.0040	2,897	.0045	63	56	2,130	542	464	58	186	1,494	1,153	1,875	251
Gaines		14,822	.0069	4,781	.0062	97	108	3,697	885	680	483	527	3,345	2,061	1,947	451
Galveston	89	187,729	.0729	4,229	.0691	98	103	46,389	13,139	15,728	8,127	8,083	21,272	12,926	10,159	7,365
▲Galveston		85,505	.0395		.0402	98	96	22,022	8,131	9,973	6,139	5,611	9,363	5,878	4,764	4,184
Texas City		37,351	.0173		.0176	95	94	13,004	1,005	2,605	1,822	1,988	7,650	2,867	2,537	1,471
Garza		7,723	.0036	4,291	.0036	99	99	1,528	398	482	347	466	1,100	973	1,848	216
Gillespie		12,949	.0060	3,924	.0051	98	102	1,955	695	1,043	476	497	2,149	1,292	1,360	257



ONE BILLION DOLLAR MARKET ...*The* FABULOUS SOUTHWEST

24 COUNTIES IN WEST TEXAS
AND SOUTHERN NEW MEXICO
POPULATION 726,100 • FAMILIES 194,400
CIRCULATION OVER 105,000 DAILY

EL PASO'S TWO SEPARATE NEWSPAPERS
ONE LOW RATE–BUYS BOTH

The El Paso Times
AN INDEPENDENT NEWSPAPER
MORNING AND SUNDAY

•

El Paso Herald-Post
A SCRIPPS-HOWARD NEWSPAPER
EVENING

TEXAS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Glasscock		212	.00 1	1,060	.0004	100	25	46	20			38		20		43
Goliad		4,385	.0020	2,923	.0022	71	65	1,175	342	95	210	300	559	519	456	269
Gonzales		26,522	.0123	4,822	.0094	80	105	6,635	787	1,500	490	282	3,585	1,385	2,066	466
Gonsales		17,487	.0081		.0043	110	225	5,130	587	729	349	195	2,329	657	1,712	227
Gray		45,998	.0212	4,893	.0182	108	125	10,407	2,093	3,231	3,076	2,644	9,784	4,135	3,961	2,754
Pampa		40,873	.0189		.0165	109	124	9,228	1,654	2,912	2,915	2,479	9,499	2,944	3,290	2,362
Grayson		82,934	.0384	3,214	.0387	83	83	19,114	3,628	6,894	5,423	4,350	21,316	7,283	5,153	2,621
Denison		29,719	.0137		.0126	89	96	8,254	808	2,181	2,019	1,326	9,030	2,342	1,530	995
Sherman		37,226	.0172		.0159	91	99	7,370	1,804	3,092	3,145	2,487	9,646	2,910	2,249	1,109
Gregg	245	111,434	.0515	4,887	.0424	104	126	24,442	5,712	10,773	7,443	6,210	21,613	7,739	6,946	3,579
4Gladewater		11,755	.0054		.0046	107	126	2,545	593	478	442	554	2,949	806	737	484
3Kilgore		24,557	.0114		.0100	108	123	4,993	1,204	830	1,974	901	6,424	1,580	1,380	925
△Longview		64,112	.0297		.0273	93	102	14,532	2,717	8,776	4,794	4,498	11,516	4,078	4,630	1,880
Grimes		11,988	.0056	2,924	.0055	71	72	3,217	352	1,119	117	650	2,043	1,226	1,734	433
Guadalupe		22,494	.0104	2,921	.0112	72	67	5,967	1,610	1,463	892	704	3,303	2,472	2,271	641
Seguin		16,954	.0078		.0065	84	101	4,253	748	979	860	690	3,124	1,899	1,984	641
Hale		52,840	.0244	5,337	.0206	105	124	10,925	1,495	5,228	2,650	2,085	9,310	4,009	3,317	1,586
Plainview		39,310	.0182		.0148	113	139	7,875	1,038	4,355	2,250	1,787	8,453	2,281	5,315	1,265
Hall		7,854	.0036	4,134	.0034	87	92	2,156	301	765	356	246	1,345	674	1,356	417
Hamilton		10,527	.0049	3,396	.0046	82	88	1,937	388	477	451	327	2,265	1,274	1,362	403
Hansford		10,239	.0047	9,308	.0033	127	181	1,816	273	395	269	93	1,802	771	2,407	370
Hardeman		10,278	.0048	3,544	.0047	92	94	2,615	452	640	446	431	1,888	783	1,337	463
Hardin		21,387	.0099	3,145	.0101	74	72	6,660	1,270	1,535	650	557	4,641	2,571	1,147	691

3 Kilgore is in Gregg and Rusk counties.
4 Gladewater is in Gregg and Upshur coutnies.

© SM, 1960.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

METROPOLITAN
LONGVIEW & GREGG County

— fastest growing BIG industry center in Texas!

- HIGHEST paid skilled workers in Texas!
- Texas' BIGGEST percent increase in manufacturing employment, 1959!
- LARGEST retail sales in East Texas — $111,434,000!
- East Texas' BIGGEST buying income — $124,655,000!
- MORE qualified voters than any other East Texas county!

Attractive to the nation's industrial giants for its wealth of resources and skilled labor, LONGVIEW/GREGG County is an equally appealing market for consumer products — ready and able to buy what's advertised in Longview's influential newspapers . . .

THE LONGVIEW DAILY NEWS
LONGVIEW MORNING JOURNAL
THE LONGVIEW SUNDAY NEWS-JOURNAL

CARL L. ESTES, Publisher

Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

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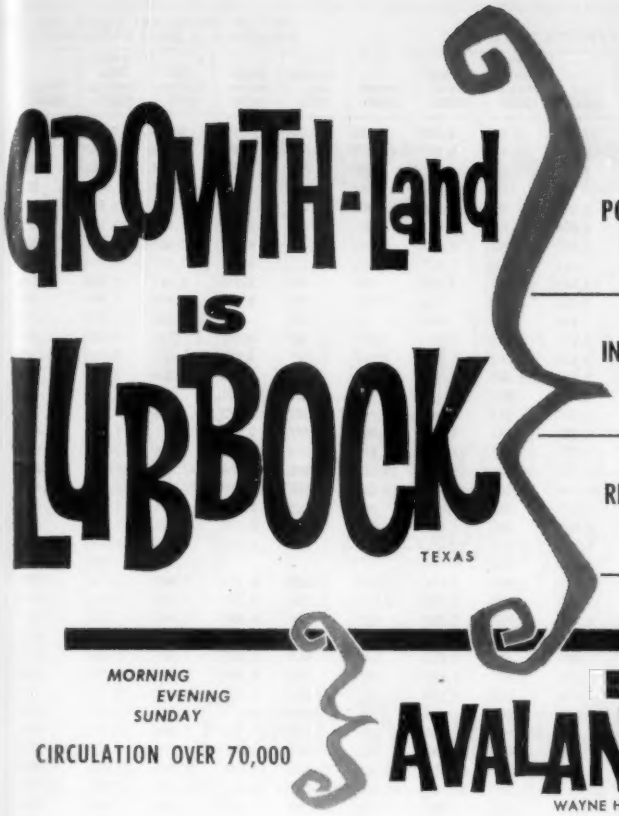
RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Harris	99	1,626,062	.7529	4,487	.7062	104	111	388,046	93,946	225,067	99,979	84,029	314,553	122,412	103,025	61,370
Baytown		51,977	.0240		.0181	119	158	13,332	1,319	7,227	2,724	3,134	12,713	3,882	3,137	1,473
Bellaire		13,863	.0064		.0116	94	52	5,061	772	721	655	508	339	1,473	1,011	1,544
▲Houston		1,348,789	.6238		.5765	107	116	308,266	82,712	193,081	90,897	71,180	263,770	97,669	87,447	50,441
Pasadena		90,448	.0418		.0332	106	136	24,522	2,791	19,906	2,465	4,507	18,882	5,946	3,288	3,257
West University Place		9,434	.0044		.0090	106	52	3,923	46	34		2,030	805	690	64	
Harrison		49,580	.0188	2,958	.0297	70	63	10,411	1,319	5,628	1,998	2,202	8,319	4,385	3,231	1,046
Marshall		33,387	.0154		.0139	84	93	8,712	1,015	4,549	1,856	2,081	6,796	2,945	2,796	923
Hartley		763	.0003	1,272	.0010	100	30	138	41			86		100	188	
Haskell		11,343	.0053	3,009	.0054	83	82	2,813	325	817	852	631	1,975	1,184	1,992	461
Hays		17,382	.0080	3,274	.0068	73	66	4,435	726	572	757	644	3,543	2,572	1,468	702
San Marcos		13,630	.0063		.0061	72	74	3,660	512	422	758	644	3,230	2,906	830	664
Hemphill		4,146	.0019	3,799	.0019	86	86	795	178	295	30	114	884	364	1,058	297
Henderson		21,840	.0101	2,992	.0101	72	72	5,294	521	1,282	852	674	6,183	1,621	2,169	543
Athens		15,027	.0069		.0049	94	133	3,260	268	881	540	626	4,211	1,193	1,609	228
Hidalgo	201	150,063	.0694	3,094	.0751	64	59	34,166	7,063	15,349	9,758	7,588	26,975	9,998	17,557	5,060
See Brownsville-Harlingen-McAllen																
Edinburg		22,349	.0103		.0061	78	99	4,796	1,192	1,715	540	784	4,859	1,781	3,259	612
△McAllen		49,415	.0229		.0167	88	121	6,845	1,974	8,890	6,108	2,895	12,073	2,706	2,453	1,971
Mercedes		7,470	.0035		.0045	61	47	1,816	415	609	817	495	1,291	516	561	307
Mission		14,167	.0066		.0057	68	79	3,763	747	983	250	1,016	3,442	1,026	1,643	478
Weslaco		16,728	.0077		.0069	73	81	3,555	545	1,112	906	709	4,019	1,129	3,216	485
Hill		25,033	.0116	2,980	.0122	80	76	5,961	720	1,501	1,054	941	6,504	2,764	3,460	819
Hillsboro		15,025	.0069		.0054	95	121	2,914	521	1,050	794	496	4,150	1,587	2,584	459
Hockley		23,259	.0108	4,153	.0110	96	94	5,906	518	1,005	1,227	847	6,241	1,656	3,470	608
Levelland		19,363	.0090		.0076	110	130	4,284	409	704	1,090	648	6,338	1,231	2,667	396
Hood		4,118	.0019	3,432	.0019	83	83	883	140	349	75	67	957	652	305	185
Hopkins		20,182	.0093	2,968	.0096	76	74	4,599	585	1,460	1,072	721	5,050	1,298	2,531	622
Sulphur Springs		17,473	.0081		.0057	98	140	3,640	531	1,093	1,072	721	5,050	949	2,289	379
Houston		16,959	.0078	3,028	.0078	70	70	3,238	349	1,150	887	686	2,240	1,145	3,568	490
Howard		55,722	.0258	5,307	.0227	107	121	11,067	2,966	4,826	2,055	2,383	13,076	4,498	4,289	1,459
Big Spring		49,873	.0231		.0201	108	124	10,398	2,721	4,648	2,055	2,375	12,650	4,172	3,381	1,409
Hudspeth		3,297	.0015	3,663	.0015	65	65	362	550	872		43		826	347	81
Hunt		38,915	.0180	3,064	.0183	79	78	10,677	1,645	4,727	2,012	2,057	6,911	3,090	3,746	1,465
Greenville		26,329	.0122		.0101	89	107	6,430	965	3,493	1,755	1,560	4,044	2,140	2,919	1,146
Hutchinson		45,613	.0211	4,428	.0208	102	104	12,202	2,114	2,203	3,022	2,948	11,172	3,152	3,682	1,496
Borger		41,321	.0191		.0160	116	138	11,043	1,427	2,202	3,000	2,730	11,083	2,131	3,162	1,217
Irion		688	.0004	2,293	.0006	83	67	146	51	20	20			265	43	31
Jack		6,956	.0032	3,478	.0033	89	86	1,499	339	419	102	149	1,730	1,183	514	361
Jackson		15,181	.0070	3,703	.0070	82	82	3,586	789	667	441	464	3,483	1,288	2,465	492
Jasper		22,291	.0103	4,128	.0088	75	87	5,532	634	3,028	778	1,288	4,723	2,508	834	614
Jeff Davis		614	.0003	2,047	.0006	75	38	209	78	174	28	29			49	47
Jefferson	18	303,119	.1402	4,096	.1384	98	99	76,325	16,008	37,644	20,146	15,059	58,686	23,343	21,691	10,897
▲Beaumont		171,614	.0794		.0723	102	112	39,684	9,224	23,735	11,639	8,815	35,904	12,087	11,018	5,521
▲Port Arthur		94,108	.0435		.0410	102	108	23,925	3,890	12,673	6,301	5,432	16,933	7,322	5,182	3,629
Jim Hogg		3,729	.0017	3,108	.0019	68	61	1,139	221	137	111	30	799	429	458	109
Jim Wells		30,186	.0140	4,025	.0136	80	82	6,881	1,784	2,074	1,343	1,572	6,407	3,041	3,397	1,101
Alice		25,201	.0117		.0108	82	89	5,608	1,454	1,609	1,343	1,399	6,319	2,416	2,515	898
Johnson	58	35,422	.0163	3,064	.0168	82	79	8,835	1,105	2,737	2,014	1,386	7,161	2,857	2,919	1,450
Cleburne		25,966	.0120		.0097	96	119	6,975	718	2,335	2,006	1,343	6,190	1,707	2,264	1,111
Jones		24,315	.0113	4,121	.0101	94	105	4,929	796	1,664	928	913	6,896	2,476	3,609	786
Karnes		13,959	.0064	3,579	.0065	74	73	2,888	1,115	1,277	438	541	2,354	926	1,272	453
Kaufman		26,220	.0131	3,713	.0118	74	82	6,082	797	1,973	1,004	1,517	6,027	2,949	4,205	909
Terrell		14,395	.0067		.0053	79	100	3,529	491	1,008	554	637	1,783	1,346	2,783	518
Kendall		6,423	.0030	3,778	.0029	91	94	1,485	458	459	77	35	1,350	520	601	219
Kenedy		59		590	.0001	25		59								
Kent		1,115	.0005	2,788	.0007	88	63	155	31	151		30	282	130	114	78
Kerr		19,577	.0091	4,449	.0078	92	107	3,899	854	2,857	685	601	5,458	1,267	2,245	459
Kerrville		16,291	.0075		.0056	104	139	3,259	541	2,525	683	578	5,459	913	659	379
Kimble		4,579	.0021	3,522	.0020	80	84	913	241	378	81	91	984	740	499	208
King		311	.0001	1,555	.0003	60	20	38	12					261		
Kinney		1,183	.0006	2,958	.0007	88	75	476	86		39		157	154	111	74
Kleberg		26,459	.0122	3,628	.0134	82	74	6,921	2,027	2,197	1,146	1,330	6,973	2,183	1,693	800
Kingsville		25,150	.0116		.0120	86	83	6,603	1,816	1,557	1,145	1,330	6,973	2,079	1,669	799
Knox		10,970	.0051	4,571	.0046	96	106	2,552	337	1,979	245	316	1,329	1,451	2,316	381
Lamar		36,463	.0168	2,912	.0169	73	72	9,147	950	4,101	2,318	1,609	8,044	2,883	3,311	1,379
Paris		33,794	.0152		.0124	88	106	7,827	894	3,754	2,184	1,509	7,404	2,286	3,069	1,266

Texas Population-Income data, pages 328-350
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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	METROPOLITAN LUBBOCK	19-COUNTY LUBBOCK MARKET
POPULATION . .	175,500 UP 110.9%	415,900 UP 45.4%
INCOME	$325,913,000 UP 247.6%	$730,595,000 UP 150.8%
RETAIL SALES . .	$247,559,000 UP 174.5%	$533,835,000 UP 142.4%

"Survey of Buying Power," 1950-1960

MORNING
EVENING
SUNDAY

CIRCULATION OVER 70,000

LUBBOCK
AVALANCHE-JOURNAL

WAYNE HENLY, *Advertising Director* • LESTER M. HORNER, *General Advertising Manager*

TEXAS DAILY PRESS LEAGUE, INC. • National Representatives

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RETAIL SALES— SM ESTIMATES, 1959

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COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Lamb		28,886	.0134	4,068	.0128	90	94	6,142	892	1,561	1,221	755	6,224	1,766	6,034	900
Littlefield		14,749	.0068		.0051	98	131	3,350	510	1,053	801	665	3,911	885	2,129	651
Lampasas		12,698	.0059	3,735	.0050	83	98	2,415	482	1,493	202	649	2,878	1,137	1,041	431
La Salle		3,623	.0016	2,568	.0020	61	48	954	241	226	67	67	974	600	225	75
Lavaca		16,928	.0079	3,078	.0080	75	74	4,690	949	1,374	356	400	3,987	1,490	1,618	414
Lee		8,757	.0040	3,649	.0038	73	77	1,841	423	423	347	185	1,776	1,012	1,096	259
Leon		7,511	.0035	2,209	.0043	63	51	1,504	425	597	27	86	1,167	1,245	692	165
Liberty		31,492	.0145	3,840	.0134	82	99	7,754	2,122	1,886	1,193	1,034	4,799	3,765	5,497	1,118
Liberty		13,114	.0061		.0048	100	127	2,113	760	387	917	636	2,993	1,158	2,746	452
Limestone		17,150	.0080	2,811	.0083	69	67	4,500	886	1,130	476	849	4,343	1,420	1,462	841
Lipscomb		6,181	.0028	4,755	.0024	104	122	778	175	414	28	33	1,702	488	1,757	156
Live Oak		6,668	.0031	3,334	.0033	73	69	1,789	581	283	31	38	1,609	941	744	104
Llano		7,507	.0035	4,171	.0030	94	109	1,109	860	671	273	186	1,200	1,040	415	207
Loving		43		430	.0001	100										
Lubbock	92	247,559	.1145	5,021	.1028	105	117	44,097	10,865	33,100	15,674	14,275	55,162	17,421	32,406	7,543
▲Lubbock		225,888	.1045		.0930	109	122	38,245	10,134	32,147	15,371	13,753	51,616	15,119	27,999	6,928
Lynn		12,956	.0060	4,319	.0059	97	98	2,732	346	777	452	258	3,382	881	2,370	347
McCulloch		10,077	.0047	3,876	.0044	88	92	2,193	382	555	598	288	2,357	1,361	973	392
McLennan	170	181,776	.0840	4,169	.0754	90	101	40,670	11,011	27,058	7,356	9,601	38,874	12,917	11,501	6,058
▲Waco		156,059	.0722		.0591	98	120	33,106	8,956	25,343	6,872	8,609	34,769	10,128	9,517	5,174
McMullen		487	.0003	1,623	.0006	75	38	23	86	96				133		
Madison		7,092	.0032	3,940	.0027	75	89	1,642	231	392	297	83	1,437	631	958	246
Marion		5,541	.0026	2,409	.0031	62	52	1,308	251	587	276	152	1,245	807	310	302
Martin		8,771	.0041	5,847	.0035	103	121	1,802	114	270	322	171	3,261	364	1,683	85
Mason		4,164	.0019	3,203	.0021	94	76	743	228	157	207	169	708	869	274	178
Matagorda		30,376	.0140	4,219	.0128	89	99	7,290	1,327	1,574	1,148	1,198	7,793	2,977	3,538	955
Bay City		23,217	.0107		.0087	102	126	5,005	906	1,390	1,028	1,126	6,871	1,978	2,490	753
Maverick		15,779	.0073	5,090	.0059	75	92	2,856	780	3,314	2,535	220	1,316	1,258	2,258	586
Medina		13,546	.0063	2,822	.0071	68	60	3,478	790	1,619	114	512	2,968	1,380	1,190	495
Menard		2,411	.0011	3,444	.0012	88	79	488	97	76	104	66	473	299	178	83

TEXAS

RETAIL SALES— SM ESTIMATES, 1959

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COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Midland	254	88,496	.0409	4,882	.0485	116	118	22,001	5,184	5,329	6,420	5,580	17,176	8,034	7,026	2,049
△Midland		86,094	.0398		.0387	119	122	21,837	4,915	6,674	6,420	5,555	17,035	7,949	6,667	2,041
Milam		19,660	.0091	2,849	.0090	70	71	5,112	1,137	1,763	602	261	3,741	2,384	2,041	568
Mills		4,358	.0020	3,113	.0022	81	74	989	130	178	157	106	830	361	460	242
Mitchell		13,310	.0062	3,413	.0069	88	79	2,948	565	1,249	221	386	2,745	1,787	1,527	431
Montague		18,033	.0083	3,468	.0078	85	90	4,069	724	1,142	863	519	3,876	1,691	2,514	671
Montgomery		22,691	.0105	2,872	.0111	73	69	5,807	1,262	2,024	1,303	1,401	4,681	2,458	1,514	830
Conroe		17,252	.0080		.0054	106	157	3,954	608	1,417	1,303	1,121	4,419	1,457	1,302	712
Moore		17,165	.0080	3,433	.0093	90	78	4,693	667	1,053	825	668	3,178	2,217	1,999	423
Morris		9,070	.0042	2,834	.0044	67	64	2,092	250	756	208	278	2,445	982	1,051	480
Motley		3,634	.0016	3,634	.0016	94	94	945	73	206	42	85	815	566	770	177
Nacogdoches		35,239	.0163	3,830	.0145	76	96	6,911	770	1,647	1,894	1,066	5,241	2,271	2,623	1,407
Nacogdoches		28,487	.0132		.0087	101	153	5,414	594	1,306	1,747	811	4,691	1,639	2,124	1,167
Navarro		33,613	.0156	3,028	.0159	78	76	9,130	1,004	3,998	1,562	1,389	4,960	2,864	3,497	1,168
Corsicana		26,121	.0121		.0116	83	86	6,931	851	3,713	1,511	1,251	4,094	1,939	2,754	901
Newton		4,845	.0022	1,863	.0032	57	39	1,168	227	345	48	241	872	1,336	41	218
Nolan		26,145	.0121	4,286	.0111	99	106	6,523	1,094	3,359	1,293	1,477	5,838	2,661	1,638	860
Sweetwater		23,056	.0107		.0094	103	118	5,778	976	3,009	1,214	1,382	5,794	2,304	1,295	684
Nueces	38	253,998	.1175	3,814	.1228	88	84	64,188	13,985	33,915	13,299	12,349	50,999	17,771	19,968	8,249
▲Corpus Christi		224,562	.1039		.0973	95	102	56,744	11,758	32,124	12,550	11,935	46,850	13,762	15,380	7,419
Robstown		13,815	.0064		.0051	85	107	3,309	658	1,046	290	156	2,255	1,526	3,358	458
Ochiltree		11,962	.0055	5,981	.0056	137	134	2,359	548	554	556	380	2,745	1,029	2,865	506
Perrytown		11,401	.0053		.0047	134	151	2,191	514	554	556	380	2,745	823	2,865	506
Oldham		2,508	.0012	5,016	.0010	111	133	100	324	104				485	542	237
Orange	18	51,870	.0240	2,981	.0283	81	69	17,214	2,545	3,147	2,634	2,059	9,149	5,940	3,112	1,741
Orange		40,301	.0186		.0171	97	105	12,733	1,887	2,876	2,373	1,769	8,464	3,970	1,640	1,217
Palo Pinto		18,455	.0085	2,929	.0091	83	78	4,306	1,669	1,379	925	924	4,205	2,083	951	827
Mineral Wells		14,023	.0065		.0062	89	93	3,468	855	756	925	770	3,506	1,512	727	643
Panola		14,248	.0066	3,168	.0073	73	68	3,462	469	1,513	570	650	2,850	1,461	1,504	527
Parker		21,909	.0101	3,043	.0106	83	79	4,579	1,107	1,489	662	456	5,007	2,208	2,280	620
Weatherford		18,550	.0086		.0070	99	121	3,876	675	1,176	602	385	4,915	1,576	2,106	381
Parmer		11,972	.0056	4,605	.0056	102	102	2,448	240	475	245	440	2,272	1,521	2,366	266
Pecos		14,417	.0066	4,971	.0059	91	102	3,817	1,165	699	583	461	1,763	2,285	2,512	603
Polk		11,836	.0055	2,887	.0060	71	65	2,049	449	1,359	240	291	3,500	1,672	893	511
Potter	6	220,305	.1019	5,386	.0842	116	140	33,092	12,868	28,861	20,153	11,536	55,093	15,983	13,918	7,636
5▲Amarillo		223,787	.1035		.0915	111	125	37,096	11,862	29,053	20,341	11,569	53,538	16,128	14,066	8,860
Presidio		5,212	.0024	3,723	.0023	74	77	1,424	256	406	252	228	1,226	393	241	128
Rains		2,026	.0009	2,894	.0011	69	56	561	104	98			568	208	153	55
Randall	6	20,490	.0095	2,383	.0156	96	58	6,528	823	532	555	129	2,844	2,677	2,922	1,596
5▲Amarill																
Reagan		3,814	.0018	5,449	.0018	113	113	1,302	293	202	155	58	702	512	122	120
Real		1,198	.0005	1,997	.0008	57	38	313	83	82	61			258	189	88
Red River		13,583	.0063	2,563	.0066	65	62	3,277	394	1,223	841	323	2,540	1,317	1,672	487
Reeves		26,767	.0124	5,353	.0105	105	124	5,303	2,132	2,734	1,237	813	3,692	2,972	4,942	768
Pecos		23,982	.0111		.0088	102	129	5,074	1,672	1,835	1,231	796	3,692	2,393	4,773	573
Refugio		11,446	.0053	3,947	.0053	90	90	2,958	728	537	218	329	1,357	1,302	2,818	423
Roberts		1,458	.0007	4,860	.0006	100	117	256	70	49				205	271	403
Robertson		16,531	.0076	3,306	.0073	70	73	2,817	1,153	1,334	365	430	5,367	1,221	2,105	568
Rockwall		6,098	.0028	3,587	.0025	76	85	1,215	69	164	117	327	1,239	449	901	159
Runnels		19,425	.0090	4,133	.0084	90	97	4,854	491	1,459	691	720	5,044	1,750	2,134	620
Rusk		32,945	.0153	2,723	.0180	75	64	7,328	975	1,932	1,934	1,436	8,577	3,210	2,917	1,194
Henderson		22,667	.0105		.0073	112	162	4,470	639	839	1,399	1,321	6,961	1,974	2,323	747
3Kilgore																
Sabine		9,106	.0042	5,356	.0032	82	108	1,587	153	810	84	341	896	326	260	306
San Augustine		7,730	.0035	4,294	.0028	68	85	2,227	193	419	413	141	1,492	452	444	414
San Jacinto		1,815	.0009	1,068	.0020	57	26	509	48	580			114	171	120	108
San Patricio		38,098	.0176	3,662	.0173	71	73	9,812	2,273	1,819	729	1,431	6,161	4,314	6,602	1,587
San Saba		6,594	.0030	2,867	.0033	79	71	1,308	100	459	132	25	1,340	558	979	230
Schleicher		2,232	.0011	3,720	.0011	79	79	533	107	156		76	605	218	373	59
Scurry		25,078	.0116	2,640	.0160	88	64	6,359	1,060	1,422	1,449	781	6,134	2,763	2,241	1,098
Snyder		22,652	.0105		.0108	106	103	5,928	903	1,167	1,449	707	6,024	2,041	2,101	1,039
Shackelford		3,729	.0017	3,108	.0020	91	77	800	155	194	98	184	1,214	283	343	207
Shelby		35,789	.0166	5,263	.0113	86	126	5,072	539	997	920	697	4,658	1,869	2,191	665
Sherman		3,896	.0018	6,493	.0016	145	164	572	86	104	102	73	765	513	1,346	73
Smith	292	99,545	.0460	4,047	.0418	88	97	26,232	2,671	8,956	9,505	6,653	19,299	7,161	6,249	3,873
△Tyler		86,653	.0401		.0324	102	126	21,778	2,256	7,956	9,116	6,419	18,030	5,468	5,254	3,416
Somervell		1,806	.0008	2,258	.0010	77	62	365	70	276		251	446	154		94
Starr		7,260	.0034	2,269	.0048	55	39	2,014	444	1,233	147	316	1,055	733	808	299
Stephens		13,726	.0063	4,428	.0054	102	119	2,808	938	1,164	679	492	3,265	1,230	710	572
Breckenridge		12,446	.0058		.0048	107	129	2,600	693	1,164	609	492	3,266	1,010	711	573
Sterling		1,452	.0007	7,260	.0006	100	117	187	67	49	76	29	210	309	242	50
Stonewall		2,985	.0014	2,985	.0019	86	64	526	266	272	46	28	725	582	106	114
Sutton		4,965	.0023	5,517	.0019	95	115	1,385	310	304	97	201	486	751	246	193
Swisher		14,535	.0067	5,590	.0060	111	124	2,697	496	545	412	257	2,386	800	3,719	593
Tarrant	56	782,979	.3629	4,357	.3274	102	110	166,533	39,903	166,768	28,222	27,315	153,104	51,619	49,162	28,449
Arlington		63,750	.0295		.0268	100	110	14,511	2,551	10,726	1,661	1,970	20,664	4,388	3,029	2,771
2▲Fort Worth		632,557	.2926		.2464	110	130	125,998	32,081	153,664	25,539	24,386	123,174	38,404	42,254	22,778
White Settlement		2,316	.0011		.0052	60	13	673	138	241	198		170	444	181	271

5 Amarillo is in Potter and Randall counties.

2 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly significant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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TEXAS

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Taylor	183	132,257	.0611	5,067	.0615	103	122	25,572	6,142	17,912	9,086	7,253	33,275	10,676	9,885	4,141
△Abilene		134,373	.0675		.0446	113	145	23,517	5,795	17,709	8,913	7,021	30,777	9,393	9,311	3,93
Terrell		3,268	.0018	3,631	.0015	94	100	467	533	491		62	648	719	119	54
Terry		25,283	.0117	5,050	.0100	94	110	4,080	1,017	1,543	1,174	850	7,319	1,425	4,625	667
Brownfield		21,813	.0101		.0075	110	149	3,813	878	1,409	1,174	850	7,219	1,168	3,464	667
Throckmorton		2,696	.0012	3,851	.0014	93	80	901	178	105	82	199	533	278	162	117
Titus		16,424	.0076	3,158	.0076	74	74	4,115	745	982	1,217	965	3,381	1,384	1,671	637
Mount Pleasant		14,165	.0066		.0055	86	103	3,375	545	869	1,183	797	3,319	734	1,454	614
Tom Green	139	86,025	.0396	4,001	.0393	95	96	18,650	4,740	10,957	4,714	4,514	17,907	6,743	5,868	2,811
▲San Angelo		82,037	.0379		.0365	97	101	18,187	4,327	10,817	4,714	3,934	17,862	6,427	5,830	2,754
Travis	13	238,918	.1105	4,029	.1087	91	93	51,932	17,866	24,677	21,878	13,322	41,939	18,715	19,582	9,219
▲Austin		234,168	.1083		.1041	93	97	50,677	16,828	23,879	21,772	13,211	41,896	18,098	19,010	9,091
Trinity		8,521	.0039	3,706	.0033	75	89	2,412	912	440	210	211	1,162	554	677	246
Tyler		11,042	.0051	3,944	.0047	77	84	2,370	450	1,120	198	201	3,219	1,245	289	243
Upshur		14,202	.0066	2,840	.0069	68	65	3,770	411	1,059	851	437	2,090	1,426	1,477	462
4Gladewater																
Upton		6,133	.0028	3,066	.0031	100	90	1,717	548	264	235	230	1,051	1,246	276	122
Uvalde	0	21,123	.0098	4,225	.0086	81	93	3,633	722	1,836	1,060	535	5,716	1,817	2,081	912
Uvalde		17,595	.0081		.0058	89	125	2,772	403	1,246	1,060	503	5,586	1,274	1,707	630
Val Verde	0	19,745	.0091	3,872	.0093	77	75	4,917	1,311	2,101	1,615	893	4,145	2,025	838	709
Del Rio		18,950	.0088		.0076	71	83	4,786	1,212	2,054	1,615	893	4,145	1,623	782	709
Van Zandt		17,967	.0083	3,208	.0080	78	81	5,141	677	1,215	396	373	5,405	1,694	1,414	537
Victoria		57,497	.0266	3,709	.0270	90	99	16,913	3,064	6,008	3,528	2,898	9,772	4,847	4,901	1,635
Victoria		54,398	.0252		.0238	95	100	15,502	2,640	5,799	3,497	2,874	9,772	4,474	4,277	1,616
Walker		15,241	.0071	3,844	.0074	89	86	3,820	842	1,806	772	500	2,683	2,170	1,065	516
Waller		11,753	.0054	3,791	.0057	84	79	2,037	721	1,219	344	199	1,979	1,301	1,565	305
Ward		17,868	.0083	4,185	.0081	91	93	4,930	1,210	1,067	586	536	3,583	2,936	962	563
Monahans		14,852	.0069		.0059	104	121	4,043	836	933	586	718	3,472	2,367	804	411
Washington		18,150	.0084	3,490	.0075	77	86	4,734	1,099	1,842	724	939	2,467	983	1,969	601
Brenham		14,686	.0068		.0044	107	166	2,923	753	1,203	724	916	2,357	846	1,763	523
Webb	83	59,051	.0273	3,663	.0266	66	68	12,470	2,583	10,137	10,276	2,481	7,524	4,065	4,269	1,988
▲Laredo		57,982	.0268		.0250	66	70	12,246	2,438	10,053	10,276	2,447	7,524	4,005	4,269	1,913
Wharton		46,326	.0214	4,250	.0192	86	96	10,437	2,600	3,367	1,969	1,699	10,765	4,854	7,274	1,209
El Campo		16,123	.0075		.0060	105	132	3,343	1,106	681	724	619	3,300	1,497	3,089	696
Wharton		15,487	.0072		.0041	158	277	3,675	522	890	1,015	587	4,088	1,399	1,790	439
Wheeler		11,538	.0053	5,245	.0044	90	108	2,528	973	774	357	186	2,141	1,856	1,857	423
Wichita	176	178,385	.0812	4,940	.0748	100	109	32,580	8,967	22,056	9,965	7,453	43,730	12,660	10,680	7,192
Electra		9,814	.0045		.0034	106	141	1,988	308	154	430	367	3,296	799	646	197
▲Wichita Falls		140,158	.0648		.0598	107	116	25,747	7,938	20,997	9,264	6,470	30,793	9,767	8,061	6,405
Wilbarger		24,061	.0111	4,466	.0097	94	108	5,072	1,027	2,054	1,734	1,263	5,192	2,726	2,903	665
Vernon		21,270	.0098		.0083	99	117	4,371	915	1,805	1,735	1,167	5,042	2,059	2,802	615
Willacy		18,668	.0086	3,560	.0065	69	70	4,231	612	1,028	572	651	2,413	1,512	3,248	488
Raymondville		14,214	.0066		.0051	76	90	3,650	464	775	572	584	2,413	1,234	2,346	350
Williamson		36,998	.0171	3,394	.0165	78	81	8,624	2,274	2,379	872	1,064	8,695	3,756	4,460	1,179
Taylor		16,410	.0076		.0058	89	117	4,194	894	817	551	487	2,961	1,288	2,757	693
Wilson		11,310	.0053	3,427	.0062	68	69	2,648	698	922	416	65	2,581	1,048	1,355	335
Winkler		10,086	.0074	3,636	.0061	96	89	4,151	969	854	786	1,018	4,662	1,309	455	676
Kermit		14,035	.0065		.0073	100	90	3,440	767	819	706	859	4,589	1,336	455	552
Wise		16,804	.0078	3,575	.0072	82	89	3,005	790	831	424	444	3,997	2,440	1,878	804
Wood		18,199	.0084	3,568	.0077	86	88	3,727	753	1,465	558	557	5,168	1,653	1,656	407
Yoakum		8,448	.0039	4,693	.0037	93	98	2,132	385	637	211	446	2,174	994	578	275
Young		22,925	.0106	4,776	.0087	102	125	5,511	889	1,069	1,076	1,251	5,204	2,053	3,006	745
Graham		13,336	.0062		.0056	98	109	3,582	470	763	636	891	3,475	1,180	1,313	503
Zapata		794	.0004	960	.0011	90	18	255	104	88				128	102	
Zavala		6,520	.0030	2,606	.0039	57	43	2,119	384	299	476	329	941	500	1,062	218
Total Above Cities		8,809,051	4.0747		3.5918	101	115	1,921,328	466,097	1,292,879	569,566	441,129	1,874,118	614,123	604,117	312,803
State Total		11,456,306	5.2984	4,105	5.0443	92	96	2,000,252	608,477	1,471,070	843,170	514,414	2,360,668	910,078	900,168	402,674

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
△Abilene	132,257	.0611	5,067	.0615	103	122	25,572	6,142	17,912	9,086	7,253	33,275	10,676	9,885	4,141
Amarillo	240,795	.1114	4,885	.0966	112	125	39,629	13,681	29,393	20,706	11,665	57,937	18,560	16,840	9,232
Austin	238,918	.1105	4,029	.1087	91	93	51,932	17,566	24,677	21,878	13,322	41,939	18,715	19,582	9,219

4Gladewater is in Gregg and Upshur counties.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Look to AMARILLO-LAND

TEXAS' GOLDEN SPREAD

for the BRIGHT side of the ledger!

	1960	1950	GAIN
AMARILLO-LAND — (38-county market)			
Population	547,700	450,100	21.7%
Buying Income	$1,036,516,000	$514,189,000	101.6%
Retail Sales	$762,551,000	$399,703,000	90.8%
METROPOLITAN AMARILLO —			
Population	159,100	95,900	65.9%
Buying Income	$324,568,000	$123,549,000	162.7%
Retail Sales	$240,795,000	$114,183,000	110.9%

(Sales Management: 1950-1960)

The split-up "share of audience" offered by other media can't begin to compare with the market coverage of Amarillo's strong newspapers: 89.4% family coverage of Metropolitan Amarillo, approximately 50% coverage of the entire Amarillo-Land market!

TEXAS GOLDEN SPREAD

AMARILLO DAILY NEWS MORNING

AMARILLO GLOBE-TIMES EVENING

AMARILLO NEWS-GLOBE SUNDAY

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FORT WORTH, TEXAS

TEXAS

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

METRO AREAS (continued)	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beaumont-Port Arthur	384,999	.1642	3,884	.1667	94	93	93,539	18,553	40,791	22,780	17,118	65,815	29,283	24,803	12,638
△Brownsville-Harlingen-McAllen	281,314	.1301	3,133	.1412	66	61	63,566	14,173	31,792	25,134	12,322	48,656	19,097	29,239	8,610
Corpus Christi	253,986	.1175	3,814	.1228	88	84	64,188	13,985	33,915	13,299	12,349	50,989	17,771	19,966	8,249
Dallas	1,592,770	.7367	4,908	.6418	106	123	324,200	90,008	292,896	96,627	70,023	329,145	106,537	81,808	59,991
El Paso	355,601	.1645	4,062	.1696	92	89	75,609	20,094	58,288	26,473	24,184	77,934	17,719	19,223	11,106
Fort Worth	798,401	.3692	4,276	.3442	100	108	175,368	41,008	169,445	30,236	28,701	160,265	54,476	52,081	29,899
Galveston	157,729	.0729	4,229	.0691	98	103	48,369	13,139	15,728	8,127	8,063	21,272	12,926	10,159	7,365

63rd ... ranking U. S. Met. Market

LOWER RIO GRANDE VALLEY of TEXAS

CAMERON-HIDALGO-STARR-WILLACY COUNTIES

POPULATION 417,200

EFFECTIVE BUYING INCOME $434,465,000

REACH THIS MARKET WITH THESE RADIO & TV STATIONS

KGBT RADIO & TV
HARLINGEN
RADIO CBS 50 KW.
TV, CBS & ABC 100 KW.
Ch. 4 1000 Ft. Tower
REP. VENARD, RINTOUL & McCONNELL (TV)
SOUTHERN: CLARKE-BROWN (TV-AM)
RICHARD O'CONNELL (AM)

KBOR RADIO ABC 1 KW.
BROWNSVILLE
REP: HIL F. BEST CO.

KRIO RADIO IND. 1 KW.
McALLEN
REP: HEADLEY REED CO.

KRGV RADIO & TV
WESLACO
RADIO, NBC 5 KW.
TV, NBC & ABC, 100 KW. VIDEO
50 KW. AUDIO, 791 ft. TOWER
CHANNEL 5
REPRESENTED BY
PAUL H. RAYMER CO. INC.

TEXAS

METRO AREAS (continued)

RETAIL SALES— SM ESTIMATES, 1959

	Total Retail Sales ($000)	% of U. S.	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)	Other ($000)
Houston	1,626,062	.7520	4,487	.7082	104	111	398,048	93,946	225,007	99,976	84,029	314,553	122,412	103,025	81,370
Laredo	59,051	.0273	3,668	.0266	66	68	12,479	2,583	10,137	10,276	2,481	7,524	4,055	4,289	1,966
△Longview	111,434	.0515	4,887	.0424	104	128	24,442	5,712	10,773	7,443	6,210	21,613	7,739	6,946	3,579
Lubbock	247,559	.1145	5,021	.1028	105	117	44,097	10,865	33,100	15,674	14,275	55,162	17,421	32,406	7,543
△Midland	88,496	.0409	4,682	.0405	116	118	22,001	5,184	6,929	6,420	5,580	17,176	8,034	7,020	2,049
△Odessa	146,766	.0679	5,337	.0585	114	133	32,855	6,641	12,047	10,856	8,370	35,804	12,494	8,750	4,958
San Angelo	86,025	.0398	4,001	.0393	95	98	18,650	4,740	10,957	4,714	4,514	17,907	6,743	5,868	2,811
San Antonio	721,421	.3337	4,008	.3223	87	90	170,722	46,001	118,162	42,283	30,123	158,262	49,014	33,603	22,050
△Temple	88,436	.0409	3,216	.0509	83	67	19,799	4,954	10,406	4,513	4,548	21,312	8,378	6,836	2,568
△Texarkana	105,767	.0489	3,526	.0451	79	85	24,184	5,251	13,722	5,745	3,873	21,549	8,665	6,468	3,203
△Tyler	99,545	.0460	4,047	.0418	88	97	26,232	2,671	8,958	9,505	6,653	19,299	7,161	6,249	3,378
Waco	181,776	.0840	4,169	.0754	90	101	40,670	11,011	27,058	7,356	9,601	38,874	12,917	11,501	6,058
Wichita Falls	175,385	.0812	4,940	.0748	100	109	32,580	8,967	22,056	9,905	7,453	43,730	12,660	10,680	7,192
Total Above Areas	8,144,495	3.7667	4,337	3.5440	97	103	1,826,711	456,885	1,224,147	508,814	392,719	1,659,985	583,547	527,219	289,792

UTAH— (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming.)

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Map, page 351

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Cedar City	Iron	7.5	104	9	11	10	11	5	12	18	7	4
Logan	Cache	18.5	206	30	25	13	21	17	13	24	20	6
Murray	Salt Lake	14.3	134	17	21	8	7	15	10	25	9	4
Ogden	Weber	72.0	651	80	129	42	48	44	49	85	41	25
Price	Carbon	7.0	135	18	35	9	12	5	12	16	11	3
Provo	Utah	41.0	306	32	52	30	33	19	21	47	18	10
Salt Lake City	Salt Lake	226.5	2,145	350	413	172	132	175	145	314	105	77

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Beaver		4,711	.0022	4,711	.0021	88	92	693	466	647	189	103	558	939	485	149
Box Elder		26,633	.0123	4,386	.0115	87	93	5,735	1,979	1,370	965	764	6,377	2,809	3,475	804
Cache		35,737	.0165	4,061	.0158	87	91	8,190	1,527	4,655	1,511	1,386	6,166	3,257	4,748	881
Logan		28,893	.0134		.0106	102	129	4,438	1,407	4,552	1,472	1,317	6,085	2,177	2,821	585
Carbon		26,242	.0122	3,645	.0131	87	81	4,695	1,618	4,878	563	594	6,461	2,628	2,631	544
Price		17,883	.0083		.0050	128	213	2,589	936	2,344	482	291	6,321	1,188	2,165	422
Daggett		139		1,390	.0002	67				73						
Davis		44,611	.0206	2,823	.0272	80	60	15,287	2,320	2,240	954	2,291	9,215	4,446	4,314	1,966
Duchesne		7,395	.0035	4,350	.0031	76	85	1,123	348	1,470	34	198	1,041	707	1,673	240
Emery		3,080	.0014	1,925	.0023	64	39	574	364	734				1,068	197	73
Garfield		2,112	.0010	3,017	.0013	72	56	217	250	297	59		488	541	150	79
Grand		6,845	.0031	4,278	.0028	80	89	475	680	1,890	122		927	1,309	416	314
Iron		15,055	.0070	5,576	.0055	93	110	1,884	655	1,581	468	1,045	4,828	1,600	1,006	648
Cedar City		13,885	.0064		.0044	105	152	1,831	564	1,293	395	995	4,828	1,350	928	595
Juab		5,004	.0023	3,336	.0026	84	74	806	408	336	106	122	779	1,365	295	172
Kane		2,845	.0013	4,064	.0013	72	72	471	299	211	151	58	281	734	119	120
Millard		8,156	.0038	4,798	.0033	85	97	928	370	1,241	52	91	1,348	1,339	1,613	232
Morgan		2,695	.0012	3,850	.0013	81	75	521	120	465			975	235	190	118
Piute		405	.0002	2,025	.0004	57	29	92	33	49				196		
Rich		711	.0004	2,370	.0005	71	57	71	23	197				343		

Utah Population-Income data, pages 350-352
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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FOR THE MEANING OF

The solid and open Triangles, SM Trade-Mark, Bold Face Lines, Light Face Lines, Italic Lines in these tables, and for an explanation of the Maps . . .

See Page 67

*Plus 4 Million Tourists Annually



The 100%
POSTER TEST
Cities U.S.A.

*A BONUS of National coverage at local rates by Packer

UTAH

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Salt Lake	138	506,869	.2344	4,581	.2177	102	110	109,269	29,455	82,623	22,506	28,492	101,372	37,902	36,046	24,213
Murray		20,497	.0095		.0078	96	119	3,844	716	1,944	498	1,265	4,517	2,287	1,497	1,343
▲Salt Lake City		398,271	.1842		.1485	117	145	74,587	23,055	73,421	19,465	23,749	86,603	26,772	21,931	19,937
San Juan		6,545	.0030	3,636	.0035	63	54	1,332	585	1,342	128	125	1,015	922	675	180
Sanpete		8,753	.0041	3,128	.0044	76	71	1,985	595	1,145	297	209	1,245	778	1,481	366
Sevier		15,366	.0071	5,290	.0056	88	111	2,287	585	1,413	294	789	5,035	1,439	1,285	513
Summit		5,022	.0023	3,587	.0024	73	70	976	544	455	24	126	1,913	477	212	240
Tooele		13,051	.0084	2,664	.0090	97	62	3,364	1,006	933	614	625	3,579	1,949	629	659
Uintah		12,458	.0058	4,614	.0053	84	92	1,954	525	2,000	317	821	2,961	1,474	661	607
Utah	273	99,860	.0461	3,541	.0493	80	75	22,407	5,141	14,425	4,130	4,529	19,749	10,654	6,739	4,081
△Provo		52,312	.0242		.0214	93	106	9,469	2,474	9,369	3,550	3,180	11,912	3,640	3,298	2,100
Wasatch		5,625	.0026	4,327	.0024	80	87	909	587	732	111	52	991	724	869	165
Washington		10,956	.0051	3,652	.0048	75	80	1,919	695	1,302	379	544	1,998	1,538	728	292
Wayne		835	.0004	4,175	.0005	63	50	173	84	171		54		53	77	
Weber	112	126,515	.0586	4,055	.0582	96	96	29,278	7,564	14,971	9,274	8,003	19,523	9,138	11,881	5,597
▲Ogden		105,846	.0490		.0427	106	122	22,630	5,696	14,760	8,916	6,785	16,995	6,266	9,296	5,164
Total Above Cities		637,587	.2950		.2404	111	136	119,388	34,848	107,683	34,778	37,582	137,261	43,680	41,936	30,146
State Total		1,005,031	.4649	4,127	.4574	92	93	215,595	58,986	144,046	43,248	51,004	198,783	90,564	82,593	43,231

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959														
Ogden	126,515	.0586	4,055	.0582	96	96	29,278	7,564	14,971	9,274	8,003	19,523	9,138	11,881	5,597
△Provo	99,860	.0461	3,541	.0493	80	75	22,407	5,141	14,425	4,130	4,529	19,749	10,654	6,739	4,081
Salt Lake City	506,869	.2344	4,581	.2177	102	110	109,269	29,455	82,623	22,506	28,492	101,372	37,902	36,046	24,213
Total Above Areas	733,244	.3391	4,318	.3252	101	97	160,954	42,160	112,019	35,910	41,024	140,644	57,694	54,666	33,891

Utah Population-Income data, pages 350-352.
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Q. WHY WAS BURLINGTON, VERMONT, THE FIRST AND ONLY PLACE IN THE U.S.A. TO SELL HORIZON FOODS?



A. Because it was chosen by Horizon Foods (a division of General Foods), as the nation's only test market for these new products. The Burlington Free Press, testing more than 60,000 lines of advertising, was the only newspaper used in the U.S.A. The Free Press saturates this "Little New England" Test Area. Burlington is isolated from competing markets, has minimum penetration from outside papers, and is a self-contained economy in a wholesaling center with distributive outlets. The Burlington Free Press offers excellent coverage at realistic rates. It's easy to test in Burlington—less than two hours by air from New York City.

Represented by Johnson, Kent, Gavin, and Sinding, Inc.

The Burlington Free Press

Vermont's Largest Newspaper **Burlington, Vermont**

VERMONT—

(Other New England States: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 353 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Barre	Washington	11.3	162	29	13	18	21	10	14	21	6	6
Bennington	Bennington	10.2	142	27	18	9	13	12	12	14	10	3
Brattleboro	Windham	11.5	*	*	*	*	*	*	*	*	*	*
Burlington	Chittenden	37.2	487	106	54	58	44	37	26	47	24	14
Montpelier	Washington	9.4	129	26	21	7	16	8	8	9	9	5
Rutland	Rutland	18.3	271	49	40	30	20	20	18	23	17	7
St. Albans	Franklin	8.9	139	24	16	9	11	14	6	12	10	6
St. Johnsbury	Caledonia	9.3	109	12	10	7	14	8	14	18	4	4

RETAIL SALES—SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Addison		20,103	.0093	4,103	.0093	87	87	5,224	777	1,472	733	232	3,036	1,935	2,340	509
Bennington		31,097	.0144	4,202	.0137	100	105	8,680	1,769	2,232	1,464	1,133	5,558	2,288	2,493	661
Bennington		18,734	.0087		.0087	118	133	5,502	826	1,399	938	880	4,075	807	980	394
Caledonia		32,432	.0150	5,151	.0118	99	126	7,244	962	3,112	1,177	1,840	8,768	1,895	2,015	618
St. Johnsbury		15,472	.0072		.0056	108	138	2,385	434	1,453	873	1,513	5,843	937	459	267
Chittenden	203	100,310	.0464	5,364	.0397	101	117	23,955	5,235	18,522	5,288	4,025	15,336	6,201	5,999	2,045
△Burlington		68,627	.0317		.0242	116	152	14,294	3,856	12,873	4,936	3,708	10,887	3,772	3,357	1,719
Essex		3,480	.0016	2,320	.0024	80	53	1,714	124	294	14	109	219	229	321	37
Franklin		31,526	.0145	4,504	.0134	92	99	8,095	982	2,393	1,149	1,215	5,328	2,579	2,578	768
St. Albans		15,138	.0070		.0055	110	140	3,827	527	1,308	670	967	2,688	804	1,102	513
Grand Isle		2,866	.0013	3,809	.0014	88	81	940	203	246	14	109	132	211	166	
Lamoille		12,981	.0060	4,187	.0058	88	91	2,882	461	1,230	223	283	2,577	955	1,201	371
Orange		18,412	.0085	3,682	.0086	85	84	4,120	506	1,588	345	383	4,813	1,240	1,775	410
Orleans		25,064	.0116	4,476	.0104	90	100	6,237	625	3,454	989	489	4,492	1,707	2,359	531

Vermont Population-Income data, pages 352-353
SM Standard (▲) and Potential (△) Metropolitan County Areas.

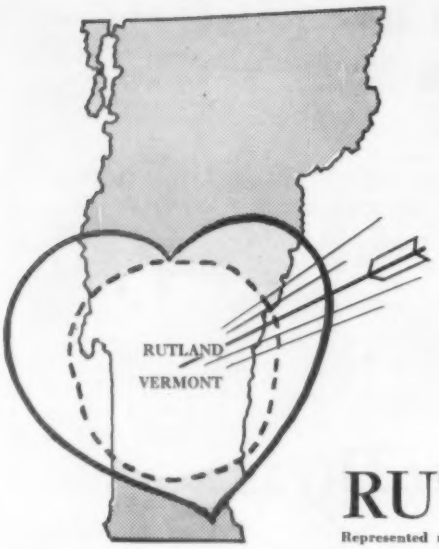
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YOUR PRODUCT CAN WIN

THE HEART OF VERMONT

WITH THE RUTLAND HERALD

Consumers in the Rutland Trading Area, the heart of Vermont, kept business throbbing last year to the extent of $130,093,000* in retail sales. What's more, this prosperous trading area is covered by *only one* newspaper, the progressive, award-winning Rutland Herald. That's why alert space buyers choose the Rutland Herald first, last and always. At a *very low* cost per thousand, your product can win the heart, and the dollars, of this key area. Check *today!*

**Sales Management Figures*

RUTLAND HERALD

Represented nationally by the Julius Mathews Special Agency

VERMONT		RETAIL SALES— SM ESTIMATES, 1959														
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Rutland		60,047	.0278	4,963	.0234	100	118	14,422	3,043	6,378	3,304	2,040	12,539	3,856	3,433	12,57
Rutland		37,906	.0175		.0121	119	172	8,755	1,900	5,094	2,713	1,421	8,335	2,143	1,177	754
Washington		53,910	.0249	4,647	.0231	100	107	14,025	2,388	5,533	2,783	2,778	10,989	3,482	3,101	1,236
Barre		20,340	.0094		.0075	119	149	4,815	673	3,012	1,248	1,037	4,344	1,135	1,132	352
Montpelier		15,554	.0072		.0062	117	136	3,710	896	879	946	545	3,458	967	908	549
Windham		41,413	.0192	4,706	.0172	101	112	10,695	1,559	3,917	1,965	1,288	7,593	1,923	3,510	875
Brattleboro		22,378	.0103		.0076	119	161	5,497	741	2,503	1,150	855	3,282	880	2,127	534
Windsor		42,467	.0196	3,932	.0201	98	96	10,737	1,970	3,058	1,577	1,326	8,104	3,680	3,023	1,067
Total Above Cities		214,149	.0990		.0754	116	153	48,785	9,853	28,512	13,474	10,926	42,913	11,454	11,242	5,062
State Total		475,928	.2201	4,598	.2003	98	106	118,970	20,604	53,427	21,025	17,248	89,484	32,181	34,314	10,385
METRO. AREAS		RETAIL SALES— SM ESTIMATES, 1959														
△Burlington		100,310	.0464	5,364	.0397	101	117	23,955	5,235	18,522	5,288	4,025	15,336	6,201	5,999	2,045
Total Above Area		100,310	.0464	5,364	.0337	101	117	23,955	5,235	18,522	5,288	4,025	15,336	6,201	5,999	2,045

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Vermont Population-Income data, pages 352-353
SM Standard (▲) and Potential (△) Metropolitan County Areas.

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IMPORTANT!

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The TIMES-ARGUS
TO BLANKET VERMONT'S
No. 1 FAMILY MARKET

In the past you needed to buy two papers—the Barre Daily Times and the Montpelier Evening Argus—to get full coverage in Barre, granite center of the world, Montpelier, capital of Vermont, and prosperous Washington County. Now the two papers have merged, so Vermont's largest evening daily is an even better buy than before! Use this easy, economical way to reach the people with the *money* and the *desire* to buy in Vermont's best family market.

#1 in Vermont in Average Household Buying Income!

Barre-Montpelier $7016* Vermont $5978*

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**Sales Management Figures*

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NATIONAL LIFE *Insurance Company*

MINNESOTA MINING AND MANUFACTURING CO

BRYANT CHUCKING GRINDER CO.

MAYPO MALTEX

These Firms help make *Vermont a Sweet Market*

BALANCED ECONOMY: 1/3 INDUSTRY + 1/3 AGRICULTURE + 1/3 RECREATION

Vermont communities have succeeded in attracting industry. The firms above are just a sampling of those which are helping boost Vermont's annual buying income to an all-time high of $618,689,000.* New industries, expanding local industries, agriculture and thriving year-round vacation dollars are all stimulating this market's growth. Vermont is easily and economically reached only by the Vermont Allied Dailies.

GET COMPLETE VERMONT COVERAGE THE EASY WAY WITH JUST

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- ORDER
- BILL
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A SIX NEWSPAPER GROUP THAT BLANKETS THE AREA WHERE 94.9% OF THE STATE'S BUYING INCOME ORIGINATES

* *Sales Management Figures*

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- CALEDONIAN RECORD
- BRATTLEBORO REFORMER
- RUTLAND HERALD
- BURLINGTON FREE PRESS
- TIMES-ARGUS

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TOP MARKET IN VIRGINIA

with a

BILLION DOLLARS IN BUYING POWER!

NORTHERN VIRGINIA

(Arlington and Fairfax Counties, Alexandria and Falls Church)

- ★ **540,000 people** (preliminary 1960 Census figures)
- ★ **$1.1 Billion Dollars Buying Power!** (equal to cities of Richmond and Norfolk combined!)
- ★ **$616,000,000 in Retail Sales** (58% more than Norfolk, 22% more than Richmond)
- ★ **Tops in Virginia** in per capita and per household buying power!

and here's **THE ONLY LOCAL PAPER THAT SERVES IT!**

One of the Fastest Growing Dailies in the U.S.

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National Representatives

VIRGINIA—

(Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, West Virginia.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 361

City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Alexandria	Arlington	93.0	664	129	147	37	66	34	43	73	35	25
Bristol	Washington	18.3	230	55	37	22	15	9	8	42	6	3
Charlottesville	Albemarle	30.5	149	30	13	48	3	3	10	23	6	2
Covington	Alleghany	12.2	173	30	34	18	11	13	11	24	7	5
Culpeper	Culpeper	3.0	81	10	13	3	8	10	8	8	6	5
Danville	Pittsylvania	50.6	590	151	98	39	35	46	38	82	24	21
Falls Church	Fairfax	12.6	213	31	31	19	26	19	10	32	16	7
Farmville	Prince Edward	4.8	98	12	16	11	5	6	9	11	10	2
Fredericksburg	Spotsylvania	14.6	259	44	32	17	26	16	14	32	17	7
Front Royal	Warren	9.0	160	29	25	14	15	8	12	23	4	5
Hampton	Newport News	83.5	541	109	122	32	46	33	30	81	23	20
Harrisonburg	Rockingham	12.5	218	34	33	14	19	15	22	29	6	7
Hopewell	Prince George	20.7	183	54	29	4	18	8	8	31	9	3
Lynchburg	Campbell	53.6	530	116	89	49	39	24	37	76	19	16
Marion	Smyth	7.7	103	20	18	9	10	6	9	13	7	1
Martinsville	Henry	21.2	272	52	49	15	25	21	20	37	13	7
Newport News	Newport News	110.0	884	198	185	62	71	68	48	115	25	33
Norfolk	Norfolk	338.5	2,352	488	482	156	222	167	111	241	92	86
Petersburg	Dinwiddie	37.1	438	112	68	28	47	26	26	51	18	14
Portsmouth	Norfolk	119.0	795	210	140	53	62	51	48	83	21	23
Pulaski	Pulaski	12.5	172	32	25	14	22	15	13	11	16	5
Richmond	Henrico	242.2	2,906	573	625	255	218	161	114	379	102	99
Roanoke	Roanoke	105.5	1,072	222	194	108	74	62	66	148	50	28
Salem	Roanoke	15.5	120	25	16	8	9	4	14	23	4	3
South Boston	Halifax	6.7	121	21	11	8	16	9	13	12	10	4
South Norfolk	Norfolk	24.1	156	51	32	12	2	5	9	20	5	5
Staunton	Augusta	25.5	273	33	48	21	31	22	20	44	12	10
Suffolk	Nansemond	12.4	274	78	24	29	30	19	16	25	10	8
Virginia Beach	Princess Anne	8.4	191	25	56	5	29	12	10	24	8	8
Waynesboro	Augusta	16.7	189	28	33	15	17	15	15	27	10	5
Williamsburg	James City	6.8	105	11	28	9	7	6	6	17	4	3
Winchester	Frederick	15.9	337	65	61	29	32	13	26	39	14	9
Wytheville	Wythe	6.2	88	15	11	8	11	1	8	12	6	4

VIRGINIA — RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Accomac		24,321	.0112	2,587	.0129	71	62	7,428	886	1,941	931	1,343	2,140	2,274	2,783	742
1Albermarle		84,709	.0392	5,367	.0330	94	111	22,560	6,249	10,434	5,196	3,653	12,678	5,222	9,482	2,411
Charlottesville		71,592	.0331		.0314	125	194	17,783	5,419	9,090	5,091	3,507	11,571	3,875	7,161	2,411
2Alleghany		32,500	.0150	4,710	.0134	69	100	7,850	1,612	4,295	1,424	2,258	6,684	2,874	1,734	994
Covington		20,200	.0093		.0071	104	137	5,047	655	2,725	862	983	5,059	1,514	1,295	554
Amelia		3,029	.0014	1,893	.0024	55	32	402	191	372		146	570	306	373	98
Amherst	93	10,829	.0049	1,660	.0060	57	35	3,319	933	539	108	139	2,312	1,563	615	239
Appomattox		6,429	.0030	3,215	.0034	65	58	892	140	466	202	51	2,336	791	1,229	231
3Arlington	171	411,780	.1904	5,173	.1886	125	126	91,660	30,651	66,331	20,089	22,238	87,775	24,994	17,258	21,181
Alexandria		147,798	.0684		.0637	123	132	42,728	7,927	13,573	8,898	8,047	34,371	9,111	6,512	7,390
4Augusta		78,567	.0363	4,179	.0351	84	86	16,346	4,465	8,509	3,545	3,266	16,984	6,956	5,394	2,463
Staunton		34,471	.0159		.0133	93	111	7,248	1,618	4,396	2,479	2,001	6,287	2,649	2,487	1,407
Waynesboro		30,413	.0141		.0102	100	152	6,587	1,794	2,979	1,066	933	9,016	1,889	2,008	987
Bath		4,182	.0020	2,614	.0024	69	57	520	448	604	290	103	621	454		201
Bedford		17,229	.0079	2,101	.0117	63	42	4,222	776	1,681	589	502	3,680	1,549	1,810	498

1 Albermarle County combined with the independent city of Charlottesville.
2 Alleghany County combined with the independent city of Clifton Forge.
3 Arlington County combined with the independent city of Alexandria.
4 Augusta County combined with the independent city of Staunton and Waynesboro.

Virginia Population-Income data, pages 354-361.
SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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LYNCHBURG MARKET GROWS AND GROWS!

- **POPULATION:** (1958-103,900) . . . **1960 - 111,100!**
- **EFFECTIVE BUYING INCOME:** (1958-$136,555,000) . . . **1960 - $152,450,000!**
- **RETAIL SALES:** (1958-$109,698,000) . . . **1960 - $119,360,000!**
- **FOOD:** (1958-$25,051,000) . . . **1960 - $27,802,000!**
- **DRUG:** (1958-$3,918,000) . . . **1960 - $4,984,000!**
- **AUTO:** (1958-$20,322,000) . . . **1960 - $22,784,000!**
- **GENERAL MDSE:** (1958-$16,012,000) . . . **1960 - $17,955,000!**

THE NEWS — Published by the Lynchburg News Inc.

THE DAILY ADVANCE — Published by the Lynchburg Daily Advance Inc.

LYNCHBURG VIRGINIA

Nationally Represented by Ward-Griffith Co., Inc.

VIRGINIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Bland		2,746	.0013	1,831	.0021	55	34	1,047	79	448			933	183	45	
Botetourt		9,297	.0043	2,021	.0066	62	40	1,880	450	987	88	344	2,119	1,936	572	180
Brunswick		11,417	.0053	2,718	.0069	61	46	1,437	322	4,087	535	157	2,175	457	1,160	264
Buchanan		26,192	.0121	3,274	.0133	59	54	5,754	1,089	3,489	1,148	1,017	7,585	2,308	401	448
Buckingham		6,240	.0029	2,496	.0039	60	45	1,389	590	1,375	67	38	672	962	489	54
5Campbell	93	108,831	.0503	4,794	.0439	91	104	24,483	5,792	17,417	6,361	5,447	20,472	8,427	5,622	4,745
△Lynchburg		88,155	.0408		.0314	105	136	19,555	4,343	15,134	5,506	4,754	16,585	6,378	3,337	4,002
Caroline		8,675	.0040	2,892	.0047	53	53	2,064	882	1,090	83	245	1,366	2,065	205	34
6Carroll		22,795	.0106	2,885	.0117	64	58	4,363	925	3,116	1,974	1,313	6,143	1,932	1,725	378
Charlotte		7,118	.0033	1,977	.0047	54	38	1,173	368	1,615	131	82	1,696	1,197	218	123
Charles City		1,024	.0004	931	.0015	48	13	428	91	366				81		
Chesterfield	130	29,417	.0136	1,560	.0307	72	32	8,615	1,816	3,928	455	798	5,842	3,151	1,250	897
Clarke		6,529	.0031	3,109	.0033	73	69	1,572	531	879	140	101	696	841	168	371
Craig		2,519	.0011	3,149	.0013	68	58	392	191	465		114	813	216	189	57
Culpeper		19,496	.0090	5,908	.0066	96	117	3,252	503	1,681	668	980	4,367	1,111	1,764	703
Culpeper		16,245	.0075		.0034	200	441	2,730	348	1,145	666	970	4,283	701	1,407	703
Cumberland		4,245	.0020	2,358	.0027	59	43	938	47	1,194	148	89		295	298	293
Dickenson		11,036	.0051	2,207	.0074	56	38	2,334	444	2,589	126	614	3,101	662	607	64

5 Campbell County combined with the independent city of Lynchburg.
6 Carroll County combined with independent city of Galax.

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SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.

WAYNESBORO IS **TOPS** IN OUR SECTION OF THE SHENANDOAH **VALLEY**

• WHERE INDUSTRY PROSPERS • BUSINESS PROSPERS • PEOPLE ENJOY LIVING



EFFECTIVE BUYING INCOME IN WAYNESBORO, VA. **$5,933** PER HOUSEHOLD

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VIRGINIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
7Dinwiddie	269	66,264	.0307	4,767	.0276	87	97	15,785	3,097	8,794	5,767	2,910	11,371	4,680	5,337	2,543
△*Petersburg-Hopewell-Colonial Heights*		*35,144*	*.0394*		*.0336*	*93*	*109*	*21,293*	*4,032*	*8,547*	*7,851*	*4,729*	*14,246*	*6,632*	*6,455*	*3,263*
△Petersburg		57,193	.0265		.0203	98	127	11,729	2,682	7,246	5,614	2,910	10,999	3,422	4,611	2,452
Essex		8,902	.0041	4,946	.0033	79	98	1,590	227	1,031	239	207	1,524	885	2,241	323
9Fairfax	171	204,287	.0945	3,243	.1256	96	72	63,832	10,248	19,962	15,096	6,786	25,085	24,029	13,627	11,920
Falls Church		64,969	.0300		.0148	208	423	22,197	3,196	2,929	7,478	4,357	7,633	5,252	3,960	4,362
Fauquier		20,396	.0094	3,515	.0098	74	71	4,800	1,200	1,769	643	141	3,172	1,398	3,504	542
Floyd		5,688	.0026	2,188	.0038	60	41	932	292	1,217	73	84	1,937	574	87	193
Fluvanna		2,490	.0012	1,383	.0023	58	30	418	336	551		51	515	515	21	43
Franklin		17,179	.0079	2,643	.0095	61	50	4,400	975	2,467	361	215	3,215	1,715	1,224	403
10Frederick		81,413	.0238	4,992	.0191	91	113	11,182	3,057	7,615	2,895	1,295	8,864	4,029	4,650	1,685
Winchester		43,939	.0203		.0118	133	228	9,146	1,989	7,159	2,844	1,275	7,960	2,875	3,998	1,605
Giles		14,431	.0067	3,280	.0077	73	64	3,737	666	1,145	581	751	3,152	1,335	1,215	660
Gloucester		8,533	.0039	2,753	.0043	67	61	2,398	282	881	232	388	1,336	936	954	332
Goochland		2,467	.0011	1,371	.0027	51	21	451	102	568			370	542	271	81
Grayson		6,621	.0031	1,576	.0056	62	34	1,748	340	556	92	460	1,295	632	1,282	68
Greene		1,043	.0005	948	.0014	50	18	86	144	379		48	132	95		65
Greensville		14,494	.0067	3,814	.0085	69	71	3,283	793	1,983	818	964	1,939	1,542	1,088	405
Halifax		24,806	.0115	2,611	.0144	61	49	4,539	533	4,558	1,339	1,246	4,869	2,221	2,481	879
South Boston		14,537	.0067		.0042	114	181	2,712	131	2,320	1,327	1,066	3,674	502	963	314
Hanover		19,543	.0090	2,641	.0121	69	81	4,749	1,550	1,828	35	291	3,236	3,595	1,637	452
11Henrico	130	562,357	.2601	5,901	.2111	111	136	119,554	35,714	112,007	30,738	25,348	96,954	35,292	20,733	23,840
▲Richmond		504,611	.2334		.1697	125	172	93,532	32,975	108,433	29,709	23,245	90,995	30,448	18,193	20,450
12Henry		52,806	.0244	3,772	.0255	78	75	11,843	3,045	6,967	3,072	3,601	11,835	4,690	1,974	1,700
Martinsville		33,372	.0154		.0119	100	129	4,398	1,267	5,543	2,652	2,342	8,852	2,694	1,034	1,263
Highland		1,223	.0006	1,529	.0011	50	27	158	40	264		41	139	541		
Isle of Wight		12,143	.0056	2,962	.0068	99	57	2,940	499	1,209	245	208	2,885	1,212	1,774	270
13James City		21,110	.0098	6,587	.0083	82	97	5,874	2,584	1,125	804	1,137	3,487	1,965	679	455
Williamsburg		17,379	.0080		.0052	106	163	4,890	1,534	1,954	804	974	3,217	1,152	557	455
King and Queen		2,963	.0013	1,975	.0023	58	33	230		775	53		1,466	128	295	
King George		3,332	.0016	1,960	.0027	71	42	1,781	82	86			628	513	149	52
King William		9,322	.0043	4,906	.0035	80	98	2,480	207	840	79	322	2,498	671	1,118	290
Lancaster		10,389	.0048	4,156	.0041	79	92	3,310	152	1,934	569	276	2,207	755	429	297
Lee		12,924	.0060	2,051	.0067	55	38	3,167	488	2,017	538	347	2,375	1,440	1,353	297
Loudoun		23,582	.0109	3,966	.0108	76	77	5,540	582	1,401	938	342	4,075	2,488	3,756	811
Louisa		8,834	.0041	2,761	.0046	62	55	2,671	134	996	304	289	1,619	566	582	237
Lunenburg		7,228	.0033	2,332	.0049	67	46	1,162	231	876	409	286	1,049	695	626	294
Madison		3,794	.0018	1,807	.0028	56	36	494	82	1,162	54	200	708	465	80	107
Mathews		6,597	.0025	2,799	.0028	68	61	1,419	164	940	105	349	1,270	566		264
Mecklenburg		27,561	.0128	3,723	.0130	72	71	5,097	1,523	3,527	1,227	777	6,815	3,185	2,109	801
Middlesex		4,674	.0021	2,597	.0025	68	55	1,101	345	750	49	235	605	559	488	127
14Montgomery		41,127	.0191	4,032	.0195	82	81	8,537	1,817	4,068	1,209	2,220	10,006	4,823	2,826	1,320

7 Dinwiddie County combined with the indepedent city of Petersburg.
9 Fairfax County combined with the independent city of Falls Church.
10 Frederick County combined with the independent city of Winchester.
11 Henrico County combined with the independent city of Richmond.
12 Henry County combined with the independent city of Martinsville.
13 James City County combined with the independent city of Williamsburg.
14 Montgomery County combined with the independent city of Radford.

Virginia Population-Income data, pages 354-361
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.

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THE MAJOR NEWSPAPER MARKETS OF VIRGINIA



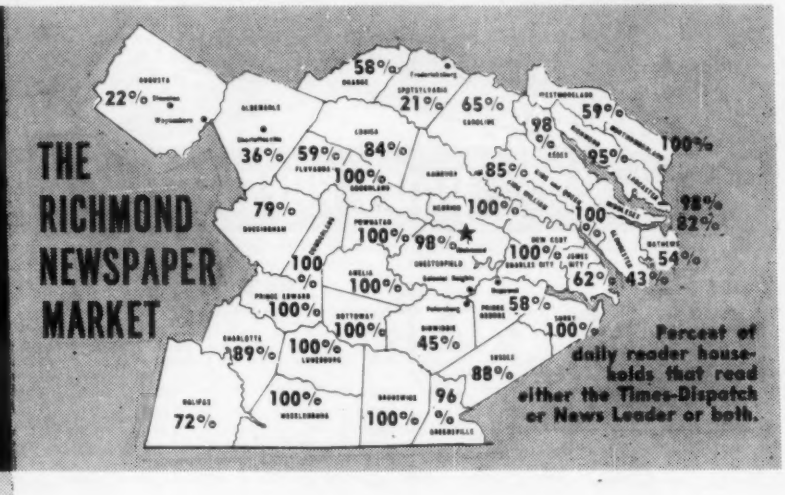
Here is one of the most remarkable newspaper coverage patterns in the nation.

In their two-county metropolitan area, the Richmond Times-Dispatch and News Leader circulate 151 copies per 100 households every day: a precise index of exceptional reader demand.

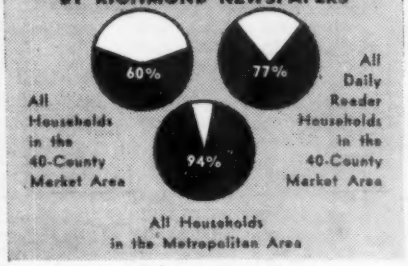
In their forty-county market area as a whole, of all households that read any daily newspaper, four out of five read either the Times-Dispatch or the News Leader or both.

To achieve and maintain coverage of this type, newspapers must be outstanding in quality, character and influence: the qualitative elements that multiply the power of advertising.

Available separately or in any combination, at low milline rates, the Richmond Times-Dispatch and News Leader deliver your advertising message—with distinction—to the 37th largest newspaper market in the nation.



UNDUPLICATED DAILY COVERAGE BY RICHMOND NEWSPAPERS

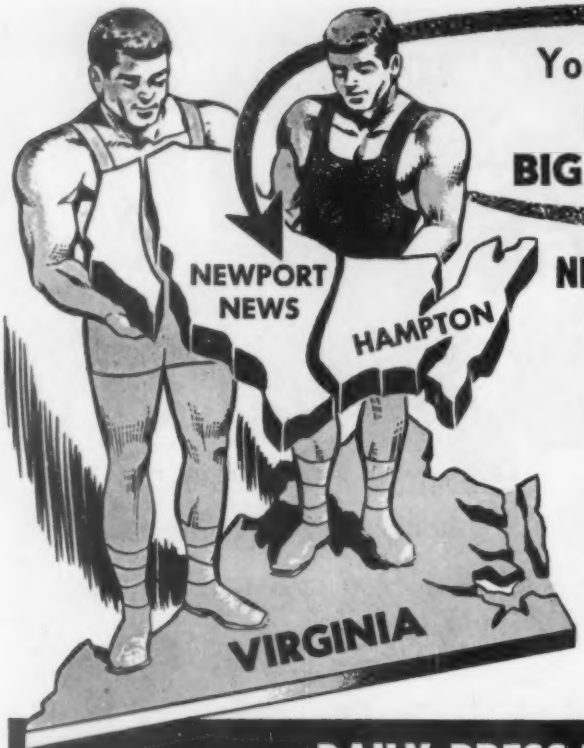


Market areas based on 20 percent or more household coverage by combined dailies as reported in Newspaper Circulation by Counties, December, 1959, by Wilmotte Research Tabulating, Inc. Six counties in North Carolina, covered by Norfolk Newspapers, with approximately 85,000 population, 21,000 households, and $69,000,000 retail sales, are not included in Virginia totals shown above. New car registration for 1959 as reported by Automotive Trade Association of Virginia. Liquor store data for 1959 from Virginia ABC Board. All other data from 1960 Survey of Buying Power by Sales Management, Inc.

POPULATION AND BUYING POWER

Subject	Unit	Market Served by: Richmond Newspapers	Norfolk Newspapers	Roanoke Newspapers	Newport Newspapers	Virginia Total	Market as a percent of Virginia: Richmond	Norfolk	Roanoke	Newport News
Counties	No.	40	6	14	4	98	40.8%	6.1%	14.3%	4.1%
Population	(000)	1,121	702	474	252	4,024	27.9	17.4	11.8	6.3
Households	(000)	282	194	120	65	1,048	27.1	18.6	11.5	6.2
Income	($000)	1,645,367	1,210,446	657,554	410,555	6,237,413	26.4	19.4	10.5	6.6
Retail Sales	($000)	1,209,647	682,925	440,742	258,487	4,011,648	30.2	17.0	11.0	6.4
Food stores	($000)	270,445	175,810	101,136	64,538	953,599	28.4	18.4	10.6	6.8
Eating & drinking	($000)	72,449	44,114	24,565	15,322	238,063	30.4	18.5	10.3	6.4
Gen. mdse stores	($000)	196,825	88,412	59,245	31,358	565,935	34.7	15.6	10.5	5.5
Apparel stores	($000)	58,850	51,012	21,998	15,624	218,784	26.9	23.3	10.0	7.1
Furn., hsld., appl.	($000)	50,394	39,715	21,484	19,570	193,212	26.1	20.6	11.1	10.1
Automotive stores	($000)	218,238	112,282	85,824	51,844	736,749	29.6	15.2	11.6	7.0
Gas stations	($000)	195,522	44,295	39,519	20,971	324,852	29.4	13.6	12.2	6.5
Lumber, bldg., hdwre.	($000)	72,895	34,792	31,212	9,355	237,894	30.6	14.6	13.1	3.9
Drug stores	($000)	43,041	23,970	14,898	8,799	148,509	29.0	16.1	10.0	5.9
State liquor stores	No.	61	26	15	10	159	38.4	16.4	9.4	6.3
Gallon sales of spirits	(000)	2,043	1,149	579	432	6,014	34.0	19.1	9.8	7.2
New car registrations	No.	32,548	20,130	11,240	8,613	120,907	26.9	16.6	9.3	7.1

RICHMOND TIMES-DISPATCH and THE RICHMOND NEWS LEADER



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BIG PENINSULA MARKET

NEWPORT NEWS and HAMPTON . . .

3rd LARGEST METROPOLITAN MARKET IN VIRGINIA

Sales going UP . . . UP . . . UP in this giant Newport News-Hampton-York County metropolitan market. It is a trading area of 264,000 ready-to-purchase people. This is a newspaper market exclusively by Newport News' two Newspapers.

Write today for complete factual information of this tremendous Market.
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VIRGINIA

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
15Nansemond		43,778	.0202	4,169	.0181	78	87	9,881	2,029	6,388	4,005	2,341	6,133	3,758	3,785	1,360
Suffolk		32,318	.0149		.0089	129	216	7,068	769	4,856	3,953	2,276	5,533	1,686	1,197	1,256
Nelson		5,053	.0023	1,830	.0040	53	31	1,773	331	1,227			950	512	75	40
New Kent		2,920	.0014	2,665	.0017	68	56	247	383	460			1,226	443	109	
Newport News	109	214,728	.0993	4,235	.1020	94	92	53,190	11,582	26,962	14,364	17,501	43,279	16,060	6,992	7,499
▲Hampton		74,561	.0345		.0418	90	74	22,724	4,374	4,317	3,327	4,028	17,889	6,474	3,445	2,736
▲Newport News-Hampton		*314,788*	*.0998*		*.1080*	*94*	*92*	*53,190*	*11,582*	*26,962*	*14,364*	*17,501*	*43,279*	*16,060*	*6,992*	*7,499*
16▲Newport News		140,165	.0648		.0601	98	105	30,466	7,217	22,645	11,036	13,472	25,390	9,586	3,547	4,763
17Norfolk	111	544,823	.2520	3,610	.2809	94	85	142,531	35,882	74,901	43,277	33,537	89,640	31,523	22,163	19,345
▲Norfolk-Portsmouth-South Norfolk		*527,790*	*.2442*		*.2666*	*99*	*91*	*135,258*	*34,567*	*74,031*	*43,210*	*33,260*	*88,638*	*28,866*	*21,106*	*17,829*
16▲Norfolk		390,854	.1808		.1930	103	95	94,894	27,373	59,207	32,890	26,066	63,741	20,180	15,477	13,493
▲Portsmouth		115,548	.0535		.0603	91	80	32,265	6,229	14,485	10,216	6,722	18,495	7,350	4,808	3,621
South Norfolk		21,388	.0099		.0113	84	73	8,093	965	339	104	472	6,402	1,336	821	715
Northampton		17,488	.0081	3,639	.0074	73	79	5,274	515	1,594	857	394	1,875	1,353	570	758
Northumberland		6,143	.0029	2,560	.0035	67	58	1,688	218	826	24		1,271	793	110	181
Nottoway		14,363	.0066	4,224	.0062	82	87	3,161	458	964	823	508	3,545	1,161	1,016	557
Orange		15,950	.0074	4,691	.0064	82	95	3,579	492	1,599	198	807	3,670	1,050	1,770	440
Page		13,980	.0064	3,495	.0063	72	74	3,012	1,287	1,478	240	706	3,548	1,377	484	353
Patrick		6,851	.0031	1,780	.0052	57	34	1,050	909	2,064	52	184	1,366	555	349	305
18Pittsylvania	212	87,246	.0404	3,040	.0472	76	64	21,214	5,509	18,705	4,581	3,403	14,754	6,834	5,144	2,444
△Danville		69,863	.0323		.0277	98	114	15,637	3,494	13,601	4,152	3,100	12,992	4,947	3,657	2,354
Powhatan		2,897	.0013	2,634	.0018	60	43	502	46	415		50	1,262	216	201	106
Prince Edward		16,695	.0077	4,281	.0072	80	86	2,878	1,051	2,863	669	538	2,500	1,488	1,910	776
Farmville		13,395	.0062		.0036	133	230	2,234	683	1,960	669	538	2,033	653	1,638	776
19Prince George	289	32,831	.0152	2,312	.0260	81	47	10,719	2,073	1,838	1,620	1,983	3,649	4,357	2,422	816
△Hopewell		20,295	.0094		.0093	80	81	6,722	860	1,083	1,413	1,048	2,975	1,611	1,523	473
See Petersburg-Hopewell-Colonial Heights																

15 Nansemond County combined with the independent city of Suffolk.
16 For explanation of the unique marketing problems of the Norfolk-Portsmouth and Newport News-Hampton areas, see special reference to these areas in introduction to Metropolitan Areas in Section 5, starting on page 711.
17 Norfolk County combined with the independent cities of Norfolk, Portsmouth, and South Norfolk.
18 Pittsylvania County combined with the independent city of Danville.
19 Prince George County combined with the independent cities of Hopewell and Colonial Heights.

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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VIRGINIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
20Princess Anne	111	44,370	.0205	2,595	.0315	87	56	11,395	4,643	1,697	2,088	2,112	7,948	4,038	4,890	1,601
Virginia Beach		26,383	.0122		.0071	151	260	5,788	2,671	973	1,882	1,153	6,711	1,899	1,623	1,044
Prince William		35,850	.0166	3,897	.0189	88	77	8,042	2,001	2,353	1,780	1,219	6,507	4,838	3,721	1,882
Pulaski		22,989	.0106	3,065	.0120	72	64	5,652	1,539	1,719	1,305	861	4,154	2,056	2,209	766
Pulaski		17,173	.0079		.0065	93	113	4,196	631	1,304	1,271	689	3,667	772	2,119	617
Rappahannock		2,896	.0013	1,931	.0020	53	34	985	174	374			144	153	520	52
Richmond		10,003	.0047	5,265	.0035	80	107	1,768	490	827	49	251	3,809	717	687	197
21Roanoke	131	204,666	.0946	4,673	.0881	98	106	44,998	11,874	32,658	14,169	11,372	36,595	14,267	12,264	7,417
▲Roanoke		162,330	.0751		.0638	108	127	32,452	8,371	27,061	12,800	10,862	28,052	10,155	9,861	6,258
Salem		23,365	.0108		.0091	105	124	4,676	870	3,987	710	356	6,760	2,262	1,242	660
22Rockbridge		25,172	.0117	3,269	.0137	77	65	6,140	1,966	3,230	604	913	4,487	2,718	1,678	826
23Rockingham		57,319	.0265	4,124	.0251	83	87	8,275	2,835	5,265	3,078	2,949	12,122	5,429	3,666	1,842
Harrisonburg		32,819	.0152		.0093	133	217	4,769	1,344	3,516	2,820	2,066	7,486	2,421	1,913	1,139
Russell		12,954	.0060	2,233	.0083	57	41	2,803	576	2,458	324	409	2,853	1,249	980	470
Scott		13,599	.0062	1,838	.0099	57	36	3,256	875	1,825	375	690	1,119	2,244	877	316
Shenandoah		22,518	.0105	3,753	.0096	76	83	4,873	852	3,661	184	555	4,617	2,305	2,349	613
Smyth		23,627	.0109	3,328	.0116	68	82	6,999	1,136	2,204	1,163	985	4,112	2,714	2,640	481
Marion		11,438	.0053		.0039	91	123	3,136	551	1,066	847	539	2,227	1,001	1,271	317
Southampton		20,343	.0094	3,179	.0102	67	61	4,789	546	2,623	540	1,123	3,801	2,411	1,610	636
24Spotsylvania		44,794	.0207	5,973	.0170	104	126	9,673	2,615	6,593	2,285	2,525	8,815	2,925	3,841	1,013
Fredericksburg		41,516	.0192		.0113	138	234	8,623	1,883	6,055	2,285	2,525	8,800	2,201	3,629	1,013
Stafford		5,722	.0027	1,300	.0059	63	29	2,121	474	604		111	204	1,711	115	55
Surry		3,002	.0013	2,001	.0022	61	36	667	35	546		57	151	313	348	120
Sussex		9,490	.0044	3,515	.0045	64	63	1,944	433	1,260	307	280	2,004	894	882	296

20 Princess Anne County combined with the independent city of Virginia Beach.
21 Roanoke County combined with the independent city of Roanoke.
22 Rockbridge County combined with the independent city of Buena Vista.
23 Rockingham County combined with the independent city of Harrisonburg.
24 Spotsylvania County combined with the independent city of Fredericksburg.

SM Standard (▲) and Potential (△) Metropolitan County Areas.

Virginia Population-Income data, pages 354-361
Before using these figures see page 464.

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VIRGINIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drug ($000)
Tazewell		43,197	.0200	3,892	.0197	72	73	14,577	1,351	3,842	1,024	1,548	8,613	3,111	1,878	1,3[illegible]
Bluefield (Va.)-																
Bluefield (W. Va.)		*38,589*	*.0178*		*.0153*	*101*	*118*	*7,989*	*1,316*	*6,357*	*3,431*	*2,848*	*7,214*	*1,961*	*799*	*1,9[illegible]*
Warren		18,232	.0084	4,558	.0076	87	97	5,884	1,054	1,594	793	1,095	3,292	1,548	482	5[illegible]
Front Royal		16,936	.0078		.0055	110	156	5,330	913	1,472	793	1,000	3,118	1,462	388	5[illegible]
25Washington	200	50,416	.0234	3,939	.0226	74	76	10,566	2,868	4,808	2,211	2,583	9,065	6,054	6,938	9[illegible]
△*Bristol (Va.)-*																
Bristol (Tenn.)		*69,034*	*.0319*		*.0218*	*110*	*160*	*13,746*	*2,684*	*13,246*	*4,832*	*4,510*	*15,664*	*4,919*	*3,967*	*2,7[illegible]*
△Bristol		24,659	.0114		.0091	89	112	4,854	1,698	3,216	1,614	2,160	4,839	2,842	1,889	37[illegible]
Westmoreland		8,505	.0039	3,038	.0042	68	63	2,376	1,159	1,380	148	51	1,423	375	883	233
26Wise		49,816	.0230	4,117	.0209	71	78	13,423	2,450	4,842	2,518	2,622	11,176	4,886	2,388	1,363
Wythe		17,701	.0082	3,340	.0083	68	67	3,379	922	2,343	351	305	3,581	2,110	1,482	1,124
Wytheville		12,660	.0059		.0037	106	169	2,575	522	1,547	350	83	3,396	788	771	1,025
York	109	8,519	.0040	1,495	.0083	67	33	1,657	700	450	119	197	2,472	1,444	730	249
Total Above Cities		2,392,540	1.1065		.9357	108	127	546,784	137,296	357,315	168,128	136,519	451,008	152,088	118,340	91,519
State Total		4,011,648	1.8553	3,859	1.9424	86	82	953,599	238,063	565,935	218,784	193,212	736,749	324,852	237,894	148,509

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
△Bristol-Johnson City-Kingsport	286,365	.1326	4,079	.1265	82	86	66,279	10,877	37,673	15,751	19,677	58,722	23,340	30,955	8,371
△Danville	87,248	.0404	3,040	.0472	75	64	21,214	5,509	16,705	4,591	3,403	14,754	6,834	5,144	2,444
Lynchburg	119,360	.0552	4,218	.0519	83	89	27,802	6,725	17,955	6,469	5,586	22,784	9,990	6,237	4,984
Newport News-Hampton	223,247	.1033	3,958	.1103	91	86	54,847	12,292	27,412	14,483	17,698	45,751	17,504	7,722	7,748
Norfolk-Portsmouth	589,193	.2725	3,567	.3124	94	82	153,926	40,535	78,598	45,365	35,649	97,588	35,561	27,053	20,946
△Petersburg-Hopewell	99,095	.0459	3,827	.0636	84	72	26,504	5,170	10,632	7,387	4,863	15,020	9,037	7,789	3,359
Richmond	591,774	.2737	5,200	.2418	104	117	128,169	37,530	115,935	31,193	26,144	102,798	39,443	21,983	24,737
Roanoke	204,868	.0948	4,673	.0881	98	106	44,998	11,874	32,858	14,169	11,372	36,595	14,267	12,284	7,417
Total Above Areas	2,200,946	1.0182	4,096	1.0318	92	91	523,739	130,512	335,773	139,408	124,422	394,010	155,974	119,117	80,006

25 Washington County combined with the independent city of Bristol.
26 Wise County combined with the independent city of Norton.
Virginia Population-Income data, pages 354-361

SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures see page 464.

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Sales Management's Up-to-Date

1960 COUNTY OUTLINE RETAIL SALES MAP OF THE 50 UNITED STATES

Includes Alaska and Hawaii (also Canadian Markets)

Shows at a glance comparative Retail Sales Strength of every county . . . 27" x 41" . . . in 8 colors

1. All Metropolitan County Areas clearly defined.
2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
3. Differences in retail sales volume indicated by 7 different County color shadings . . .
   - —for counties with $500 million or more.
   - —for counties with $250 million to $500 million.
   - —for counties with $100 million to $250 million.
   - —for counties with $50 million to $100 million.
   - —for counties with $25 million to $50 million.
   - —for counties with $10 million to $25 million.
   - —for counties under $10 million.
4. 1750 cities with retail sales of $20 million or more.
5. City populations indicated—(as of January 1, 1960).
6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
7. Special markings indicate counties whose family sales exceed family average.

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SALES MANAGEMENT, 630 Third Avenue, New York 17, N. Y.

WASHINGTON— (Other Pacific States: California, Oregon.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 364 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Aberdeen	Grays Harbor	20.4	283	43	73	24	19	12	20	34	10	8
Auburn	King	11.4	168	16	35	17	15	10	12	21	12	6
Bellingham	Whatcom	36.9	473	80	91	34	37	25	32	69	19	19
Bremerton	Kitsap	28.7	359	48	70	25	33	28	35	35	22	15
Centralia	Lewis	8.8	169	24	35	12	16	8	10	19	17	5
Chehalis	Lewis	5.0	121	14	20	13	8	12	13	6	19	3
Ellensburg	Kittitas	8.7	160	19	34	14	13	7	10	30	12	5
Everett	Snohomish	35.4	534	101	114	37	33	46	29	70	23	20
Hoquiam	Grays Harbor	11.3	126	29	30	10	8	3	1	14	6	6
Kelso	Cowlitz	8.9	152	26	35	12	1	9	12	22	7	3
Kennewick	Benton	13.9	228	22	37	23	14	13	43	25	16	6
Longview	Cowlitz	23.4	255	35	32	33	16	23	16	41	14	12
Moses Lake	Grant	11.9	155	16	22	14	14	11	12	25	19	6
Mount Vernon	Skagit	7.3	178	16	29	13	27	19	16	18	9	5
Olympia	Thurston	18.2	306	50	55	22	20	28	24	41	21	8
Pasco	Franklin	15.1	189	22	40	11	17	12	14	30	16	6
Port Angeles	Clallam	11.8	211	37	36	16	13	14	17	26	17	7
Pullman	Whitman	12.4	95	15	13	5	3	5	8	15	15	4
Puyallup	Pierce	11.6	193	27	30	16	12	15	16	31	15	3
Renton	King	17.0	244	33	53	10	17	28	22	33	15	7
Rich'and	Benton	24.0	130	16	14	11	16	9	6	19	9	8
Seattle	King	586.1	6,240	1,134	1425	446	374	430	352	709	282	228
Spokane	Spokane	191.0	1,966	303	390	150	129	129	111	312	108	73
Sunnyside	Yakima	6.1	113	15	11	9	8	6	11	25	13	4
Tacoma	Pierce	159.1	1,692	286	345	122	108	105	123	235	80	54
Vancouver	Clark	40.9	396	56	65	33	25	31	27	67	18	15
Walla Walla	Walla Walla	26.1	331	37	66	19	26	24	24	43	21	12
Wenatchee	Chelan	17.0	313	61	43	25	27	28	26	37	15	9
Yakima	Yakima	45.3	677	100	109	61	46	42	59	99	35	25

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Adams		16,420	.0075	4,438	.0081	117	109	3,110	1,337	435	355	291	1,898	1,551	4,870	380
Asotin		7,539	.0035	1,639	.0064	80	44	1,897	817	296	142	557	548	1,229	1,226	185
Benton	268	63,342	.0293	2,892	.0393	98	73	16,939	3,141	4,711	2,376	4,789	12,178	5,368	5,145	3,606
△Kennewick		30,339	.0149		.0097	124	179	6,728	1,299	1,843	742	2,942	8,709	2,648	2,132	1,054
△Pasco-Kennewick-Richland		*92,333*	*.0246*		*.0232*	*78*	*83*	*22,494*	*4,693*	*8,615*	*3,769*	*6,359*	*17,623*	*7,234*	*10,851*	*4,742*
△Richland		22,972	.0106		.0135	101	79	7,858	1,099	2,411	1,404	1,561	1,523	2,231	1,006	2,246
Chelan		74,867	.0347	5,128	.0272	109	139	19,453	4,895	8,656	4,099	2,827	11,761	5,563	7,456	2,862
Wenatchee		49,191	.0228		.0139	146	240	11,681	2,610	7,760	3,392	2,225	7,812	2,963	3,578	2,241
Clallam		36,385	.0168	4,043	.0162	103	106	10,017	3,083	5,155	1,099	996	5,557	2,518	2,262	1,083
Port Angeles		25,431	.0118		.0085	129	179	7,227	1,863	3,803	922	789	4,926	1,577	1,125	688
Clark	124	88,504	.0409	3,095	.0454	90	81	24,690	6,014	6,686	3,062	4,630	17,693	6,525	5,909	3,812
Vancouver		58,141	.0269		.0236	103	117	16,522	3,682	4,866	2,453	3,982	14,135	3,703	2,196	2,100
Columbia		6,263	.0029	3,684	.0028	97	100	1,345	503	72	71	248	463	436	1,557	374
Cowlitz		60,769	.0281	3,232	.0323	96	84	15,929	3,890	7,574	1,908	3,395	10,988	5,384	4,005	1,808
Kelso		11,591	.0054		.0054	108	108	2,915	904	256	288	965	2,025	1,124	1,388	362
Longview		38,308	.0177		.0154	118	135	10,388	1,601	6,960	1,574	2,168	6,810	2,411	1,719	1,270
Douglas		6,361	.0030	1,353	.0068	81	36	1,424	801	223	30	108	748	712	1,552	335
Ferry		2,113	.0009	1,921	.0017	71	38	388	204	660	37	41		297	137	165
Franklin	268	41,701	.0193	6,836	.0158	120	146	8,476	2,561	4,410	1,701	1,876	7,423	2,769	8,484	1,472
△Pasco		39,022	.0180		.0119	140	212	7,908	2,295	4,361	1,623	1,856	7,391	2,355	7,713	1,442
See Pasco-Kennewick-Richland																
Garfield		4,905	.0023	5,450	.0021	117	128	528	151	110	143	209	425	188	1,703	151
Grant		57,787	.0267	3,612	.0316	103	87	13,506	4,970	3,825	2,153	2,272	10,817	4,819	8,270	2,775
Moses Lake		25,937	.0120		.0085	127	179	5,724	1,922	2,464	1,017	1,235	4,911	1,940	3,310	1,081
Grays Harbor		72,880	.0337	3,939	.0320	104	109	21,117	5,726	6,294	3,474	3,229	10,998	5,410	5,532	2,383
Aberdeen		43,288	.0200		.0147	129	175	12,483	2,849	4,798	2,800	2,447	7,805	2,449	1,890	1,340
Hoquiam		10,398	.0048		.0061	97	76	3,496	1,077	652	564	525	151	1,210	468	504
Island		14,465	.0067	2,494	.0085	81	64	2,841	841	2,099	649	671	2,507	1,128	1,365	586
Jefferson		7,996	.0037	3,477	.0042	89	79	2,573	585	820	118	445	822	738	535	263

Washington Population-Income data, pages 360-366
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.

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Their Authority Is the *Survey*

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the 31-year-old *Survey*. They know the *Survey* is reliable, and rely on it. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

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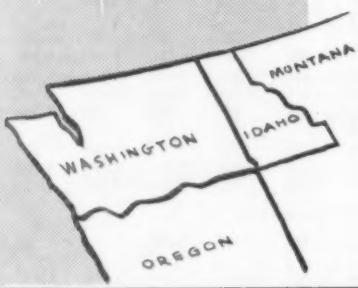
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RETAIL SALES— SM ESTIMATES, 1959

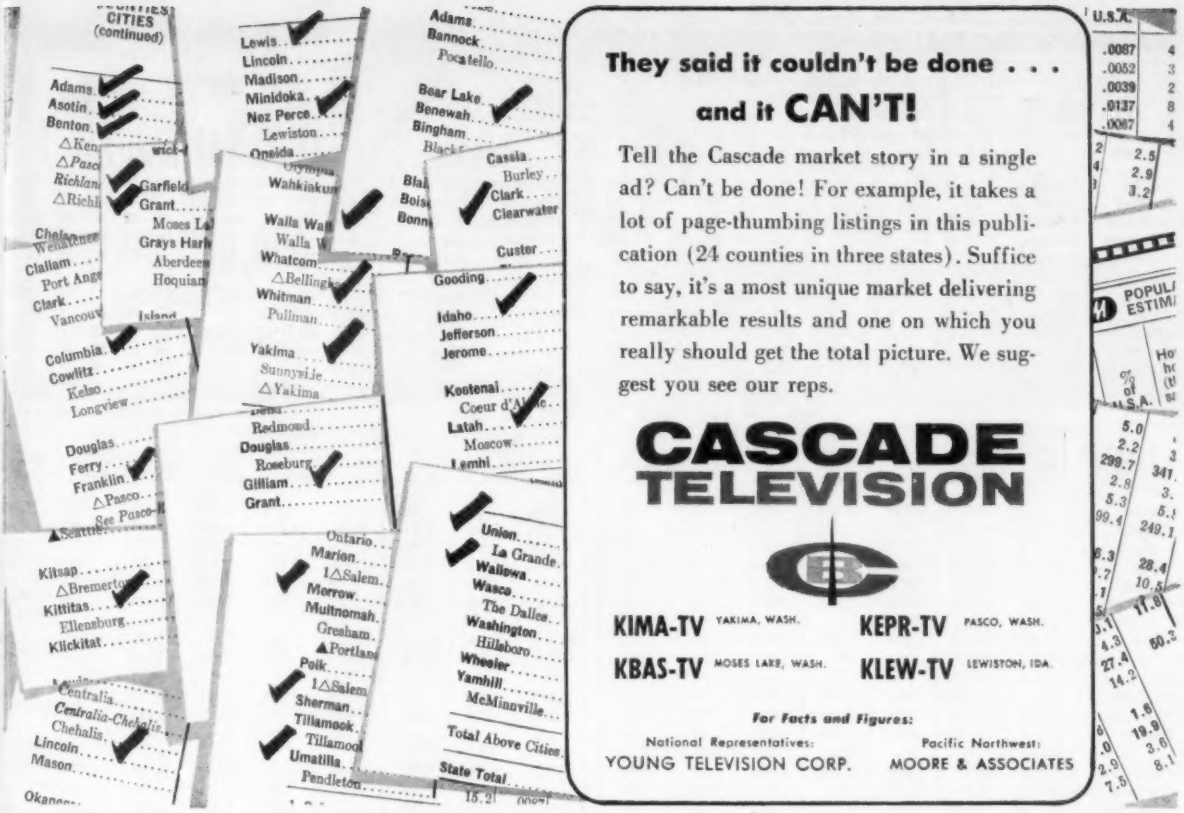
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
King	146	1,427,354	.8601	4,541	.6071	117	128	336,673	114,290	252,625	66,032	68,617	201,956	87,325	55,812	48,096
Auburn		30,429	.0141		.0089	139	220	6,427	1,658	1,360	1,057	1,264	10,567	1,831	1,512	844
Renton		48,286	.0223		.0133	140	235	11,929	3,872	4,464	1,740	2,430	10,943	3,638	3,844	2,039
1▲Seattle		1,078,557	.4988		.4256	130	152	224,192	92,008	258,596	58,241	55,018	140,068	56,972	42,290	34,900
Kitsap	199	85,410	.0395	3,152	.0433	94	85	25,516	5,027	8,966	2,882	4,548	13,322	5,506	5,274	4,314
△Bremerton		50,197	.0232		.0186	116	144	10,025	2,606	8,233	2,231	3,287	9,869	2,050	3,545	3,167
Kittitas		26,302	.0122	4,242	.0115	101	107	5,791	2,998	1,033	1,601	816	4,772	3,606	2,780	685
Ellensburg		18,461	.0085		.0061	124	173	3,836	1,461	948	1,307	704	3,852	2,343	1,802	408
Klickitat		11,485	.0053	2,801	.0062	89	76	2,744	1,057	761	149	163	2,268	1,205	2,246	336
Lewis		54,789	.0254	3,886	.0226	95	107	13,341	3,685	4,986	1,940	2,412	9,084	3,958	5,127	1,139
Centralia-Chehalis		*36,853*	*.0170*		*.0104*	*135*	*221*	*8,318*	*2,040*	*3,842*	*1,631*	*2,200*	*7,868*	*2,023*	*3,277*	*701*
Centralia		18,243	.0084		.0059	120	171	4,722	1,410	1,052	1,113	1,457	3,202	1,542	874	288
Chehalis		18,610	.0086		.0045	161	307	3,590	630	2,790	518	743	4,066	481	2,403	413
Lincoln		14,335	.0066	4,778	.0067	126	125	2,409	893	1,133	241	110	2,054	1,999	4,144	513
Mason		15,776	.0073	3,430	.0077	96	91	5,063	1,139	1,967	550	604	2,037	1,160	1,208	485
Okanogan		27,914	.0129	3,067	.0144	85	76	7,568	2,381	2,178	1,139	1,065	4,720	2,652	3,549	1,049
Pacific		14,523	.0067	2,905	.0075	90	81	4,389	1,114	1,297	381	308	1,867	1,783	2,000	434
Pend Oreille		8,396	.0030	2,791	.0034	83	73	1,850	446	367	142	179	1,722	548	285	303
Pierce	161	357,965	.1655	3,656	.1776	97	90	91,113	25,730	52,439	16,857	16,594	60,752	26,173	16,047	12,299

1 General merchandise sales include sales of "non-store retailers". This category was included in the 1948 Census and is particularly signif cant for cities listed in the retail sales introduction, starting on page 464, under heading "Mail Order".

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Washington Population-Income data, pages 360-366
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.



WASH.

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General M'dse. ($000)	Apparel ($000)	Furn.-House Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Puyallup		21,593	.0100		.0073	112	154	6,228	1,000	764	1,751	989	4,911	1,784	1,709	547
▲Tacoma		257,308	.1190		.0993	112	134	55,888	17,504	45,252	13,629	14,762	45,132	15,852	10,181	8,763
San Juan		2,234	.0011	2,234	.0014	88	69	866	133	124	69	20	270	111	485	99
Skagit		58,233	.0260	3,471	.0259	89	89	11,495	3,744	5,579	2,407	2,883	10,468	3,688	4,172	1,376
Mount Vernon		25,583	.0118		.0065	159	288	3,980	1,109	3,583	1,478	1,534	6,324	934	1,121	471
Skamania		2,177	.0010	1,451	.0019	76	40	1,131	270	249	75		65	230		53
Snohomish	148	180,591	.0835	3,693	.0796	97	101	51,009	11,908	18,335	5,383	8,875	29,427	16,169	14,719	9,301
Everett		85,804	.0397		.0262	132	201	18,086	6,072	13,934	3,640	5,131	16,926	5,386	6,004	2,946
Spokane	153	379,688	.1756	3,993	.1720	106	108	85,839	20,936	72,334	17,364	17,635	70,533	23,077	23,060	13,748
▲Spokane		320,131	.1481		.1257	118	139	73,167	18,111	62,923	16,503	15,582	55,814	18,195	17,851	12,477
Stevens		17,640	.0082	2,714	.0091	78	70	3,821	1,227	2,701	225	1,179	3,450	1,637	1,644	668
Thurston		62,920	.0291	3,658	.0289	101	102	16,296	4,535	6,856	2,015	4,640	8,430	5,756	5,585	1,929
Olympia		47,821	.0221		.0151	148	217	10,488	2,684	5,619	1,965	4,419	7,736	3,623	4,307	1,498
Wahkiakum		1,974	.0009	1,974	.0016	76	43	573	247	255		20		279	323	97
Walla Walla		58,016	.0268	4,533	.0249	105	113	11,066	3,562	6,628	2,629	2,387	9,987	3,471	6,213	2,843
Walla Walla		51,954	.0240		.0179	123	164	9,535	3,247	6,559	2,459	2,010	9,186	2,732	5,547	2,775
Whatcom	192	93,063	.0430	3,737	.0399	96	103	21,976	6,210	11,319	4,767	4,158	13,000	6,532	7,633	3,319
△Bellingham		64,658	.0299		.0234	113	144	15,583	4,305	8,372	4,444	3,947	9,064	3,976	3,480	2,814
Whitman		38,422	.0178	4,317	.0187	108	103	8,277	1,893	2,696	882	839	4,412	2,724	9,566	1,477
Pullman		11,863	.0055		.0071	103	80	3,591	729	1,056	206	486	988	1,162	1,458	494
Yakima	299	184,301	.0853	3,913	.0775	91	100	42,041	11,012	23,716	5,147	8,519	32,077	14,172	20,232	6,059
Sunnyside		16,925	.0078		.0047	138	220	3,361	435	1,434	447	1,099	3,297	1,268	2,390	702
△Yakima		105,367	.0487		.0324	128	192	20,304	6,121	19,684	4,027	5,798	18,977	6,353	8,219	3,184
Total Above Cities		2,626,408	1.2145		.9797	124	153	577,862	186,163	486,797	133,535	141,355	427,020	154,733	144,762	93,058
State Total		3,681,805	1.7028	3,971	1.6698	104	106	895,060	263,956	560,773	156,300	175,155	581,485	258,391	266,092	129,664

METRO. AREAS

RETAIL SALES— SM ESTIMATES, 1959

△Bellingham	93,063	.0430	3.737	.0399	96	103	21,976	6,210	11,319	4,767	4,158	13,000	6,532	7,633	3,319
△Bremerton	85,410	.0395	3,152	.0433	94	85	25,516	5,027	8,966	2,682	4,548	13,322	5,506	6,274	4,314
△Pasco-Kennewick-Richland	105,043	.0486	3.752	.0551	104	92	25,415	5,702	9,121	4,077	6,665	19,601	8,135	13,629	5,078
Seattle	1,607,945	.7436	4,427	.6867	114	124	387,682	126,198	300,960	73,415	77,492	231,383	103,494	83,531	54,199
Spokane	379,688	.1756	3.993	.1720	106	108	85,839	20,936	72,334	17,364	17,635	70,533	23,077	23,060	13,748
Tacoma	357,965	.1655	3.656	.1776	97	90	91,113	25,730	62,439	16,857	18,594	60,752	26,173	16,047	12,299
△Yakima	184,301	.0853	3,913	.0775	91	100	42,041	11,012	23,716	5,147	8,519	32,077	14,172	20,232	6,059
Total Above Areas	2,813,415	1.3011	4,117	1.2821	107	111	679,582	200,815	478,855	124,509	137,611	440,668	187,089	170,406	99,016

WEST VIRGINIA—

(Other South Atlantic States: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 367 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Beckley	Raleigh	21.9	271	42	43	22	31	32	21	28	10	9
Bluefield	Mercer	21.8	242	36	37	24	33	13	19	21	7	10
Charleston	Kanawha	90.5	1,070	206	228	95	93	74	53	114	38	38
Clarksburg	Harrison	33.2	395	80	81	26	39	24	28	42	15	21
Elkins	Randolph	9.6	138	21	24	16	10	11	12	22	9	2
Fairmont	Marion	30.1	381	64	76	32	34	33	32	42	20	11
Huntington	Cabell	93.3	1,060	223	226	84	78	66	71	92	52	38
Logan	Logan	5.1	129	18	24	12	23	12	8	12	3	5
Martinsburg	Berkeley	16.3	231	57	32	20	28	14	17	18	15	6
Montgomery	Fayette	3.5	77	9	12	8	10	6	8	7	7	3
Morgantown	Monongalia	31.0	343	71	68	25	38	25	23	41	12	10
Moundsville	Marshall	16.8	182	38	31	7	14	11	16	26	17	5
Oak Hill	Fayette	6.0	117	20	10	14	17	10	13	8	7	4
Parkersburg	Wood	60.4	565	97	125	33	41	48	53	56	28	16
Princeton	Mercer	9.0	154	34	11	13	19	11	13	19	11	6
St. Albans	Kanawha	15.5	135	33	19	14	7	11	7	18	8	4
South Charleston	Kanwaha	18.4	172	36	38	8	11	11	8	26	13	8
Weirton	Hancock	33.3	288	56	95	14	17	20	22	23	13	9
Welch	McDowell	6.4	124	22	31	5	15	13	12	7	4	3
Wheeling	Ohio	60.1	806	175	229	65	74	30	39	54	35	25
Williamson	Minge	8.6	147	25	28	9	25	14	9	16	1	5

RETAIL SALES— SM ESTIMATES, 1959

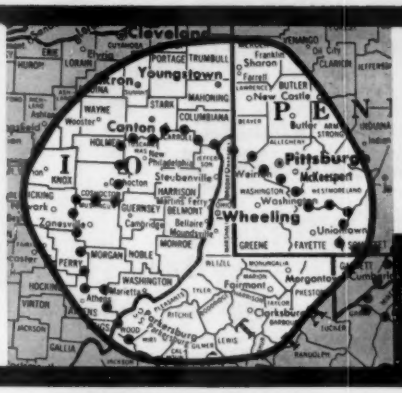
The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Barbour		8,881	.0039	1,950	.0063	64	46	2,542	387	680	374	365	1,832	967	262	554
Berkeley		29,184	.0138	3,430	.0143	84	79	7,799	1,523	3,075	2,295	1,089	4,789	2,141	2,367	1,247
Martinsburg		25,264	.0117		.0095	104	129	6,778	1,183	2,005	2,276	1,040	4,702	1,520	2,175	1,247
Boone		17,876	.0083	2,930	.0106	70	55	5,665	1,172	2,238	922	715	3,164	1,514	929	384
Braxton		9,808	.0045	2,229	.0061	60	45	2,284	419	1,436	57	746	1,880	1,272	705	196
Brooke	158	18,047	.0084	2,439	.0126	92	55	4,258	2,199	1,023	698	808	4,365	1,594	1,925	520
1Weirton																
Cabell	76	158,187	.8731	4,494	.0649	150	113	34,673	8,528	32,111	12,542	9,088	28,011	7,610	10,006	4,722
2▲Huntington		150,535	.0696		.0568	109	133	32,588	7,842	30,388	12,521	9,001	28,069	6,599	8,241	4,607
Calhoun		3,639	.0017	1,733	.0029	57	33	677	99	851	47	146	1,151	121	295	100
Clay		4,414	.0021	1,338	.0044	56	27	1,729	170	1,094	92	47	102	593	64	48
Doddridge		4,740	.0022	2,495	.0029	67	51	870	95	364	142	205	2,190	205	292	98
Fayette		45,887	.0212	2,535	.0292	71	52	13,213	1,606	7,043	2,148	2,455	8,998	4,001	1,957	1,373
3Montgomery		10,620	.0049		.0032	160	245	3,401	256	1,193	742	540	2,911	339	481	550
Oak Hill		13,899	.0064		.0042	124	188	4,001	173	1,093	1,016	1,522	3,056	828	847	451
Gilmer		3,252	.0015	1,712	.0028	62	33	804	103	853	127	105	512	288	231	66
Grant		7,725	.0036	3,511	.0032	70	78	1,236	413	1,118	229	216	1,727	827	579	107
Greenbriar		33,018	.0152	3,550	.0163	78	72	7,757	1,531	3,716	1,509	969	5,892	3,553	2,570	817
Hampshire		7,763	.0036	2,352	.0047	63	48	2,178	524	596	191	226	1,842	805	760	98
Hancock	158	33,180	.0153	3,188	.0196	90	71	8,407	2,700	2,533	2,170	2,237	5,560	2,838	2,248	1,365
1Weirton		30,059	.0139		.0173	93	75	7,005	2,675	2,258	2,079	2,154	6,865	2,316	1,931	968
Hardy		8,686	.0041	3,777	.0036	70	76	922	502	702	60	161	1,292	311	197	95
Harrison	207	84,793	.0392	3,908	.0393	91	91	21,329	3,910	11,037	6,278	4,185	16,056	5,191	6,308	4,012
△Clarksburg		58,101	.0269		.0220	118	145	12,445	2,053	9,717	6,000	3,398	10,033	2,421	4,632	3,377
Jackson		12,777	.0059	3,362	.0060	69	68	3,093	972	1,475	418	496	1,638	1,715	1,615	270
Jefferson		18,282	.0075	3,787	.0072	78	82	3,885	1,122	2,399	954	714	2,110	1,468	1,352	424
Kanawha	29	297,132	.1374	4,275	.1362	96	97	75,119	16,012	53,294	17,076	15,303	52,525	20,977	14,558	11,953
Charleston-South Charleston		*97,674*	*.1007*		*.0705*	*120*	*103*	*44,076*	*11,139*	*46,078*	*15,883*	*13,769*	*44,470*	*11,127*	*7,858*	*9,104*
▲Charleston		192,641	.0991		.0680	122	160	35,981	9,733	44,318	14,360	11,716	39,060	9,159	5,844	7,699
3Montgomery																
St. Albans		17,739	.0082		.0083	95	94	7,671	794	779	691	697	3,607	1,119	1,341	782
South Charleston		25,033	.0116		.0115	112	113	8,094	1,406	1,760	923	1,046	5,410	1,968	2,008	1,405
Lewis		14,023	.0065	2,862	.0076	68	68	3,894	714	1,588	744	844	2,320	1,273	878	500
Lincoln		8,000	.0037	1,900	.0067	55	30	2,513	378	1,525	116	170	1,949	813	343	51
Logan		46,340	.0215	2,971	.0284	75	58	14,016	1,948	8,240	3,428	1,744	7,349	4,496	1,632	1,223
Logan		15,794	.0073		.0044	152	252	3,174	500	2,467	3,018	1,242	1,418	828	1,133	897
McDowell		45,934	.0212	2,566	.0307	70	49	14,569	1,950	7,216	2,857	2,373	8,097	4,025	1,164	810
Welch		17,064	.0079		.0051	142	219	4,326	680	1,430	1,835	955	5,096	770	466	403
Marion		61,511	.0285	3,237	.0318	86	77	18,087	2,766	8,895	3,696	3,607	10,025	4,146	2,967	2,206
Fairmont		44,662	.0207		.0180	107	123	12,264	1,829	6,392	3,543	2,633	8,264	2,445	2,055	1,889
Marshall	174	25,930	.0119	2,336	.0168	75	53	8,476	2,011	1,862	1,146	995	4,399	1,969	2,521	828
Moundsville		17,505	.0081		.0078	83	86	6,380	758	1,126	986	843	3,084	1,429	1,276	570
Mason		13,949	.0065	2,250	.0088	66	49	4,637	782	943	589	1,024	2,352	1,180	1,208	534
Mercer		62,162	.0288	3,141	.0339	78	86	13,690	2,865	9,771	4,351	3,342	12,238	5,388	1,967	2,163
4*Bluefield (W. Va.)-Bluefield (Va.)*		*33,539*	*.0173*		*.0153*	*101*	*118*	*7,989*	*1,516*	*6,557*	*3,451*	*2,848*	*7,814*	*1,961*	*799*	*1,606*
5Bluefield		34,218	.0158		.0130	107	130	6,387	1,196	6,021	3,289	2,406	7,214	1,390	455	1,288
Princeton		13,791	.0064		.0052	104	128	2,624	313	1,995	1,039	851	2,574	1,398	897	766
Mineral		14,712	.0068	2,537	.0084	71	58	3,200	923	1,571	1,130	880	3,019	1,059	813	526
Mingo		31,272	.0144	3,096	.0167	88	59	7,591	1,327	5,884	2,590	2,087	6,392	2,033	909	703
Williamson		17,181	.0079		.0064	113	165	3,358	586	2,700	2,166	1,759	4,050	741	197	531

1 Weirton is in Brooke and Hancock counties.
2 Huntington is in Cabell and Wayne counties.
3 Montgomery is in Fayette and Kanawha counties.
4 Bluefield is in Mercer (W. Va.) and Tazewell (Va.) counties.
5 West Virginia portion only.

West Virginia Population-Income data, pages 366-370
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.
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of this
$6,000,000,000
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W. VIRGINIA

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Monongalia		49,248	.0288	3,261	.0272	86	72	10,830	2,829	8,235	3,630	2,967	9,350	3,680	2,613	1,721
Morgantown		39,392	.0182		.0181	105	105	8,401	1,974	7,145	3,528	2,871	7,472	2,373	1,319	1,634
Monroe		5,423	.0025	1,808	.0041	60	37	1,083	314	578	65	252	1,790	731	39	165
Morgan		5,151	.0024	2,240	.0031	66	51	1,249	392	342	139	136	701	662	940	73
Nicholas		17,221	.0080	2,498	.0107	66	49	4,301	961	3,453	888	732	2,999	1,535	1,865	168
Ohio	174	113,274	.0523	5,394	.0439	112	134	22,439	8,624	25,466	9,426	8,019	17,734	4,990	5,115	3,465
▲Wheeling		106,849	.0494		.0395	118	147	19,844	7,609	25,224	9,426	7,763	17,181	4,028	5,115	3,323
Pendleton		4,281	.0020	1,946	.0028	58	42	446	196	419	216	120	723	297	341	273
Pleasants		5,522	.0026	3,451	.0027	71	68	1,689	254	316	424	206	1,290	505	383	80
Pocahontas		6,203	.0028	2,139	.0041	61	42	1,662	317	1,532	65	348	792	702	130	44
Preston		13,560	.0063	2,119	.0094	64	43	3,741	834	1,494	365	438	2,516	1,341	1,088	358
Putnam		11,423	.0053	1,936	.0085	63	40	2,546	567	1,966	83	438	2,194	1,915	1,305	73
Raleigh		59,583	.0276	2,788	.0353	72	56	16,619	2,598	12,141	3,134	2,673	10,077	5,329	2,523	1,448
Beckley		35,468	.0164		.0133	108	133	10,051	1,115	6,519	3,092	2,254	6,486	1,612	966	1,243
Randolph		22,427	.0103	3,159	.0113	71	65	5,326	1,135	4,937	552	1,289	3,848	1,925	1,381	298
Elkins		16,991	.0079		.0058	107	146	4,073	790	2,912	552	1,215	3,418	1,451	1,362	298
Ritchie		6,454	.0030	1,844	.0047	64	41	1,464	464	573	57	342	1,964	535	454	306
Roane		9,055	.0042	2,447	.0056	64	48	2,157	477	1,844	422	459	1,651	747	448	327
Summers		10,049	.0046	2,233	.0064	65	46	2,889	426	1,532	663	442	1,986	659	741	97
Taylor		11,153	.0052	2,535	.0066	73	57	3,613	640	675	443	535	2,003	811	961	510
Tucker		5,344	.0025	2,545	.0031	65	52	1,555	265	262	227	270	1,488	446	97	157
Tyler		7,171	.0033	2,561	.0040	70	58	1,744	251	1,548	204	185	1,376	703	443	189
Upshur		13,895	.0064	2,779	.0077	73	60	4,380	719	1,348	677	603	2,634	1,051	1,371	442
Wayne	70	15,395	.0071	1,730	.0143	59	29	4,259	1,601	1,628	133	667	3,076	2,349	607	635
2▲Huntington																
Webster		7,429	.0035	1,905	.0055	60	38	1,929	234	2,511	172	259	897	631	144	251
Wetzel		17,707	.0082	3,689	.0080	79	61	5,087	952	1,210	903	908	3,586	1,698	1,871	628
Wirt		1,544	.0007	1,188	.0015	56	26	74	69	667		99	147	433		
Wood	267	91,301	.0422	3,420	.0437	88	88	21,585	5,555	16,640	5,876	5,121	15,191	5,749	5,850	3,033
△Parkersburg		83,194	.0385		.0345	102	114	17,912	4,714	16,009	5,876	4,525	14,796	4,938	5,313	2,622
Wyoming		23,179	.0108	2,440	.0158	66	45	5,963	661	6,667	552	848	4,446	1,932	841	420
Total Above Cities		965,990	.4468		.3709	110	133	216,758	48,179	173,451	78,958	60,431	184,766	49,672	48,054	36,550
State Total		1,661,754	.7686	3,242	.8731	80	70	417,751	90,986	273,275	98,325	85,738	298,235	125,727	94,973	53,154

METRO. AREAS

RETAIL SALES— SM ESTIMATES, 1959

Charleston	297,132	.1374	4,275	.1362	96	97	75,119	16,012	53,294	17,076	15,303	52,525	20,977	14,558	11,953
△Clarksburg	84,793	.0392	3,908	.0393	91	91	21,329	3,910	11,037	6 278	4,185	16,056	5,191	6,308	4,012
Huntington-Ashland	289,371	.1338	3,853	.1319	87	88	71,788	16,532	49,423	18,654	15,072	52,937	18,770	17,361	8,524
△Parkersburg	91,301	.0422	3,420	.0437	88	85	21,585	5,555	16,640	5,876	5,121	15,191	5,749	5,850	3,033
Steubenville-Weirton	174,215	.0806	3,652	.0905	94	84	48,041	12,887	25,831	8,696	9,590	27,029	13,068	11,919	5,402
Wheeling	214,825	.0991	3,617	.1024	91	88	55,012	15,850	31,770	13,300	12,933	34,790	14,541	13,970	5,988
Total Above Areas	1,151,637	.5323	3,838	.5440	92	90	292,874	70,746	187,995	69,880	62,204	198,528	78,316	69,966	38,912

2 Huntington is in Abell and Wayne counties.

© SM, 1960.

The Survey of Buying Power
Where Advertisers and Agencies MEET and AGREE

EAU CLAIRE

Wisconsin's 5th Metropolitan Market Is ISOLATED—Can Be Sold Only from the Inside

A glance at the map will show that you're covering the Eau Claire market only when you're in the Leader & Telegram. There's no larger city within 90 miles of Eau Claire.

★ Eau Claire is the hub of a 6-county trading area with . . .

185,300 People*
52,000 Households*
$273,247,000 Income*
$203,547,000 Sales*
*SM Survey of Buying Power 5/10/60

Newspaper isolation . . .
Six counties isolated by preference—where readers establish the Leader-Telegram as No. 1 choice with double the circulation of all "outside" papers combined.

6-County Circulation (ABC 3/31/59

LEADER-TELEGRAM		23,886
Minneapolis	—morning	1,678
	—evening	1,474
St. Paul	—morning	1,869
	—evening	729
Milwaukee	—morning	1,566
	—evening	615
Total circulation		27,473 12/31/59

METROPOLITAN EAU CLAIRE*

111,600 Population*
31,400 Households*
$178,030,000 Income*
$125,899,000*

The Only Way to Get Effective, Highly Merchandisable Coverage in Wisconsin's 5th Market

The EAU CLAIRE LEADER & TELEGRAM

MORNING • EVENING • SUNDAY

Represented by SHANNON & ASSOCIATES, INC.

WISCONSIN— (Other East North Central States: Illinois, Indiana, Michigan, Ohio.)

The "SM" symbol's mark original exclusive estimates by SALES MANAGEMENT.

Map, page 376

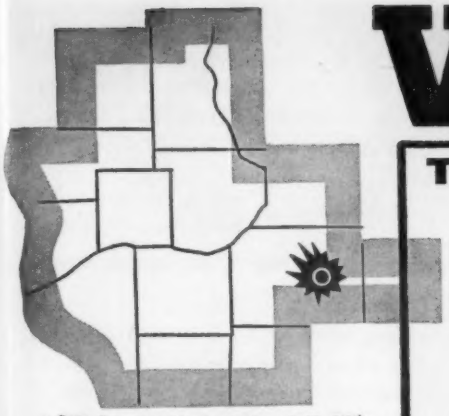
City	County	Pop. (thous.)	NUMBER OF OUTLETS: Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Antigo	Langlade	10.3	183	31	47	14	17	9	8	17	15	3
Appleton	Outagamie	47.0	493	61	107	39	51	41	25	55	38	11
Ashland	Ashland	10.6	207	28	70	9	18	16	9	22	11	4
Baraboo	Sauk	8.1	153	22	38	12	11	11	10	18	13	4
Beaver Dam	Dodge	13.2	215	31	52	18	15	17	14	22	18	3
Beloit	Rock	35.6	380	58	75	16	33	34	20	41	19	12
Burlington	Racine	5.1	121	13	21	14	13	14	8	11	10	3
Chippewa Falls	Chippewa	14.0	204	35	48	13	18	15	9	21	12	5
Cudahy	Milwaukee	17.7	195	29	72	5	14	10	4	22	10	2
Eau Claire	Eau Claire	42.5	456	67	92	38	45	34	24	56	25	12
Fond du Lac	Fond du Lac	32.3	458	80	106	34	37	35	18	50	29	11
Fort Atkinson	Jefferson	7.8	121	21	26	4	11	15	9	10	10	3
Green Bay	Brown	65.0	842	124	200	66	61	75	35	92	44	26
Janesville	Rock	31.1	416	54	100	25	26	35	24	58	28	11
Kenosha	Kenosha	61.4	778	133	193	38	62	67	38	85	35	23
La Crosse	La Crosse	52.3	704	106	203	49	51	49	35	76	43	14
Madison	Dane	125.9	1,193	174	281	94	100	84	53	137	54	53
Manitowoc	Manitowoc	31.0	400	80	98	25	32	25	18	44	28	11
Marinette	Marinette	15.3	196	32	51	11	15	12	6	27	10	3
Marshfield	Wood	14.9	212	21	48	17	16	20	16	24	16	5
Menasha	Winnebago	16.7	141	22	48	5	7	8	3	19	12	3
Menomonie	Dunn	9.1	174	20	33	13	18	12	10	29	17	4
Merrill	Lincoln	9.2	172	21	43	21	7	13	11	12	25	4
Milwaukee	Milwaukee	765.9	8,539	1,574	2711	519	565	523	242	790	338	272
Monroe	Green	8.1	171	26	27	17	16	15	14	12	19	4
Neenah	Winnebago	18.8	178	24	42	9	19	13	9	21	10	7
Oconomowoc	Waukesha	6.5	128	17	28	9	11	10	9	14	10	3
Oshkosh	Winnebago	47.1	547	85	161	36	38	37	30	52	29	12
Portage	Columbia	7.9	144	18	39	10	15	10	7	13	14	4
Racine	Racine	84.6	996	167	262	58	84	79	37	104	42	38
Rhinelander	Oneida	9.2	165	23	43	14	7	14	12	28	18	4
Rice Lake	Barron	8.2	163	22	29	7	13	10	10	23	17	4
Richland Center	Richland	4.8	123	13	13	12	11	13	8	17	16	3
Shawano	Shawano	6.9	146	17	41	8	10	10	8	13	16	5
Sheboygan	Sheboygan	50.7	541	78	170	43	39	33	24	70	28	16
Shorewood	Milwaukee	18.6	78	16	8	4	7	5	1	14	1	7
South Milwaukee	Milwaukee	18.8	181	31	53	13	10	13	7	23	11	2
Stevens Point	Portage	18.0	258	38	67	15	29	13	15	29	12	5
Sturgeon Bay	Door	8.1	155	24	33	9	9	14	15	14	12	5
Superior	Douglas	35.9	435	94	113	25	31	18	21	38	24	15
Two Rivers	Manitowoc	13.6	148	27	41	9	14	11	8	17	5	3
Watertown	Jefferson	13.4	218	35	50	14	18	16	14	22	19	3
Waukesha	Waukesha	30.0	318	38	74	15	19	33	17	47	23	9
Wausau	Marathon	32.3	417	55	82	34	38	30	28	50	29	11
Wauwatosa	Milwaukee	58.0	242	34	29	31	17	19	9	40	23	15
West Allis	Milwaukee	67.1	606	107	184	24	30	28	24	84	22	28
West Bend	Washington	8.4	150	16	40	11	15	9	11	17	12	2
Whitefish Bay	Milwaukee	19.1	48	7	2	6	8	6	0	6	3	3
Wisconsin Rapids	Wood	16.1	228	24	49	13	17	23	13	30	17	5

Wisconsin Population-Income data, pages 370-377

© SM, 1960.

Before using these figures see page 464.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



WIBA...

THE MADISON MARKET'S *leading station* (since 1925)

NIELSEN STATION SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly Coverage Area	14	164,400	161,500
Homes Reached	Total	% of Total Homes	% of Radio Homes
Monthly	78,080	50	51
Weekly	69,860	45	46

- Dane County's buying coverage area, reaching 10,000 more home than any other station
- Dane County's effective buying income $442,458,000
- Metropolitan Madison's effective buying income $292,906,000.
- *affiliated with NBC*

WIBA The Badger Broadcasting Company
Madison, Wisconsin
Represented nationally by Avery-Knodel, Inc.

WISCONSIN

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. ($000)	Drugs ($000)
Adams		6,116	.0028	2,548	.0032	76	67	873	791	609	137	40	1,942	598	577	61
Ashland		23,640	.0109	4,460	.0092	88	102	5,121	2,387	2,648	997	967	5,543	1,951	1,945	588
Ashland		18,556	.0086		.0061	103	146	4,168	1,733	2,239	951	938	4,163	1,198	1,293	549
Barron		43,641	.0202	4,499	.0165	90	110	7,351	3,580	4,711	1,679	1,503	7,424	3,096	8,440	1,140
Rice Lake		17,372	.0080		.0051	111	174	2,903	825	1,557	1,398	420	3,525	1,136	2,918	493
Bayfield		6,787	.0031	1,996	.0043	67	48	1,483	1,245	937	145	67	863	592	1,243	45
Brown	62	158,048	.0731	4,732	.0669	98	107	37,456	12,267	21,824	9,759	9,069	25,345	9,389	11,515	4,233
▲Green Bay		118,366	.0547		.0421	116	150	27,410	7,351	20,292	8,962	7,732	18,226	6,187	5,713	3,605
Buffalo		12,274	.0057	3,069	.0059	74	71	1,696	1,762	1,181	174	308	2,978	735	2,139	388
Burnett		7,072	.0033	3,075	.0032	76	79	1,917	986	803	65	108	761	604	1,500	225
Calumet		18,600	.0086	3,875	.0084	87	89	3,235	2,386	1,058	296	695	3,299	1,330	3,283	401
Chippewa	214	52,239	.0241	3,988	.0226	82	88	9,038	4,596	5,785	4,368	1,436	9,725	4,056	7,695	935
Chippewa Falls		24,264	.0112		.0083	106	144	4,240	1,255	691	4,103	943	5,640	2,427	2,185	622
1△Eau Claire																
Clark		36,273	.0168	3,818	.0155	92	89	4,783	3,008	2,994	718	559	5,419	2,660	7,827	833
Columbia		48,839	.0226	4,174	.0206	95	105	8,967	4 825	2,919	1,862	1,741	9,345	2,889	8,735	1,715
Portage		15,794	.0073		.0052	118	166	2,577	1,172	1,482	1,318	893	3,993	1,094	1,734	627
Crawford		16,245	.0075	3,532	.0074	78	79	3,720	2.284	1,462	479	451	2,144	1,231	1,972	791
Dane	95	281,040	.1300	4,592	.1296	107	107	53,263	23,757	41,512	18,776	12,941	48,048	17,451	30,389	11,042
▲Madison		204,712	.0947		.0865	123	134	37,299	14,965	36,017	17,335	10,882	38,141	11,074	13,685	8,781
Dodge		57,767	.0267	3,192	.0300	85	75	12,361	6,255	3,096	2,984	2,764	9,580	4,091	9,605	1,187
Beaver Dam		21,456	.0099		.0079	107	134	4,735	1,242	1,910	2,165	1,665	4,243	1,383	2,480	488
2Watertown																
Door		25,659	.0119	3,773	.0111	87	93	6,272	2,842	2,123	815	780	4,408	1,279	4,049	504
Sturgeon Bay		15,210	.0070		.0049	109	156	3,898	928	1,448	777	376	3,056	852	1,735	504
Douglas	47	50,480	.0233	3,506	.0245	91	87	13,918	6,100	4,409	2 882	1,828	8,789	3,855	3,569	1,692
▲Superior		41,417	.0192		.0195	97	96	12,419	3,941	3,130	2,856	1,770	8,577	2,541	2,051	1,692
Dunn		28,394	.0132	3,688	.0127	82	86	4,001	2,152	3,821	991	827	4,551	2,625	5,075	688
Menomonie		17,128	.0079		.0056	110	155	2,748	953	2,501	984	706	2,479	1,779	2,337	490
Eau Claire	214	73,660	.0340	4,025	.0340	97	97	11,706	5,511	16,661	3,978	4,093	13,902	5,309	4,924	2,103
1△Eau Claire		63,519	.0294		.0258	108	124	10,077	3,731	15,860	3,799	3,951	12,405	3,912	3,211	1,886
Florence		2,914	.0014	3,643	.0014	70	70	461	894	430			499	205	212	64
Fond du Lac	222	95,694	.0442	4,430	.0410	97	103	20,611	9,353	7,851	6,108	3,769	18,766	6,118	11,394	3,062
△Fond du Lac		52,537	.0243		.0199	110	134	13,295	3,886	6,299	5,119	2,938	8,108	3,101	4,337	2,510
Forest		6,306	.0030	3,503	.0029	78	81	1,367	736	436	122	268	1,072	817	1,234	199
Grant		59,067	.0273	4,544	.0234	92	108	10,867	5,526	3,987	1,748	2,700	10,323	3,883	13,568	1,375
Green		38,749	.0179	5,099	.0154	109	127	8,116	2,976	3,316	1,467	1,551	7,359	1,816	8,554	787
Monroe		18,998	.0088		.0062	138	196	4,526	1,273	2,062	1,145	1,101	4,375	825	2,134	397
Green Lake		21,601	.0100	4,696	.0083	95	115	4,154	1,827	1,220	1,306	543	4,556	1,011	4,762	299
Iowa		19,028	.0088	3,225	.0093	79	75	3,688	1,848	481	491	1,013	4,693	1,505	2,996	462
Iron		6,976	.0032	3,033	.0033	83	80	2,137	1,477	496	101	71		630	1,094	288
Jackson		13,264	.0061	3,158	.0062	77	75	2,437	1,746	1,039	394	143	1,753	1,744	1,833	429
Jefferson		60,923	.0282	3,982	.0272	93	96	14,418	5,700	4,459	3,313	2,788	11,759	3,920	7,943	1,600
Fort Atkinson		13,718	.0063		.0052	118	143	3,575	865	518	972	640	3,228	698	1,799	482
2Watertown		23,013	.0106		.0081	108	141	6,082	1,219	2,669	1,933	1,150	4,970	1,281	2,015	559
Juneau		20,453	.0095	4,010	.0087	85	93	3,324	2,631	846	494	529	5,271	2,299	2,758	506

1 Eau Claire is in Chippewa and Eau Claire counties.
2 Watertown is in Dodge and Jefferson counties.
(c) SM, 1960.

Wisconsin Population-Income data, pages 370-377
SM Standard (▲) and Potential (△) Metropolitan County Areas.
Before using these figures see page 464.

WKBT

La Crosse, Wisconsin

CBS • NBC • ABC

SERVING 160,000 TV HOMES (CBS RESEARCH) IN TRI-STATE AREA: SOUTHWESTERN WISCONSIN, SOUTHEASTERN MINNESOTA, NORTHEASTERN IOWA. WKBT PROVIDES THE ONLY DEPENDABLE SIGNAL FOR MOST OF THESE HOMES.

Represented by: H-R TELEVISION, INC.
Harry Hyett, Minneapolis

PROOF POSITIVE OF STATION ACCEPTANCE

When an advertiser, some 40 to 60 miles from La Crosse, renews his contract year after year, he's convinced that the television viewers in *his* community definitely watch our Channel 8 station. WKBT has a solid list of such consistent advertisers in numerous towns throughout the entire Tri-State area. Full details on request.

Channel 8
250,000 Watts

WISCONSIN

RETAIL SALES— SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hwdre. (a000)	Drugs ($000)
Kenosha	79	117,594	.0544	3,920	.0565	102	98	29,801	11,229	12,609	7,037	5,243	19,082	7,878	9,707	3,796
▲Kenosha		97,748	.0452		.0393	114	131	26,343	7,572	11,834	7,035	5,062	16,816	6,139	5,394	3,603
Kewaunee		14,522	.0067	3,157	.0075	76	68	2,074	1,445	1,917	374	815	1,965	683	2,529	347
La Crosse	237	95,630	.0442	4,532	.0407	100	108	19,963	10,088	13,605	5,281	5,554	15,364	7,576	6,314	2,793
△La Crosse		81,858	.0379		.0319	109	129	16,660	7,358	12,742	5,050	5,283	13,735	6,223	5,155	2,285
Lafayette		15,980	.0074	3,551	.0073	82	83	3,176	1,560	873	331	248	2,749	1,384	3,847	215
Langlade		27,217	.0126	4,083	.0106	91	108	5,977	2,527	2,903	1,692	483	3,652	2,989	2,914	543
Antigo		19,960	.0092		.0064	110	159	4,792	1,314	2,428	1,692	447	2,381	2,320	1,612	271
Lincoln		26,797	.0124	4,123	.0108	87	100	7,248	2,733	2,259	419	853	4,780	2,143	3,201	953
Merrill		16,206	.0075		.0053	104	147	4,207	942	1,649	253	563	3,717	834	2,000	647
Manitowoc	246	75,865	.0351	3,647	.0369	92	88	19,856	6,758	8,453	3,837	2,584	12,424	4,415	8,939	1,870
△*Manitowoc-Two Rivers*		*58,209*	*.0243*		*.0246*	*99*	*97*	*14,711*	*5,943*	*7,076*	*3,616*	*2,285*	*9,036*	*3,452*	*5,710*	*1,548*
△Manitowoc		40,407	.0187		.0177	102	108	10,651	3,089	5,818	2,954	1,883	7,489	2,503	3,118	1,100
△Two Rivers		11,802	.0055		.0069	91	72	4,060	859	1,258	662	402	1,547	949	592	448
Marathon	296	94,514	.0437	3,751	.0440	85	85	19,754	8,538	12,059	3,526	4,634	22,542	5,113	8,894	2,210
△Wausau		59,585	.0276		.0204	113	152	10,737	2,812	9,591	3,330	3,956	18,241	2,860	3,159	1,587
Marinette		41,500	.0192	3,773	.0178	84	91	10,110	4,528	7,424	2,161	817	5,859	3,373	3,366	529
Marinette		24,248	.0112		.0086	100	130	6,247	1,545	5,929	2,056	601	2,739	1,883	1,079	217
Marquette		9,811	.0045	3,924	.0041	82	90	3,058	1,135	155		37	1,789	557	1,322	160
Milwaukee	99	1,396,363	.6458	4,399	.6478	109	108	337,908	131,319	237,764	94,613	78,281	224,132	85,326	56,147	45,684
Cudahy		19,199	.0089		.0097	98	90	6,616	2,278	2,278	821	404	2,072	1,880	855	186
▲Milwaukee		1,154,014	.5337		.4819	112	125	264,200	111,183	221,665	80,722	72,420	173,044	64,812	44,140	35,477
Shorewood		22,153	.0102		.0137	132	98	8,615	1,059	740	831	274	6,700	1,658	41	1,683
South Milwaukee		17,575	.0081		.0103	98	77	5,104	1,344	229	527	404	5,255	1,385	936	799
Wauwatosa		36,741	.0170		.0343	106	52	9,504	1,848		2,615	980	8,031	3,580	2,542	1,927
West Allis		80,767	.0374		.0394	105	99	23,967	7,279	4,340	4,750	2,261	23,103	6,103	1,863	2,897
Whitefish Bay		13,016	.0060		.0125	117	56	6,090	188	565	2,175	536		1,018	63	1,112

Wisconsin Population-Income data, pages 370-377
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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KENOSHA

WISCONSIN'S BUSIEST CITY—
Retail Sales Increase Since '54—Over 34% exceeding Milwaukee, Madison and other Great Wisconsin Cities.

Kenosha—Home of American Motors, has Greatest Proportionate Population Gain of all Wisconsin Important Markets—Now Almost 100,000 Met Area Total 70% of Kenosha Met Area Families Read

The **KENOSHA** Evening **NEWS**

National Adv Representative
JANN & KELLEY, INC.
New York • Chicago • Detroit • Atlanta • San Francisco • Los Angeles • Kansas City



Among the nation's 20 largest markets Milwaukee ranks

sixth in food store sales per family

THE SELLING'S FINE IN MILWAUKEE! With net personal income averaging $50,000,000 weekly, Milwaukee has quite a spendable attitude. The food bill alone amounts to more than $7,000,000 each week.

With coverage of 9 out of 10 homes, The Milwaukee Journal exerts strong influence over the big spending of Metro Milwaukee's 1,189,000 people. Milwaukee retail grocers know the selling power and economy of this saturation, one-paper coverage . . . concentrate 90% of their advertising dollars in The Milwaukee Journal.

MEMBER OF MILLION MARKET NEWSPAPERS, INC. — Offices: New York, 529 Fifth Avenue; Chicago, 333 N. Michigan Blvd.; Detroit; Los Angeles; San Francisco.

ANY WAY YOU LOOK AT IT— MILWAUKEE IS A TOP TEN MARKET

Median income per family	5th
% of families with incomes over $7,000	6th
Median value of single dwelling units	4th
Retail store sales per family*	2nd
Automotive sales per family	5th
General merchandising store sales per family	5th
Eating-drinking place sales per family	2nd

*Excluding mail orders and other nonstore sales

with coverage of 9 out of 10 families . . .

THE MILWAUKEE JOURNAL DELIVERS THE GOODS IN MILLION MARKET MILWAUKEE!

WISCONSIN'S ONLY COMBINATION MARKET

* Serving Ten Counties from Two Key Cities * Delivering a Combined, Unduplicated Circulation of 83,051

The Green Bay-Appleton Interurbia

Sold at Low Combination Rate

* No Other Daily Newspaper Can Deliver More Than 10% of this Market

GREEN BAY PRESS-GAZETTE
January, 1960 Average
Circulation: 42,496

APPLETON POST-CRESCENT
January, 1960 Average
Circulation: 39,555

Represented Nationally by SAWYER-FERGUSON-WALKER COMPANY, Inc.

WISCONSIN

RETAIL SALES—SM ESTIMATES, 1959

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Monroe		31,569	.0146	3,587	.0145	78	78	6,613	3,549	2,281	1,231	905	4,967	3,240	4,575	597
Oconto		22,569	.0105	3,319	.0103	77	79	4,793	3,398	1,954	808	723	2,871	2,523	3,697	421
Oneida		29,364	.0135	4,195	.0117	90	104	7,697	3,138	3,047	1,240	1,573	4,463	2,723	2,728	863
Rhinelander		18,214	.0084		.0017	112	165	4,356	1,059	2,537	818	1,375	3,293	1,767	1,460	559
Outagamie	187	120,853	.0559	4,443	.0525	96	102	23,315	7,618	18,063	6,457	7,019	21,128	7,937	14,704	2,960
Appleton-Neenah-Menasha		*113,961*	*.0527*		*.0488*	*114*	*106*	*26,191*	*6,566*	*15,998*	*7,454*	*7,543*	*18,921*	*8,261*	*10,739*	*3,274*
△Appleton		76,686	.0355		.0298	113	135	15,198	3,755	13,288	5,568	5,704	13,236	4,450	6,398	2,463
Ozaukee		41,565	.0192	4,241	.0194	101	99	8,901	4,769	1,983	675	1,808	10,833	2,979	5,788	959
Pepin		8,237	.0038	3,922	.0036	86	93	1,520	1,081	274	281	107	1,859	647	1,733	238
Pierce		26,910	.0124	3,957	.0116	88	94	4,265	2,972	1,019	555	1,061	5,254	1,485	4,245	623
Polk		29,335	.0136	3,713	.0124	85	93	4,418	2,555	2,622	510	505	5,145	2,944	6,543	1,024
Portage		39,348	.0182	4,056	.0182	88	88	8,923	3,993	3,273	2,654	1,804	6,724	3,545	3,103	1,061
Stevens Point		27,102	.0125		.0105	104	124	5,925	1,833	2,800	2,631	1,755	4,958	2,631	1,346	994
Price		14,571	.0067	4,048	.0057	84	99	3,194	1,328	1,028	943	300	3,037	1,154	2,511	409
Racine	127	176,801	.0818	4,376	.0816	108	108	51,494	13,120	18,402	8,635	11,528	28,828	11,952	14,469	5,526
Burlington		19,227	.0089		.0047	162	307	5,000	721	2,080	981	923	2,835	1,076	3,035	204
▲Racine		131,890	.0610		.0556	118	129	41,065	8,937	14,993	7,536	10,374	20,509	8,489	6,700	4,811
Richland		20,516	.0095	3,945	.0090	83	88	3,753	1,266	1,694	1,173	1,027	3,769	1,617	2,904	363
Richland Center		15,515	.0072		.0039	144	267	2,926	373	1,272	1,173	971	2,899	1,173	2,339	277
Rock	193	144,383	.0667	4,234	.0657	105	106	32,812	12,097	16,542	7,803	7,077	23,838	10,778	15,699	3,994
△Beloit		51,381	.0238		.0223	112	120	13,670	3,373	6,271	4,274	2,306	9,780	3,417	3,649	1,626
△Janesville		54,747	.0253		.0208	120	145	12,571	3,790	8,256	2,742	3,575	8,059	4,618	5,198	1,674
Rusk		14,330	.0067	3,115	.0072	79	74	2,855	1,252	1,440	734	286	2,213	819	2,512	345
St. Croix		35,041	.0162	4,492	.0140	93	107	7,251	4,074	1,689	1,045	544	6,098	2,384	7,238	961
Sauk		47,911	.0221	4,060	.0204	90	98	9,247	5,074	3,642	1,606	2,995	8,334	3,729	5,656	1,183
Baraboo		15,168	.0070		.0052	116	156	3,540	1,104	1,622	912	1,828	2,304	866	1,548	431
Sawyer		12,585	.0059	4,195	.0048	86	105	2,059	1,640	2,173	265	171	2,263	867	1,558	348
Shawano		31,389	.0145	3,339	.0153	78	74	5,933	3,720	3,158	1,012	607	4,619	2,625	5,981	635
Shawano		15,518	.0072		.0046	118	185	2,893	983	1,702	996	521	2,018	1,509	2,999	466
Sheboygan	286	102,240	.0473	3,745	.0481	97	93	26,300	8,658	20,508	3,184	4,032	14,147	8,020	9,811	2,558
△Sheboygan		52,640	.0243		.0274	96	86	18,584	5,279	608	2,717	2,861	8,473	5,585	4,170	2,131
Taylor		15,248	.0070	3,244	.0075	76	71	2,746	1,450	1,425	382	603	3,035	1,656	2,182	158
Trempealeau		28,743	.0133	4,227	.0112	81	96	4,075	2,924	2,846	387	1,090	4,394	1,887	6,296	639
Vernon		21,513	.0099	2,947	.0109	76	69	4,562	2,102	1,590	965	544	2,278	1,866	4,821	683
Vilas		15,703	.0073	6,281	.0047	98	152	3,812	2,056	1,709	614	197	1,595	1,501	2,751	319
Walworth		68,291	.0316	4,215	.0289	98	107	16,119	8,825	3,763	2,066	1,919	12,734	5,600	9,897	1,928
Washburn		20,122	.0093	6,939	.0059	105	166	2,888	1,755	960	333	38	9,326	1,384	1,921	498
Washington		45,156	.0209	3,671	.0220	91	86	9,510	4,706	3,193	2,966	2,323	7,270	3,005	7,262	936
West Bend		17,074	.0079		.0058	123	168	4,698	1,029	1,253	1,977	551	3,248	1,069	1,950	339
Waukesha	99	144,955	.0670	3,726	.0737	95	87	38,763	12,490	6,881	5,701	6,563	27,948	12,147	16,989	4,448
Oconomowoc		17,123	.0079		.0047	131	219	4,806	1,072	438	1,003	690	4,069	1,685	1,447	705
Waukesha		52,495	.0243		.0194	115	145	13,645	2,744	2,779	3,638	3,862	14,156	3,356	3,241	1,588
Waupaca		46,365	.0215	4,546	.0180	92	110	8,525	4,123	4,180	1,965	1,682	10,588	3,118	6,916	1,100
Waushara		13,785	.0063	3,446	.0058	76	83	2,859	1,386	1,602	339	427	2,321	1,120	2,482	369
Winnebago	263	136,310	.0631	4,156	.0608	98	101	33,128	13,803	23,140	6,096	6,424	15,952	9,471	9,849	3,396
Menasha		12,983	.0060		.0078	84	65	2,752	1,479	824	423	809	2,018	2,093	1,594	204
See Appleton-Neenah-Menasha																
Neenah		24,292	.0112		.0112	107	107	8,241	1,335	1,886	1,463	1,030	3,667	1,718	2,747	607
△Oshkosh		74,333	.0344		.0295	108	130	15,565	5,915	18,949	3,812	3,932	10,184	3,452	2,756	2,181

Wisconsin Population-Income data, pages 370-377
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.
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Selling best... where they buy more!

Madison Retail Trade Zone*

Population—448,900
Families—142,000
Total EBI—$914,057,000
EBI per Household
Madison—$3,345
Total RTZ $5,437

*As defined by Audit Bureau of Circulations. All Statistics from 1960 Survey of Buying Power.

PLUS

Both WKOW and WKOW-TV deliver this rich Madison Retail Trade Zone, PLUS the surrounding counties, ALL in merchandisable depth. AM and TV, these are the ACTION buys in Madison.

PLUS

Both WKOW and WKOW-TV are the only Madison stations providing aggressive, full time on-the-spot merchandising assistance.

Wire or write For details

Represented nationally by Headley-Reed Co.

WKOW MADISON, WISCONSIN

TV-abc

RADIO - 10 KW - 1070

WISCONSIN	RETAIL SALES— SM ESTIMATES, 1959														
COUNTIES CITIES (continued)	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Wood		73,343	.0340	4,264	.0316	91	97	16,069	5,162	9,579	3,533	3,654	14,165	5,095	7,707	2,022
Marshfield		28,606	.0132		.0092	111	159	6,010	1,731	4,473	1,536	1,873	6,619	1,687	1,532	680
Wisconsin Rapids		30,397	.0141		.0106	118	157	7,300	1,644	4,727	1,856	1,499	4,361	2,281	2,966	1,101
Total Above Cities		3,096,730	1.4321		1.2824	112	125	736,790	244,165	470,809	215,355	178,020	536,685	196,557	179,251	100,965
State Total		4,786,593	2.2138	4,157	2.1647	98	100	1,075,762	449,179	608,524	251,898	222,637	817,434	328,940	472,538	138,280

METRO. AREAS	RETAIL SALES— SM ESTIMATES, 1959													
△Appleton	120,853	.0559	4,443	.0525	96	102	23,315	7,618	18,063	6,457	7,019	21,128	7,937	14,704	2,960
△Beloit-Janesville	144,383	.0667	4,234	.0657	105	106	32,812	12,097	16,542	7,803	7,077	23,838	10,778	15,699	3,994
Duluth-Superior	311,198	.1439	3,627	.1190	95	92	78,536	23,756	48,109	21,044	12,931	49,025	24,725	19,814	10,831
△Eau Claire	125,899	.0581	4,010	.0566	91	93	20,744	10,107	22,446	8,346	5,529	23,627	9,365	12,619	3,038
△Fond du Lac	95,694	.0442	4,430	.0410	97	105	20,611	9,353	7,851	6,108	3,769	18,766	6,118	11,394	3,062
Green Bay	158,048	.0731	4,732	.0669	98	107	37,456	12,267	21,824	9,759	9,069	25,345	9,389	11,515	4,233
Kenosha	117,594	.0544	3,920	.0565	102	98	29,801	11,220	12,609	7,037	5,243	19,082	7,878	9,707	3,796
△La Crosse	95,630	.0442	4,532	.0407	100	108	19,963	10,088	13,605	5,281	5,554	15,364	7,576	6,324	2,793
Madison	281,040	.1300	4,592	.1296	107	107	53,263	23,757	41,512	18,776	12,941	48,048	17,451	30,389	11,042
△Manitowoc-Two Rivers	75,865	.0351	3,647	.0369	92	88	19,856	6,758	8,453	3,837	2,594	12,424	4,415	8,939	1,870
Milwaukee	1,541,318	.7128	4,326	.7215	107	106	376,669	143,809	244,645	100,314	84,844	252,080	97,473	73,136	50,132
△Oshkosh	136,310	.0631	4,156	.0608	98	101	33,128	13,803	23,140	6,096	6,424	16,952	9,471	9,849	3,396
Racine	176,801	.0818	4,376	.0816	108	108	51,494	13,120	18,402	8,635	11,528	28,823	11,952	14,469	5,526
△Sheboygan	102,240	.0473	3,745	.0491	97	93	26,300	8,658	20,508	3,184	4,032	14,147	8,020	9,811	2,558
△Wausau	94,514	.0437	3,751	.0440	85	85	19,754	8,538	12,059	3,526	4,634	22,542	5,113	8,894	2,210
Total Above Areas	3,577,397	1.6543	4,216	1.6524	102	102	843,702	314,949	529,768	216,203	183,248	591,196	237,253	257,253	111,441

Wisconsin Population-Income data, pages 370-377
SM Standard (▲) and Potential (△) Metropolitan County Areas.

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

Before using these figures see page 464.
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The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

WYOMING— (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah.)

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

Map, page 378 City	County	Pop. (thous.)	NUMBER OF OUTLETS Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Casper	Natrona	38.1	336	38	40	16	28	34	40	49	17	13
Cheyenne	Laramie	42.1	509	59	102	32	55	36	36	75	22	16
Cody	Park	4.6	94	9	17	5	8	7	7	14	5	3
Laramie	Albany	19.1	192	30	38	10	13	12	10	28	14	8
Rawlins	Carbon	8.9	119	11	20	5	4	7	11	28	6	6
Rock Springs	Sweetwater	11.6	147	24	35	6	13	6	11	22	2	4
Sheridan	Sheridan	12.0	190	25	35	14	16	12	11	24	15	7

RETAIL SALES— SM ESTIMATES, 1959

COUNTIES CITIES	Met. Area Code	Total Retail Sales ($000)	% of U. S. A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Auto-motive ($000)	Gas Stations ($000)	Lumber-Bldg. Hdwre. ($000)	Drugs ($000)
Albany		27,509	.0126	3,967	.0136	102	95	6,213	2,310	2,114	1,035	1,834	3,890	3,239	2,264	896
Laramie		25,998	.0120		.0119	111	112	6,108	1,878	1,960	1,035	1,781	3,891	2,842	2,117	896
Big Horn		11,427	.0053	3,571	.0055	86	83	2,606	859	794	401	328	1,827	871	2,391	537
Campbell		8,266	.0039	4,862	.0031	107	134	1,473	887	298	608	267	2,032	1,011	936	616
Carbon		20,154	.0093	3,803	.0104	106	95	3,729	2,021	1,652	693	676	3,927	3,780	1,603	978
Rawlins		15,197	.0070		.0060	120	140	2,671	1,432	1,337	641	601	3,356	2,495	969	926
Converse		9,072	.0042	5,336	.0031	100	127	1,586	739	197	498	624	1,897	1,399	1,118	345
Crook		3,485	.0016	2,665	.0020	83	67	657	394	263	103	47	206	700	680	234
Fremont		32,810	.0151	4,557	.0133	97	110	6,371	2,884	1,932	1,555	892	9,287	2,795	4,542	1,127
Goshen		13,411	.0062	3,725	.0064	93	90	2,587	738	713	524	435	2,062	780	3,149	478
Hot Springs		6,210	.0029	3,450	.0029	94	94	1,658	837	416	415	225	628	648	735	394
Johnson		6,059	.0028	4,326	.0027	100	104	1,194	500	587	234	207	986	908	791	130
Laramie	206	83,986	.0389	4,883	.0364	108	115	15,567	6,481	6,432	5,683	4,610	18,759	8,203	6,769	2,941
△Cheyenne		76,593	.0354		.0275	117	150	13,939	6,045	6,329	5,484	4,350	18,110	6,841	5,190	2,768
Lincoln		10,676	.0049	4,448	.0042	93	109	2,084	1,134	1,375	274	382	2,058	1,380	945	486
Natrona	205	72,821	.0338	5,718	.0286	115	135	15,188	3,359	8,218	3,276	4,484	16,480	6,379	5,181	3,307
△Casper		67,489	.0312		.0259	122	146	14,029	2,531	7,890	3,276	4,484	16,480	5,144	4,809	2,526
Niobrara		4,939	.0023	4,116	.0020	95	110	918	573	298	128		849	1,061	592	68
Park		25,349	.0117	4,875	.0101	109	126	3,895	1,570	1,539	975	888	4,462	3,343	4,536	782
Cody		11,106	.0051		.0037	142	196	1,791	817	662	650	638	2,626	1,594	961	382
Platte		9,195	.0043	3,831	.0042	98	100	2,221	667	512	133	224	2,182	1,206	1,289	357
Sheridan		29,245	.0135	4,499	.0118	101	115	5,684	2,048	2,845	1,051	1,373	4,443	2,430	5,916	1,084
Sheridan		26,794	.0124		.0087	130	185	5,127	1,509	2,699	1,051	1,373	4,443	1,978	5,184	1,084
Sublette		3,742	.0017	3,742	.0016	89	94	518	602	614	119	139	730	328	344	155
Sweetwater		24,814	.0115	4,682	.0104	104	115	6,594	2,954	2,592	648	1,041	4,557	3,068	707	875
Rock Springs		18,512	.0086		.0074	114	132	5,381	1,780	1,292	602	941	3,988	2,034	481	749
Teton		6,606	.0030	4,719	.0026	100	115	1,504	1,108	219	259	92	591	1,165	428	320
Uinta		9,907	.0046	5,214	.0040	100	115	1,795	970	712	564		2,638	1,463	1,041	418
Washakie		13,081	.0061	5,232	.0053	104	120	2,892	706	341	1,203	720	2,384	870	2,988	483
Weston		10,011	.0046	4,171	.0045	105	107	2,263	1,016	612	333	241	1,121	1,273	850	424
Yellowstone National Park		3,719	.0018	37,190	.0008	267	600		449	2,677				4		
Total Above Cities		241,689	.1117		.0911	119	146	49,046	15,992	22,169	12,739	14,168	52,894	22,928	19,711	9,331
State Total		446,274	.2064	4,834	.1897	104	113	89,197	35,806	37,952	20,712	19,529	88,976	48,304	49,795	17,435

METRO. AREAS — RETAIL SALES— SM ESTIMATES, 1959

△Casper		72,821	.0336	5,718	.0286	115	135	15,188	3,359	8,218	3,276	4,484	16,480	6,379	5,181	3,307
△Cheyenne		83,986	.0389	4,883	.0364	108	115	15,567	6,481	6,432	5,683	4,610	18,759	8,203	6,769	2,941
Total Above Areas		156,807	.0725	5,238	.0650	111	124	30,755	9,840	14,650	8,959	9,094	35,239	14,582	11,950	6,248

Wyoming Population-Income data, pages 378-379
SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures see page 464.

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Section 5

RANKINGS and SUMMARIES

Leading Counties and Cities; Metropolitan Areas; Regions and States

Other Sections:

1. *Foreword; How to Use the Survey* 19
2. *Population-Income Data for States, their Counties and Cities* 45
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Leading Counties and Cities Rankings

The county is undoubtedly the best and most flexible geographic unit available for the definition of market areas, and unlike metropolitan areas or cities, all counties account for 100 per cent of the nation's population, income and retail sales. For this reason, any marketing breakdown of the nation is usually done by counties.

The 1950 Census tabulated results for 3,070 counties, 29 independent cities, the District of Columbia, and parts of Yellowstone National Park in Idaho, Montana and Wyoming. SALES MANAGEMENT considers Yellowstone National Park and the District of Columbia as counties, and includes independent cities in their counties.

Thus, the independent city of Baltimore is included with the county of Baltimore, the independent city of St. Louis is included with St. Louis county, and similar treatment is given to all the independent cities of Virginia. In this way, we establish 3,072 basic county units accounting for the U. S. totals in 1950.

However, the following changes in county definitions have taken place since April, 1950. Armstrong county in South Dakota has lost its separate identity, and has been merged with Dewey county, reducing the total county count to 3,071. In 1952, the counties of Elizabeth City and Warwick in Virginia elected to change their status to that of independent cities, entitled respectively Hampton and Warwick. In July, 1958, the independent cities of Warwick and Newport News were combined to form the greater city of Newport News. We now add greater Newport News and Hampton to form the "County" of Newport News, with the IBM code of 45-128.

This county has no legal existence, but permits the counties of Virginia to add up to the state totals.

Last year, with Alaska and Hawaii achieving statehood, nine new counties were added to the total, so that in the 1960 *Survey* there are 3,079 counties. In the rankings of the leading 200 counties, however, we treat the five counties of New York City as one.

Vast divergences characterize the economic behavior of these 3,070 counties, with a relatively small number accounting for the bulk of economic activity. For that reason, the rankings of the leading 200 counties in this section will be found quite adequate for the marketing needs of those who wish to concentrate their attention most profitably on the smallest number of separate county areas. In this respect the leading 200 counties will be found to approximate roughly the standard metropolitan areas. Both account for about two-thirds of all retail sales.

For each significant market factor, we show here the 200 leading counties with respect to that factor. The degree of centralization varies of course with each factor. The leading 200 counties with respect to population account for about 57 per cent of total population, but the leading 200 counties in general merchandise account for approximately 73 per cent of total general merchandise sales. The rankings in per capita and per household income are restricted to the 200 counties leading in population, while the rankings in retail sales per household are restricted to the 200 counties leading in total sales.

We also show rankings of the leading 200 cities with respect to population, income and retail sales. We offer these rankings with some hesitation since the use of city rankings must be hedged with qualifications. A city's ranking is heavily dependent on where its corporate limits are drawn. Generally speaking, cities in the New England and Middle Atlantic regions have very little opportunity to expand by way of annexations (i.e., extensions of corporate limits), but cities in the Far West and Southwest find it easier to redefine their limits, thus often effecting drastic sudden alterations in their rankings.

TO SELL MORE MERCHANDISE YOU NEED Outdoor Life



Last year, fishermen and hunters spent $100,000,000 before they ever wet a line, fired a shot or bought any equipment at all. That's a hundred million spent just for licenses and permits to enable them to pursue their favorite sports! Small wonder that alert advertisers have been cultivating the 4-billion-dollar-a-year outdoor market in ever-increasing numbers. The key to this market is OUTDOOR LIFE, with its total net paid circulation of almost 1,100,000 dedicated sportsmen —over 5,000,000 readers per month.

And that 4 billion dollars doesn't just go for fishing and hunting gear, boats and motors, either. Every sportsman lives a double life. Although he fishes and hunts many days during the year, he buys and consumes every day of the year, because he's a husband, father and home-owner besides an outdoorsman!

Major advertisers in every classification know this, and sell their products profitably to the OUTDOOR LIFE market . . . many of them in issue after issue, year after year. In 1959, for instance, more than 54% of OUTDOOR LIFE's ad revenue came from non-sporting goods products like liquor, autos, apparel, drugs, toiletries, appliances, insurance, gasoline, travel and tobacco products.

Sell your merchandise to the free-spending outdoor sportsman. Put OUTDOOR LIFE on your ad schedule and watch those sales go up.

YOUR KEY TO SALES IN THE OUTDOOR MARKET • Outdoor Life

Population and Rank, 200 Leading Counties

SM Estimates, January 1, 1960, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	POPULATION SM Est. (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	7,728.5	1
Los Angeles, Cal.	Los Angeles	5,937.5	2
Cook, Ill.	Chicago	5,119.8	3
Wayne, Mich.	Detroit	2,873.8	4
Philadelphia, Pa.	Philadelphia	2,123.5	5
Cuyahoga, Ohio	Cleveland	1,654.0	6
Allegheny, Pa.	Pittsburgh	1,623.5	7
St. Louis, Mo.	St. Louis	1,508.7	8
Baltimore, Md.	Baltimore	1,455.4	9
Nassau, N. Y.	Hempstead Township	1,369.9	10
Harris, Tex.	Houston	1,212.0	11
Middlesex, Mass.	Cambridge	1,182.3	12
Erie, N. Y.	Buffalo	1,104.3	13
Milwaukee, Wisc.	Milwaukee	1,063.9	14
Essex, N. J.	Newark	986.9	15
San Diego, Cal.	San Diego	983.6	16
King, Wash.	Seattle	925.0	17
Dallas, Tex.	Dallas	922.1	18
Dade, Fla.	Miami	915.1	19
Alameda, Cal.	Oakland	890.2	20
Hamilton, Ohio	Cincinnati	849.1	21
Suffolk, Mass.	Boston	839.8	22
District of Columbia	Washington	830.9	23
Hennepin, Minn.	Minneapolis	820.7	24
Bergen, N. J.	Hackensack	806.8	25
Westchester, N. Y.	Yonkers	802.9	26
San Francisco, Cal.	San Francisco	774.1	27
Oakland, Mich.	Pontiac	693.5	28
Marion, Ind.	Indianapolis	689.1	29
Orange, Cal.	Santa Ana	686.7	30
Franklin, Ohio	Columbus	668.2	31
Hartford, Conn.	Hartford	660.1	32
Bexar, Tex.	San Antonio	660.1	32
Hudson, N. J.	Jersey City	646.4	34
Jefferson, Ala.	Birmingham	634.1	35
Fairfield, Conn.	Bridgeport	633.1	36
Maricopa, Ariz.	Phoenix	630.2	37
New Haven, Conn.	New Haven	627.6	38
Jackson, Mo.	Kansas City	627.1	39
Santa Clara, Cal.	San Jose	613.0	40
Orleans, La.	New Orleans	606.1	41
Suffolk, N. Y.	Patchogue	597.4	42
Shelby, Tenn.	Memphis	590.0	43
Worcester, Mass.	Worcester	589.5	44
Monroe, N. Y.	Rochester	585.0	45
Jefferson, Ky.	Louisville	583.0	46
Providence, R. I.	Providence	579.0	47
Tarrant, Tex.	Fort Worth	575.1	48
Delaware, Pa.	Chester	574.2	49
Essex, Mass.	Lynn	561.0	50
Multnomah, Ore.	Portland	561.0	50
Fulton, Ga.	Atlanta	560.5	52
Montgomery, Ohio	Dayton	535.0	53
Norfolk, Va.	Norfolk	532.1	54
Honolulu, Hawaii	Honolulu	520.5	55
Denver, Colo.	Denver	520.0	56
Summit, Ohio	Akron	515.0	57
Montgomery, Pa.	Norristown	510.4	58
Union, N. J.	Elizabeth	506.5	59
Lake, Ind.	Gary	501.7	60
Norfolk, Mass.	Quincy	491.3	61
San Bernardino, Cal.	San Bernardino	478.2	62
Lucas, Ohio	Toledo	474.7	63
Sacramento, Cal.	Sacramento	468.3	64
Duval, Fla.	Jacksonville	451.5	65
Oklahoma, Okla.	Oklahoma City	425.7	66
Onondaga, N. Y.	Syracuse	410.3	67
San Mateo, Cal.	San Mateo	409.2	68
Ramsey, Minn.	St. Paul	408.2	69
Bristol, Mass.	New Bedford	398.4	70
Macomb, Mich.	Mount Clemens	396.2	71
Genesee, Mich.	Flint	393.9	72
Contra Costa, Cal.	Richmond	391.4	73
Prince Georges, Md.	Hyattsville	391.0	74
Hillsborough, Fla.	Tampa	386.6	75
Hampden, Mass.	Springfield	383.7	76
Davidson, Tenn.	Nashville	380.1	77
Salt Lake, Utah	Salt Lake City	380.1	77
Passaic, N. J.	Paterson	378.6	79
Camden, N. J.	Camden	370.7	80
Middlesex, N. J.	New Brunswick	368.2	81
Luzerne, Pa.	Wilkes-Barre	366.1	82
Fresno, Cal.	Fresno	350.9	83
Kent, Mich.	Grand Rapids	349.4	84
Tulsa, Okla.	Tulsa	342.2	85
Henrico, Va.	Richmond	340.5	86
Douglas, Nebr.	Omaha	337.3	87
Bucks, Pa.	Bristol	336.0	88
Westmoreland, Pa.	Greensburg	335.6	89
Sedgwick, Kans.	Wichita	332.8	90
Stark, Ohio	Canton	332.2	91
Pinellas, Fla.	St. Petersburg	330.9	92
El Paso, Tex.	El Paso	330.0	93
Pierce, Wash.	Tacoma	328.1	94
Monmouth, N. J.	Asbury Park	310.5	95
Montgomery, Md.	Rockville	310.1	96
New Castle, Del.	Wilmington	307.5	97
Du Page, Ill.	Elmhurst	297.6	98
Broward, Fla.	Fort Lauderdale	296.5	99
Mahoning, Ohio	Youngstown	295.1	100
Spokane, Wash.	Spokane	291.1	101
Mobile, Ala.	Mobile	282.5	102
Kern, Cal.	Bakersfield	277.7	103
Riverside, Cal.	Riverside	277.6	104
Albany, N. Y.	Albany	276.2	105
Mecklenburg, N. C.	Charlotte	275.3	106
Mercer, N. J.	Trenton	272.2	107
Berks, Pa.	Reading	271.7	108
Arlington, Va.	Alexandria	269.1	109
Lake, Ill.	Waukegan	268.1	110
Polk, Iowa	Des Moines	267.6	111
Lancaster, Pa.	Lancaster	267.5	112
Pima, Ariz.	Tucson	265.1	113
Pulaski, Ark.	Little Rock	260.0	114
Orange, Fla.	Orlando	257.8	115
Hamilton, Tenn.	Chattanooga	253.2	116
Jefferson, Tex.	Beaumont	253.1	117
Bernalillo, N. M.	Albuquerque	252.8	118
Kanawha, W. Va.	Charleston	252.5	119
Nueces, Tex.	Corpus Christi	250.0	120
St. Clair, Ill.	East St. Louis	249.0	121
Oneida, N. Y.	Utica	247.6	122
Lackawanna, Pa.	Scranton	246.5	123
Knox, Tenn.	Knoxville	246.3	124
St. Joseph, Ind.	South Bend	242.8	125
San Joaquin, Cal.	Stockton	237.2	126
York, Pa.	York	237.0	127
Erie, Pa.	Erie	236.8	128
Fairfax, Va.	Falls Church	234.1	129
Niagara, N. Y.	Niagara Falls	234.0	130
Guilford, N. C.	Greensboro	233.8	131
East Baton Rouge, La.	Baton Rouge	232.8	132
St. Louis, Minn.	Duluth	231.0	133
Palm Beach, Fla.	West Palm Beach	229.7	134
Allen, Ind.	Fort Wayne	229.2	135
Plymouth, Mass.	Brockton	228.6	136
Morris, N. J.	Morristown	226.3	137
Madison, Ill.	Alton	224.2	138
Lehigh, Pa.	Allentown	223.4	139
Dauphin, Pa.	Harrisburg	223.0	140
De Kalb, Ga.	Decatur	220.0	141
Ingham, Mich.	Lansing	219.1	142
Dane, Wisc.	Madison	216.5	143
Washington, Pa.	Washington	215.1	144
Travis, Tex.	Austin	212.5	145
Lorain, Ohio	Lorain	211.7	146
Charleston, S. C.	Charleston	210.5	147
Hidalgo, Tex.	McAllen	210.4	148
Chester, Pa.	West Chester	208.7	149
Caddo, La.	Shreveport	208.0	150
Broome, N. Y.	Binghamton	207.5	151
Beaver, Pa.	Beaver Falls	207.3	152
Greenville, S. C.	Greenville	206.4	153
Trumbull, Ohio	Warren	206.1	154
Cambria, Pa.	Johnstown	206.0	155
Anne Arundel, Md.	Annapolis	204.7	156
Jefferson, La.	Gretna	201.7	157
Peoria, Ill.	Peoria	201.4	158
Winnebago, Ill.	Rockford	196.2	159
Wyandotte, Kans.	Kansas City	194.0	160
Newport News, Va.	Newport News	193.5	161
Saginaw, Mich.	Saginaw	190.6	162
Northampton, Pa.	Bethlehem	188.3	163
Monterey, Cal.	Salinas	187.5	164
Butler, Ohio	Hamilton	187.4	165
Burlington, N. J.	Burlington	187.3	166
Richland, S. C.	Columbia	187.3	166
Polk, Fla.	Lakeland	186.5	168
Kane, Ill.	Aurora	183.5	169
Chatham, Ga.	Savannah	183.1	170
Forsyth, N. C.	Winston-Salem	181.8	171
Vanderburgh, Ind.	Evansville	180.4	172
Schuylkill, Pa.	Pottsville	180.4	172
Ventura, Cal.	Ventura	180.2	174
New London, Conn.	New London	178.5	175
Will, Ill.	Joliet	177.5	176
Escambia, Fla.	Pensacola	177.3	177
Orange, N. Y.	Newburgh	176.5	178
Cumberland, Me.	Portland	175.6	179
Lubbock, Tex.	Lubbock	175.5	180
Hinds, Miss.	Jackson	174.4	181
Dutchess, N. Y.	Poughkeepsie	172.0	182
Cameron, Tex.	Harlingen	169.1	183
Hillsborough, N. H.	Manchester	168.2	184
Wake, N. C.	Raleigh	166.5	185
Montgomery, Ala.	Montgomery	165.5	186
Fayette, Pa.	Uniontown	164.7	187
Spartanbur , S. C.	Spartanburg	163.5	188
Schenectady, N. Y.	Schenectady	162.8	189
Washtenaw, Mich.	Ann Arbor	162.6	190
Kalamazoo, Mich.	Kalamazoo	162.5	191
Muscogee, Ga.	Columbus	160.5	192
Roanoke, Va.	Roanoke	160.0	193
Rock Island, Ill.	Rock Island	159.2	194
Berrien, Mich.	Benton Harbor	159.1	195
Richmond, Ga.	Augusta	156.9	196
Yakima, Wash.	Yakima	152.5	197
Lane, Ore.	Eugene	151.8	198
Atlantic, N. J.	Atlantic City	150.9	199
Chautauqua, N. Y.	Jamestown	149.6	200
Total Above Counties		102,830.2	
% of U. S. A.		57.5490	

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Total Net Effective Buying Income, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	NET E.B.I. SM Estimates (in thousands)	Rank in Group
New York City (5 Counties, N. Y.)	New York City	18,452,851	1
Los Angeles, Cal.	Los Angeles	13,884,718	2
Cook, Ill.	Chicago	12,814,366	3
Wayne, Mich.	Detroit	6,393,609	4
Philadelphia, Pa.	Philadelphia	4,334,671	5
Cuyahoga, Ohio	Cleveland	3,866,748	6
Nassau, N. Y.	Hempstead Township	3,603,005	7
Allegheny, Pa.	Pittsburgh	3,328,181	8
St. Louis, Mo.	St. Louis	3,173,526	9
Baltimore, Md.	Baltimore	2,829,505	10
Middlesex, Mass.	Cambridge	2,634,629	11
Essex, N. J.	Newark	2,389,920	12
Harris, Tex.	Houston	2,313,109	13
Erie, N. Y.	Buffalo	2,252,969	14
Milwaukee, Wisc.	Milwaukee	2,233,406	15
San Francisco, Cal.	San Francisco	2,215,309	16
Alameda, Cal.	Oakland	2,124,375	17
Westchester, N. Y.	Yonkers	2,121,186	18
Bergen, N. J.	Hackensack	2,111,022	19
San Diego, Cal.	San Diego	2,106,045	20
King, Wash.	Seattle	2,037,591	21
District of Columbia	Washington	1,986,579	22
Dade, Fla.	Miami	1,923,074	23
Dallas, Tex.	Dallas	1,812,907	24
Suffolk, Mass.	Boston	1,787,566	25
Fairfield, Conn.	Bridgeport	1,786,615	26
Hamilton, Ohio	Cincinnati	1,774,146	27
Hennepin, Minn.	Minneapolis	1,763,172	28
Hartford, Conn.	Hartford	1,671,563	29
Marion, Ind.	Indianapolis	1,516,230	30
New Haven, Conn.	New Haven	1,515,833	31
Franklin, Ohio	Columbus	1,486,049	32
Oakland, Mich.	Pontiac	1,470,689	33
Jackson, Mo.	Kansas City	1,435,628	34
Hudson, N. J.	Jersey City	1,389,295	35
Delaware, Pa.	Chester	1,334,126	36
Santa Clara, Cal.	San Jose	1,308,244	37
Union, N. J.	Elizabeth	1,301,164	38
Monroe, N. Y.	Rochester	1,300,314	39
Norfolk, Mass.	Quincy	1,208,212	40
Worcester, Mass.	Worcester	1,188,273	41
Montgomery, Ohio	Dayton	1,181,602	42
Montgomery, Pa.	Norristown	1,177,824	43
Denver, Colo.	Denver	1,176,703	44
Essex, Mass.	Lynn	1,174,682	45
Multnomah, Ore.	Portland	1,130,040	46
Suffolk, N. Y.	Patchogue	1,111,205	47
Orange, Cal.	Santa Ana	1,433,741	48
Lucas, Ohio	Toledo	1,105,190	49
Providence, R. I.	Providence	1,095,472	50
Fulton, Ga.	Atlanta	1,088,146	51
San Mateo, Cal.	San Mateo	1,087,225	52
Sacramento, Cal.	Sacramento	1,086,008	53
Orleans, La.	New Orleans	1,085,426	54
Maricopa, Ariz.	Phoenix	1,083,760	55
Jefferson, Ala.	Birmingham	1,062,017	56
Summit, Ohio	Akron	1,060,030	57
Tarrant, Tex.	Fort Worth	1,048,037	58
Jefferson, Ky.	Louisville	1,034,319	59
Lake, Ind.	Gary	1,030,772	60
Shelby, Tenn.	Memphis	1,015,758	61
Bexar, Tex.	San Antonio	988,900	62
Norfolk, Va.	Norfolk	972,331	63
Honolulu, Hawaii	Honolulu	937,973	64
San Bernardino, Cal.	San Bernardino	925,608	65
Passaic, N. J.	Paterson	870,979	66
Contra Costa, Cal.	Richmond	858,882	67
Onondaga, N. Y.	Syracuse	853,133	68
Hampden, Mass.	Springfield	843,150	69
Genessee, Mich.	Flint	842,992	70
Ramsey, Minn.	St. Paul	824,628	71
Middlesex, N. J.	New Brunswick	810,670	72
Oklahoma, Okla.	Oklahoma City	802,775	73
New Castle, Del.	Wilmington	802,127	74
Montgomery, Md.	Rockville	794,835	75
Prince Georges, Md.	Hyattsville	791,640	76
Camden, N. J.	Camden	788,229	77
Duval, Fla.	Jacksonville	788,027	78
Macomb, Mich.	Mount Clemens	754,575	79
Bristol, Mass.	New Bedford	746,027	80
Du Page, Ill.	Elmhurst	745,188	81
Kent, Mich.	Grand Rapids	699,721	82
Salt Lake, Utah	Salt Lake City	698,618	83
Arlington, Va.	Alexandria	675,995	84
Tulsa, Okla.	Tulsa	673,740	85
Douglas, Neb.	Omaha	671,509	86
Fresno, Cal.	Fresno	669,563	87
Bucks, Pa.	Bristol	663,533	88
Monmouth, N. J.	Asbury Park	662,232	89
Sedgwick, Kans.	Wichita	652,954	90
Lake, Ill.	Waukegan	649,718	91
Davidson, Tenn.	Nashville	648,457	92
Hillsborough, Fla.	Tampa	644,164	93
Pinellas, Fla.	St. Petersburg	639,707	94
Stark, Ohio	Canton	636,662	95
Henrico, Va.	Richmond	633,146	96
Mercer, N. J.	Trenton	611,119	97
Pierce, Wash.	Tacoma	608,404	98
Mahoning, Ohio	Youngstown	597,882	99
Albany, N. Y.	Albany	591,410	100
Luzerne, Pa.	Wilkes-Barre	589,590	101
Spokane, Wash.	Spokane	578,498	102
Kern, Cal.	Bakersfield	565,103	103
Westmoreland, Pa.	Greensburg	564,491	104
Berks, Pa.	Reading	558,133	105
El Paso, Tex.	El Paso	555,280	106
Lancaster, Pa.	Lancaster	552,078	107
Broward, Fla.	Fort Lauderdale	548,864	108
St. Joseph, Ind.	South Bend	545,349	109
Polk, Iowa	Des Moines	544,266	110
Riverside, Cal.	Riverside	512,808	111
Morris, N. J.	Morristown	510,904	112
Mecklenburg, N. C.	Charlotte	491,540	113
Pima, Ariz.	Tucson	491,446	114
San Joaquin, Cal.	Stockton	490,613	115
Ingham, Mich.	Lansing	481,343	116
Allen, Ind.	Fort Wayne	479,598	117
De Kalb, Ga.	Decatur	476,274	118
Niagara, N. Y.	Niagara Falls	475,973	119
Bernalillo, N. M.	Albuquerque	474,824	120
Fairfax, Va.	Falls Church	473,788	121
Orange, Fla.	Orlando	469,258	122
St. Clair, Ill.	East St. Louis	466,614	123
Erie, Pa.	Erie	466,478	124
Oneida, N. Y.	Utica	462,432	125
Madison, Ill.	Alton	457,114	126
Jefferson, Tex.	Beaumont	453,261	127
Plymouth, Mass.	Brockton	450,730	128
Peoria, Ill.	Peoria	446,890	129
Lehigh, Pa.	Allentown	445,299	130
Kanawha, W. Va.	Charleston	444,589	131
Winnebago, Ill.	Rockford	443,488	132
Dane, Wisc.	Madison	442,458	133
York, Pa.	York	440,262	134
Dauphin, Pa.	Harrisburg	439,755	135
East Baton Rouge, La.	Baton Rouge	439,193	136
Lorain, Ohio	Lorain	432,722	137
Mobile, Ala.	Mobile	428,116	138
Broome, N. Y.	Binghamton	426,753	139
Palm Beach, Fla.	West Palm Beach	424,360	140
Monterey, Cal.	Salinas	421,539	141
Pulaski, Ark.	Little Rock	420,622	142
St. Louis, Minn.	Duluth	416,554	143
Kane, Ill.	Aurora	409,521	144
Beaver, Pa.	Beaver Falls	404,530	145
Lackawanna, Pa.	Scranton	404,138	146
Chester, Pa.	West Chester	401,205	147
Guilford N. C.	Greensboro	398,642	148
Nueces, Tex.	Corpus Christi	397,240	149
New London, Conn.	New London	397,056	150
Trumbull, Ohio	Warren	394,464	151
Hamilton, Tenn.	Chattanooga	387,868	152
Knox, Tenn.	Knoxville	380,198	153
Schenectady, N. Y.	Schenectady	379,369	154
Burlington, N. J.	Burlington	377,268	155
Washington, Pa.	Washington	371,484	156
Butler, Ohio	Hamilton	371,140	157
Northampton, Pa.	Bethlehem	368,743	158
Ventura, Cal.	Ventura	363,889	159
Will, Ill.	Joliet	360,956	160
Caddo, La.	Shreveport	360,349	161
Saginaw, Mich.	Saginaw	352,815	162
Anne Arundel, Md.	Annapolis	349,472	163
Wyandotte, Kans.	Kansas City	349,282	164
Rock Island, Ill.	Rock Island	347,817	165
Marin, Cal.	San Rafael	345,083	166
Travis, Tex.	Austin	345,014	167
Orange, N. Y.	Newburgh	337,509	168
Newport News, Va.	Newport News	336,819	169
Vanderburgh, Ind.	Evansville	335,399	170
Johnson, Kans.	Suburb of Kansas City	332,158	171
Jefferson, La.	Gretna	329,929	172
Hillsborough, N. H.	Manchester	328,193	173
Lubbock, Tex.	Lubbock	325,913	174
Dutchess, N. Y.	Poughkeepsie	324,760	175
Cumberland, Me.	Portland	322,512	176
Kalamazoo, Mich.	Kalamazoo	322,008	177
Santa Barbara, Cal.	Santa Barbara	321,495	178
Cambria, Pa.	Johnstown	321,482	179
Washtenaw, Mich.	Ann Arbor	318,376	180
Greenville, S. C.	Greenville	310,203	181
Sangamon, Ill.	Springfield	306,418	182
3rd Judicial Division, Alaska	Anchorage	306,363	183
Forsyth, N. C.	Winston-Salem	298,956	184
Polk, Fla.	Lakeland	298,601	185
Lancaster, Neb.	Lincoln	297,382	186
Atlantic, N. J.	Atlantic City	296,674	187
Sonoma, Cal.	Santa Rosa	291,315	188
Champaign, Ill.	Champaign	291,184	189
Rensselaer, N. Y.	Troy	290,812	190
Clark, Nev.	Las Vegas	290,422	191
Chatham, Ga.	Savannah	290,159	192
Chautauqua, N. Y.	Jamestown	286,612	193
Escambia, Fla.	Pensacola	286,108	194
Berkshire, Mass.	Pittsfield	284,856	195
Berrien, Mich.	Benton Harbor	284,455	196
Muscogee, Ga.	Columbus	283,395	197
Somerset, N. J.	Somerville	282,613	198
Racine, Wisc.	Racine	279,849	199
Lane, Ore.	Eugene	278,828	200
Total Above Counties		219,328,180	
% of U. S. A.		65.7800	

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Per Household Effective Buying Income, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	NET E.B.I. PER HSLD. SM Estimates	Rank in Group
Fairfield, Conn.	Bridgeport	9,631	1
Montgomery, Md.	Rockville	9,178	2
New Castle, Del.	Wilmington	9,157	3
Westchester, N. Y.	Yonkers	8,928	4
Nassau, N. Y.	Hempstead Township	8,883	5
Lake, Ill.	Waukegan	8,780	6
Hartford, Conn.	Hartford	8,711	7
Union, N. J.	Elizabeth	8,703	8
Norfolk, Mass.	Quincy	8,618	9
Du Page, Ill.	Elmhurst	8,595	10
Bergen, N. J.	Hackensack	8,540	11
Arlington, Va.	Alexandria	8,492	12
Montgomery, Pa.	Norristown	8,353	13
San Mateo, Cal.	San Mateo	8,350	14
Mercer, N. J.	Trenton	8,315	15
New Haven, Conn.	New Haven	8,193	16
Delaware, Pa.	Chester	8,160	17
District of Columbia	Washington	8,158	18
Essex, N. J.	Newark	8,135	19
Morris, N. J.	Morristown	8,071	20
San Francisco, Cal.	San Francisco	8,056	21
Cook, Ill.	Chicago	8,021	22
Burlington, N. J.	Burlington	8,010	23
Middlesex, Mass.	Cambridge	7,998	24
Honolulu, Hawaii	Honolulu	7,836	25
Cuyahoga, Ohio	Cleveland	7,754	26
Wayne, Mich.	Detroit	7,718	27
Middlesex, N. J.	New Brunswick	7,655	28
Prince Georges, Md.	Hyattsville	7,649	29
Lucas, Ohio	Toledo	7,638	30
Monterey, Cal.	Salinas	7,609	31
New London, Conn.	New London	7,606	32
New York City (5 Counties), N. Y.	New York City	7,599	33
St. Joseph, Ind.	South Bend	7,553	34
Kane, Ill.	Aurora	7,528	35
Fairfax, Va.	Falls Church	7,520	36
Contra Costa, Cal.	Richmond	7,508	37
Franklin, Ohio	Columbus	7,486	38
Suffolk, Mass.	Boston	7,473	39
Hampden, Mass.	Springfield	7,468	40
Ingham, Mich.	Lansing	7,451	41
Montgomery, Ohio	Dayton	7,446	42
Oakland, Mich.	Pontiac	7,443	43
Sacramento, Cal.	Sacramento	7,408	44
Passaic, N. J.	Paterson	7,400	45
De Kalb, Ga.	Decatur	7,398	46
Schenectady, N. Y.	Schenectady	7,352	47
Washtenaw, Mich.	Ann Arbor	7,338	48
Chester, Pa.	West Chester	7,335	49
Genesee, Mich.	Flint	7,267	50
San Diego, Cal.	San Diego	7,257	51
Alameda, Cal.	Oakland	7,236	52
Dane, Wisc.	Madison	7,230	53
Mahoning, Ohio	Youngstown	7,221	54
Lancaster, Pa.	Lancaster	7,198	55
Hudson, N. J.	Jersey City	7,192	56
Camden, N. J.	Camden	7,192	56
Peoria, Ill.	Peoria	7,173	58
Monroe, N. Y.	Rochester	7,172	59
Winnebago, Ill.	Rockford	7,153	60
Lake, Ind.	Gary	7,128	61
Dutchess, N. Y.	Poughkeepsie	7,122	62
Monmouth, N. J.	Asbury Park	7,121	63
Rock Island, Ill.	Rock Island	7,113	64
Allegheny, Pa.	Pittsburgh	7,088	65
Lorain, Ohio	Lorain	7,059	66
Milwaukee, Wisc.	Milwaukee	7,037	67
Will, Ill.	Joliet	7,022	68
Hennepin, Minn.	Minneapolis	6,997	69
Onondaga, N. Y.	Syracuse	6,993	70
Los Angeles, Cal.	Los Angeles	6,979	71
Philadelphia, Pa.	Philadelphia	6,976	72
Beaver, Pa.	Beaver Falls	6,963	73
Marion, Ind.	Indianapolis	6,962	74
Santa Clara, Cal.	San Jose	6,937	75
Worcester, Mass.	Worcester	6,937	75
Erie, N. Y.	Buffalo	6,926	77
Berks, Pa.	Reading	6,917	78
Macomb, Mich.	Mount Clemens	6,916	79
Butler, Ohio	Hamilton	6,899	80
Denver, Colo.	Denver	6,897	81
Lehigh, Pa.	Allentown	6,893	82
Niagara, N. Y.	Niagara Falls	6,888	83
Broome, N. Y.	Binghamton	6,872	84
Essex, Mass.	Lynn	6,869	85
Ventura, Cal.	Ventura	6,866	86
Summit, Ohio	Akron	6,861	87
Northampton, Pa.	Bethlehem	6,854	88
Kern, Cal.	Bakersfield	6,850	89
Dade, Fla.	Miami	6,832	90
St. Louis, Mo.	St. Louis	6,812	91
Baltimore, Md.	Baltimore	6,802	92
East Baton Rouge, La.	Baton Rouge	6,788	93
Jackson, Mo.	Kansas City	6,785	94
Suffolk, N. Y.	Patchogue	6,784	95
Anne Arundel, Md.	Annapolis	6,773	96
Erie, Pa.	Erie	6,770	97
Allen, Ind.	Fort Wayne	6,745	98
Albany, N. Y.	Albany	6,744	99
Ramsey, Minn.	St. Paul	6,726	100
Bernalillo, N. M.	Albuquerque	6,697	101
Bucks, Pa.	Bristol	6,690	102
Trumbull, Ohio	Warren	6,675	103
Mecklenburg, N. C.	Charlotte	6,651	104
Fulton, Ga.	Atlanta	6,647	105
Henrico, Va.	Richmond	6,644	106
Newport News, Va.	Newport News	6,643	107
San Joaquin, Cal.	Stockton	6,630	108
Muscogee, Ga.	Columbus	6,621	109
Kalamazoo, Mich.	Kalamazoo	6,612	110
Lubbock, Tex.	Lubbock	6,611	111
Dauphin, Pa.	Harrisburg	6,603	112
Hamilton, Ohio	Cincinnati	6,564	113
Kent, Mich.	Grand Rapids	6,558	114
Madison, Ill.	Alton	6,540	115
Stark, Ohio	Canton	6,530	116
Hillsborough, N. H.	Manchester	6,525	117
Douglas, Nebr.	Omaha	6,494	118
King, Wash.	Seattle	6,483	119
Guilford, N. C.	Greensboro	6,482	120
Norfolk, Va.	Norfolk	6,444	121
Plymouth, Mass.	Brockton	6,421	122
Saginaw, Mich.	Saginaw	6,415	123
Wake, N. C.	Raleigh	6,410	124
Dallas, Tex.	Dallas	6,408	125
Kanawha, W. Va.	Charleston	6,397	126
Oneida, N. Y.	Utica	6,396	127
Orange, N. Y.	Newburgh	6,392	128
El Paso, Tex.	El Paso	6,390	129
Harris, Tex.	Houston	6,383	130
Roanoke, Va.	Roanoke	6,362	131
Salt Lake, Utah	Salt Lake City	6,328	132
Providence, R. I.	Providence	6,318	133
Richland, S. C.	Columbia	6,282	134
Polk, Iowa	Des Moines	6,278	135
Atlantic, N. J.	Atlantic City	6,272	136
Fresno, Cal.	Fresno	6,252	137
Cumberland, Me.	Portland	6,226	138
Pierce, Wash.	Tacoma	6,215	139
St. Clair, Ill.	East St. Louis	6,205	140
York, Pa.	York	6,201	141
Tulsa, Okla.	Tulsa	6,196	142
Orange, Cal.	Santa Ana	6,196	143
Duval, Fla.	Jacksonville	6,185	144
Bristol, Mass.	New Bedford	6,181	145
Jefferson, Tex.	Beaumont	6,125	146
Pima, Ariz.	Tucson	6,105	147
Spokane, Wash.	Spokane	6,083	148
San Bernardino, Cal.	San Bernardino	6,078	149
Richmond, Ga.	Augusta	6,078	149
Escambia, Fla.	Pensacola	6,049	151
Shelby, Tenn.	Memphis	6,043	152
Washington, Pa.	Washington	6,040	153
Chautauqua, N. Y.	Jamestown	6,034	154
Jefferson, Ala.	Birmingham	6,028	155
Orleans, La.	New Orleans	6,027	156
Forsyth, N. C.	Winston-Salem	6,027	156
Davidson, Tenn.	Nashville	6,021	158
Tarrant, Tex.	Fort Worth	5,985	159
Broward, Fla.	Fort Lauderdale	5,985	159
Westmoreland, Pa.	Greensburg	5,980	161
Vanderburgh, Ind.	Evansville	5,979	162
Sedgwick, Kans.	Wichita	5,969	163
Nueces, Tex.	Corpus Christi	5,965	164
Caddo, La.	Shreveport	5,956	165
Maricopa, Ariz.	Phoenix	5,929	166
Oklahoma, Okla.	Oklahoma City	5,898	167
Jefferson, Ky.	Louisville	5,897	168
Cambria, Pa.	Johnstown	5,845	169
Lane, Ore.	Eugene	5,845	169
St. Louis, Minn.	Duluth	5,834	171
Jefferson, La.	Gretna	5,819	172
Travis, Tex.	Austin	5,818	173
Multnomah, Ore.	Portland	5,813	174
Berrien, Mich.	Benton Harbor	5,793	175
Wyandotte, Kans.	Kansas City	5,773	176
Luzerne, Pa.	Wilkes-Barre	5,741	177
Montgomery, Ala.	Montgomery	5,713	178
Lackawanna, Pa.	Scranton	5,684	179
Orange, Fla.	Orlando	5,667	180
Riverside, Cal.	Riverside	5,604	181
Knox, Tenn.	Knoxville	5,583	182
Pinellas, Fla.	St. Petersburg	5,515	183
Fayette, Pa.	Uniontown	5,496	184
Bexar, Tex.	San Antonio	5,494	185
Mobile, Ala.	Mobile	5,475	186
Schuylkill, Pa.	Pottsville	5,464	187
Greenville, S. C.	Greenville	5,461	188
Hinds, Miss.	Jackson	5,390	189
Pulaski, Ark.	Little Rock	5,386	190
Chatham, Ga.	Savannah	5,383	191
Palm Beach, Fla.	West Palm Beach	5,372	192
Hillsborough, Fla.	Tampa	5,332	193
Hamilton, Tenn.	Chattanooga	5,291	194
Polk Fla.	Lakeland	5,276	195
Spartanburg, S. C.	Spartanburg	5,025	196
Yakima, Wash.	Yakima	4,937	197
Charleston, S. C.	Charleston	4,809	198
Cameron, Tex.	Harlingen	4,680	199
Hidalgo, Tex.	McAllen	4,227	200
Per Household Income, U. S. A.		6,385	

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Per Capita Effective Buying Income, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in population

COUNTY and STATE	LEADING CITY	NET E.B.I. PER CAPITA SM Estimates	Rank in Group
San Francisco, Cal.	San Francisco	2,862	1
Fairfield, Conn.	Bridgeport	2,822	2
San Mateo, Cal.	San Mateo	2,657	3
Westchester, N. Y.	Yonkers	2,642	4
Nassau, N. Y.	Hempstead Township	2,630	5
Bergen, N. J.	Hackensack	2,617	6
New Castle, Del.	Wilmington	2,610	7
Union, N. J.	Elizabeth	2,589	8
Montgomery, Md.	Rockville	2,563	9
Hartford, Conn.	Hartford	2,532	10
Arlington, Va.	Alexandria	2,512	11
Du Page, Ill.	Elmhurst	2,504	12
Cook, Ill.	Chicago	2,503	13
Norfolk, Mass.	Quincy	2,459	14
Lake, Ill.	Waukegan	2,423	15
Essex, N. J.	Newark	2,422	16
New Haven, Conn.	New Haven	2,415	17
District of Columbia	Washington	2,393	18
New York City (5 Counties), N. Y.	New York City	2,388	19
Alameda, Cal.	Oakland	2,386	20
Los Angeles, Cal.	Los Angeles	2,338	21
Cuyahoga, Ohio	Cleveland	2,338	21
Schenectady, N. Y.	Schenectady	2,330	23
Lucas, Ohio	Toledo	2,328	24
Delaware, Pa.	Chester	2,323	25
Sacramento, Cal.	Sacramento	2,319	26
Montgomery, Pa.	Norristown	2,308	27
Passaic, N. J.	Paterson	2,301	28
Jackson, Mo.	Kansas City	2,289	29
Denver, Colo.	Denver	2,263	30
Winnebago, Ill.	Rockford	2,260	31
Morris, N. J.	Morristown	2,258	32
Monterey, Cal.	Salinas	2,249	33
St. Joseph, Ind.	South Bend	2,246	34
Mercer, N. J.	Trenton	2,245	35
Kane, Ill.	Aurora	2,232	36
Middlesex, Mass.	Cambridge	2,228	37
Wayne, Mich.	Detroit	2,225	38
Franklin, Ohio	Columbus	2,224	39
New London, Conn.	New London	2,224	39
Monroe, N. Y.	Rochester	2,223	41
Peoria, Ill.	Peoria	2,219	42
Montgomery, Ohio	Dayton	2,209	43
King, Wash.	Seattle	2,208	44
Middlesex, N. J.	New Brunswick	2,202	45
Marion, Ind.	Indianapolis	2,200	46
Hampden, Mass.	Springfield	2,197	47
Ingham, Mich.	Lansing	2,197	47
Contra Costa, Cal.	Richmond	2,194	49
Rock Island, Ill.	Rock Island	2,185	50
De Kalb, Ga.	Decatur	2,165	51
Hennepin, Minn.	Minneapolis	2,148	52
San Diego, Cal.	San Diego	2,141	53
Albany, N. Y.	Albany	2,141	53
Genesee, Mich.	Flint	2,140	55
Santa Clara, Cal.	San Jose	2,134	56
Monmouth, N. J.	Asbury Park	2,133	57
Suffolk, Mass.	Boston	2,129	58
Camden, N. J.	Camden	2,126	59
Oakland, Mich.	Pontiac	2,121	60
Hudson, N. J.	Jersey City	2,118	61
St. Louis, Mo.	St. Louis	2,103	62
Dade, Fla.	Miami	2,101	63
Milwaukee, Wisc.	Milwaukee	2,099	64
Essex, Mass.	Lynn	2,094	65
Allen, Ind.	Fort Wayne	2,092	66
Hamilton, Ohio	Cincinnati	2,089	67
Orange, Cal.	Santa Ana	2,088	68
Onondaga, N. Y.	Syracuse	2,079	69
San Joaquin, Cal.	Stockton	2,068	70
Lancaster, Pa.	Lancaster	2,064	71
Summit, Ohio	Akron	2,058	72
Broome, N. Y.	Binghamton	2,057	73
Lake, Ind.	Gary	2,055	74
Berks, Pa.	Reading	2,054	75
Allegheny, Pa.	Pittsburgh	2,050	76
Dane, Wisc.	Madison	2,044	77
Lorain, Ohio	Lorain	2,044	77
Philadelphia, Pa.	Philadelphia	2,041	79
Erie, N. Y.	Buffalo	2,040	80
Madison, Ill.	Alton	2,039	81
Kern, Cal.	Bakersfield	2,035	82
Polk, Iowa	Des Moines	2,034	83
Niagara, N. Y.	Niagara Falls	2,034	83
Will, Ill.	Joliet	2,034	83
Ramsey, Minn.	St. Paul	2,030	86
Mahoning, Ohio	Youngstown	2,026	87
Prince Georges, Md.	Hyattsville	2,025	88
Fairfax, Va.	Falls Church	2,024	89
Ventura, Cal.	Ventura	2,019	90
Worcester, Mass.	Worcester	2,016	91
Multnomah, Wash.	Portland	2,014	92
Burlington, N. J.	Burlington	2,014	92
Kent, Mich.	Grand Rapids	2,003	94
Lehigh, Pa.	Allentown	1,993	95
Douglas, Nebr.	Omaha	1,991	96
Spokane, Wash.	Spokane	1,987	97
Kalamazoo, Mich.	Kalamazoo	1,982	98
Butler, Ohio	Hamilton	1,980	99
Bucks, Pa.	Bristol	1,975	100
Plymouth, Mass.	Brockton	1,972	101
Dauphin, Pa.	Harrisburg	1,972	101
Erie, Pa.	Erie	1,970	103
Tulsa, Okla.	Tulsa	1,969	104
Dallas, Tex.	Dallas	1,966	105
Atlantic, N. J.	Atlantic City	1,966	105
Sedgwick, Kans.	Wichita	1,962	107
Northampton, Pa.	Bethlehem	1,958	108
Washtenaw, Mich.	Ann Arbor	1,958	108
Beaver, Pa.	Beaver Falls	1,951	110
Hillsborough, N. H.	Manchester	1,951	110
Baltimore, Md.	Baltimore	1,944	112
Fulton, Ga.	Atlanta	1,941	113
San Bernardino, Cal.	San Bernardino	1,936	114
Pinellas, Fla.	St. Petersburg	1,933	115
Chester, Pa.	West Chester	1,922	116
Stark, Ohio	Canton	1,917	117
Chautauqua, N. Y.	Jamestown	1,916	118
Trumbull, Ohio	Warren	1,914	119
Orange, N. Y.	Newburgh	1,912	120
Harris, Tex.	Houston	1,909	121
Fresno, Cal.	Fresno	1,908	122
Macomb, Mich.	Mount Clemens	1,905	123
Providence, R. I.	Providence	1,892	124
Dutchess, N. Y.	Poughkeepsie	1,888	125
East Baton Rouge, La.	Baton Rouge	1,887	126
Oklahoma, Okla.	Oklahoma City	1,886	127
Bernalillo, N. Mex.	Albuquerque	1,878	128
St. Clair, Ill.	East St. Louis	1,874	129
Bristol, Mass.	New Bedford	1,873	130
Oneida, N. Y.	Utica	1,868	131
Suffolk, N. Y.	Patchogue	1,860	132
Henrico, Va.	Richmond	1,859	133
Vanderburgh, Ind.	Evansville	1,859	133
York, Pa.	York	1,858	135
Lubbock, Tex.	Lubbock	1,857	136
Pierce, Wash.	Tacoma	1,854	137
Pima, Ariz.	Tucson	1,854	137
Broward, Fla.	Fort Lauderdale	1,851	139
Saginaw, Mich.	Saginaw	1,851	139
Riverside, Cal.	Riverside	1,847	141
Palm Beach, Fla.	West Palm Beach	1,847	141
Salt Lake, Utah	Salt Lake City	1,838	143
Cumberland, Me.	Portland	1,837	144
Lane, Ore.	Eugene	1,837	144
Norfolk, Va.	Norfolk	1,827	146
Tarrant, Tex.	Fort Worth	1,822	147
Orange, Fla.	Orlando	1,820	148
St. Louis, Minn.	Duluth	1,803	149
Honolulu, Hawaii	Honolulu	1,802	150
Wyandotte, Kans.	Kansas City	1,800	151
Jefferson, Tex.	Beaumont	1,791	152
Berrien, Mich.	Benton Harbor	1,788	153
Orleans, La.	New Orleans	1,785	154
Mecklenburg, N. C.	Charlotte	1,785	154
Jefferson, Ky.	Louisville	1,774	156
Muscogee, Ga.	Columbus	1,766	157
Kanawha, W. Va.	Charleston	1,761	158
Duval, Fla.	Jacksonville	1,745	159
Roanoke, Va.	Roanoke	1,742	160
Newport News, Va.	Newport News	1,741	161
Caddo, La.	Shreveport	1,732	162
Washington, Pa.	Washington	1,727	163
Shelby, Tenn.	Memphis	1,722	164
Maricopa, Ariz.	Phoenix	1,720	165
Anne Arundel, Md.	Annapolis	1,707	166
Jefferson, Ala.	Birmingham	1,706	167
Davidson, Tenn.	Nashville	1,706	167
Guilford, N. C.	Greensboro	1,706	169
El Paso, Tex.	El Paso	1,683	170
Westmoreland, Pa.	Greensburg	1,682	171
Hillsborough, Fla.	Tampa	1,666	172
Forsyth, N. C.	Winston-Salem	1,644	173
Lackawanna, Pa.	Scranton	1,640	174
Jefferson, La.	Gretna	1,636	175
Travis, Tex.	Austin	1,624	176
Richmond, Ga.	Augusta	1,623	177
Pulaski, Ark.	Little Rock	1,618	178
Escambia, Fla.	Pensacola	1,614	179
Luzerne, Pa.	Wilkes-Barre	1,610	180
Montgomery, Ala.	Montgomery	1,602	181
Polk, Fla.	Lakeland	1,601	182
Nueces, Tex.	Corpus Christi	1,589	183
Chatham, Ga.	Savannah	1,585	184
Wake, N. C.	Raleigh	1,578	185
Cambria, Pa.	Johnstown	1,561	186
Schuylkill, Pa.	Pottsville	1,545	187
Knox, Tenn.	Knoxville	1,544	188
Hamilton, Tenn.	Chattanooga	1,532	189
Yakima, Wash.	Yakima	1,525	190
Fayette, Pa.	Uniontown	1,522	191
Mobile, Ala.	Mobile	1,515	192
Greenville, S. C.	Greenville	1,503	193
Bexar, Tex.	San Antonio	1,498	194
Hinds, Miss.	Jackson	1,480	195
Richland, S. C.	Columbia	1,419	196
Charleston, S. C.	Charleston	1,314	197
Spartanburg, S. C.	Spartanburg	1,312	198
Cameron, Tex.	Harlingen	1,143	199
Hidalgo, Tex.	McAllen	974	200
Per Capita Income, U. S. A.		1,866	

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Urbanized Population, 200 Leading Counties

SM Estimates, January 1, 1960, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	URBAN POPULATION SM Est. (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	7,728.5	1
Los Angeles, Cal.	Los Angeles	5,654.9	2
Cook, Ill.	Chicago	4,871.1	3
Wayne, Mich.	Detroit	2,717.3	4
Philadelphia, Pa.	Philadelphia	2,123.5	5
Cuyahoga, Ohio	Cleveland	1,584.9	6
Allegheny, Pa.	Pittsburgh	1,459.0	7
Nassau, N. Y.	Hempstead Township	1,369.9	8
St. Louis, Mo.	St. Louis	1,362.5	9
Baltimore, Md.	Baltimore	1,265.4	10
Harris, Tex.	Houston	1,208.4	11
Middlesex, Mass.	Cambridge	1,039.9	12
Milwaukee, Wisc.	Milwaukee	981.5	13
Essex, N. J.	Newark	980.4	14
Erie, N. Y.	Buffalo	905.8	15
Dallas, Tex.	Dallas	900.1	16
Alameda, Cal.	Oakland	878.8	17
San Diego, Cal.	San Diego	834.4	18
District of Columbia	Washington	830.0	19
Suffolk, Mass.	Boston	827.5	20
Dade, Fla.	Miami	782.7	21
Hamilton, Ohio	Cincinnati	782.1	22
San Francisco, Cal.	San Francisco	774.1	23
Westchester, N. Y.	Yonkers	717.6	24
King, Wash.	Seattle	715.4	25
Hennepin, Minn.	Minneapolis	714.8	26
Bergen, N. J.	Hackensack	708.8	27
Hudson, N. J.	Jersey City	641.1	28
Jackson, Mo.	Kansas City	610.3	29
Orleans, La.	New Orleans	608.1	30
Bexar, Tex.	San Antonio	602.4	31
Franklin, Ohio	Columbus	597.3	32
Maricopa, Ariz.	Phoenix	595.0	33
Marion, Ind.	Indianapolis	586.6	34
New Haven, Conn.	New Haven	560.1	35
Fulton, Ga.	Atlanta	558.9	36
Hartford, Conn.	Hartford	533.7	37
Fairfield, Conn.	Bridgeport	533.6	38
Providence, R. I.	Providence	530.3	39
Jefferson, Ala.	Birmingham	526.5	40
Denver, Colo.	Denver	520.0	41
Tarrant, Tex.	Fort Worth	514.4	42
Norfolk, Va.	Norfolk	513.2	43
Shelby, Tenn.	Memphis	510.6	44
Essex, Mass.	Lynn	491.7	45
Jefferson, Ky.	Louisville	479.4	46
Monroe, N. Y.	Rochester	472.3	47
Santa Clara, Cal.	San Jose	471.4	48
Multnomah, Ore.	Portland	467.9	49
Union, N. J.	Elizabeth	466.2	50
Lake, Ind.	Gary	459.9	51
Delaware, Pa.	Chester	452.1	52
Worcester, Mass.	Worcester	446.8	53
Summit, Ohio	Akron	430.9	54
Lucas, Ohio	Toledo	429.2	55
Orange, Cal.	Santa Ana	421.3	56
Montgomery, Ohio	Dayton	420.8	57
Oakland, Mich.	Pontiac	416.3	58
San Mateo, Cal.	San Mateo	395.3	59
Norfolk, Mass.	Quincy	393.6	60
Oklahoma, Okla.	Oklahoma City	380.6	61
Ramsey, Minn.	St. Paul	379.4	62
Honolulu, Hawaii	Honolulu	373.6	63
Passaic, N. J.	Paterson	363.8	64
Hillsborough, Fla.	Tampa	363.6	65
Hampden, Mass.	Springfield	356.6	66
Duval, Fla.	Jacksonville	340.6	67
Bristol, Mass.	New Bedford	340.5	68
Douglas, Nebr.	Omaha	329.9	69
Sacramento, Cal.	Sacramento	322.1	70
Camden, N. J.	Camden	319.8	71
Luzerne, Pa.	Wilkes-Barre	315.7	72
Middlesex, N. J.	New Brunswick	314.1	73
Montgomery, Pa.	Norristown	305.8	74
El Paso, Tex.	El Paso	304.3	75
San Bernardino, Cal.	San Bernardino	297.8	76
Salt Lake, Utah	Salt Lake City	292.8	77
Henrico, Va.	Richmond	290.8	78
Sedgwick, Kans.	Wichita	289.4	79
Onondaga, N. Y.	Syracuse	288.9	80
Davidson, Tenn.	Nashville	284.5	81
Tulsa, Okla.	Tulsa	282.4	82
Contra Costa, Cal.	Richmond	263.2	83
Kent, Mich.	Grand Rapids	262.1	84
Genesee, Mich.	Flint	259.3	85
Prince Georges, Md.	Hyattsville	257.4	86
Pinellas, Fla.	St. Petersburg	253.1	87
Pima, Ariz.	Tucson	252.5	88
Mahoning, Ohio	Youngstown	245.5	89
Mobile, Ala.	Mobile	245.1	90
Polk, Iowa	Des Moines	244.1	91
Macomb, Mich.	Mount Clemens	238.6	92
Stark, Ohio	Canton	238.2	93
Lackawanna, Pa.	Scranton	236.5	94
Jefferson, Tex.	Beaumont	231.5	95
New Castle, Del.	Wilmington	230.4	96
Mercer, N. J.	Trenton	229.4	97
Arlington, Va.	Alexandria	228.4	98
Du Page, Ill.	Elmhurst	227.0	99
Spokane, Wash.	Spokane	225.2	100
Bernalillo, N. M.	Albuquerque	220.3	101
Nueces, Tex.	Corpus Christi	218.3	102
Albany, N. Y.	Albany	216.0	103
Suffolk, N. Y.	Patchogue	215.0	104
Montgomery, Md.	Rockville	211.4	105
Pulaski, Ark.	Little Rock	208.4	106
Pierce, Wash.	Tacoma	207.7	107
Travis, Tex.	Austin	203.9	108
Mecklenburg, N. C.	Charlotte	203.8	109
Kern, Cal.	Bakersfield	203.5	110
Fresno, Cal.	Fresno	201.0	111
St. Joseph, Ind.	South Bend	194.2	112
Newport News, Va.	Newport News	193.5	113
Erie, Pa.	Erie	191.1	114
East Baton Rouge, La.	Baton Rouge	187.3	115
Hamilton, Tenn.	Chattanooga	186.0	116
Guilford, N. C.	Greensboro	183.3	117
Monmouth, N. J.	Asbury Park	182.5	118
Ingham, Mich.	Lansing	179.9	119
Oneida, N. Y.	Utica	176.2	120
Berks, Pa.	Reading	175.9	121
San Joaquin, Cal.	Stockton	175.1	122
St. Clair, Ill.	East St. Louis	175.1	122
Niagara, N. Y.	Niagara Falls	173.7	124
Lake, Ill.	Waukegan	172.1	125
St. Louis, Minn.	Duluth	171.8	126
Broward, Fla.	Fort Lauderdale	170.8	127
Caddo, La.	Shreveport	170.0	128
Allen, Ind.	Fort Wayne	169.6	129
Wyandotte, Kans.	Kansas City	169.5	130
Lehigh, Pa.	Allentown	169.4	131
Kanawha, W. Va.	Charleston	168.8	132
Knox, Tenn.	Knoxville	164.5	133
Dauphin, Pa.	Harrisburg	163.3	134
Westmoreland, Pa.	Greensburg	162.1	135
Bucks, Pa.	Bristol	159.8	136
Lubbock, Tex.	Lubbock	157.9	137
Peoria, Ill.	Peoria	156.0	138
Broome, N. Y.	Binghamton	155.5	139
Madison, Ill.	Alton	155.4	140
Vanderburgh, Ind.	Evansville	154.9	141
Chatham, Ga.	Savannah	151.9	142
Muscogee, Ga.	Columbus	150.8	143
Winnebago, Ill.	Rockford	149.7	144
Riverside, Cal.	Riverside	148.5	145
Northampton, Pa.	Bethlehem	145.5	146
Beaver, Pa.	Beaver Falls	144.8	147
Cumberland, Me.	Portland	143.6	148
Jefferson, La.	Gretna	142.4	149
Lorain, Ohio	Lorain	140.1	150
Charleston, S. C.	Charleston	139.8	151
Richland, S. C.	Columbia	139.6	152
Schenectady, N. Y.	Schenectady	137.0	153
Butler, Ohio	Hamilton	136.7	154
Dane, Wisc.	Madison	136.2	155
Hinds, Miss.	Jackson	134.8	156
Montgomery, Ala.	Montgomery	134.4	157
Lancaster, Nebr.	Lincoln	133.7	158
Shawnee, Kans.	Topeka	132.5	159
Richmond, Ga.	Augusta	132.3	160
Kane, Ill.	Aurora	131.7	161
Hidalgo, Tex.	McAllen	131.7	161
Cambria, Pa.	Johnstown	130.6	163
Orange, Fla.	Orlando	129.7	164
Roanoke, Va.	Roanoke	129.3	165
Saginaw, Mich.	Saginaw	128.2	166
Hillsborough, N. H.	Manchester	128.0	167
Atlantic, N. J.	Atlantic City	127.9	168
Wichita, Tex.	Wichita Falls	127.5	169
Rock Island, Ill.	Rock Island	127.0	170
Potter, Tex.	Amarillo	127.0	170
Trumbull, Ohio	Warren	125.9	172
Lancaster, Pa.	Lancaster	125.6	173
De Kalb, Ga.	Decatur	124.2	174
Plymouth, Mass.	Brockton	123.5	175
Forsyth, N. C.	Winston-Salem	123.4	176
Galveston, Tex.	Galveston	123.3	177
Morris, N. J.	Morristown	121.8	178
Palm Beach, Fla.	West Palm Beach	119.5	179
York, Pa.	York	118.7	180
Greenville, S. C.	Greenville	117.6	181
Escambia, Fla.	Pensacola	116.4	182
Greene, Mo.	Springfield	113.8	183
Berkshire, Mass.	Pittsfield	112.6	184
Schuylkill, Pa.	Pottsville	111.7	185
Bibb, Ga.	Macon	111.7	185
McLennan, Tex.	Waco	110.2	187
Kalamazoo, Mich.	Kalamazoo	109.6	188
Calhoun, Mich.	Battle Creek	109.5	189
Sangamon, Ill.	Springfield	107.7	190
Cameron, Tex.	Harlingen	106.8	191
Solano, Cal.	Vallejo	106.3	192
Will, Ill.	Joliet	105.5	193
Monterey, Cal.	Salinas	104.1	194
Black Hawk, Iowa	Waterloo	103.9	195
Harrison, Miss.	Gulfport	103.3	196
Marin, Cal.	San Rafael	103.2	197
Kenton, Ky.	Covington	102.4	198
Pueblo, Colo.	Pueblo	102.0	199
Rensselaer, N. Y.	Troy	101.6	200
Total Above Counties		87,715.2	
% of U. S. A.		74.3095	

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Total Retail Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	SALES SM Estimates (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	10,312,096	1
Los Angeles, Cal.	Los Angeles	8,958,551	2
Cook, Ill.	Chicago	7,718,437	3
Wayne, Mich.	Detroit	3,597,068	4
Philadelphia, Pa.	Philadelphia	2,536,520	5
Cuyahoga, Ohio	Cleveland	2,347,689	6
Allegheny, Pa.	Pittsburgh	1,989,796	7
St. Louis, Mo.	St. Louis	1,924,698	8
Nassau, N. Y.	Hempstead Township	1,916,930	9
Baltimore, Md.	Baltimore	1,745,175	10
Harris, Tex.	Houston	1,626,062	11
Suffolk, Mass.	Boston	1,508,880	12
Dade, Fla.	Miami	1,504,984	13
Dallas, Tex.	Dallas	1,463,047	14
Middlesex, Mass.	Cambridge	1,442,619	15
King, Wash.	Seattle	1,427,354	16
District of Columbia	Washington	1,411,414	17
Milwaukee, Wisc.	Milwaukee	1,396,363	18
Essex, N. J.	Newark	1,350,019	19
Erie, N. Y.	Buffalo	1,337,796	20
Hennepin, Minn.	Minneapolis	1,329,683	21
San Diego, Cal.	San Diego	1,283,812	22
San Francisco, Cal.	San Francisco	1,278,095	23
Alameda, Cal.	Oakland	1,244,952	24
Westchester, N. Y.	Yonkers	1,216,975	25
Hamilton, Ohio	Cincinnati	1,202,044	26
Jackson, Mo.	Kansas City	1,096,312	27
Fulton, Ga.	Atlanta	1,029,179	28
Marion, Ind.	Indianapolis	1,007,868	29
Bergen, N. J.	Hackensack	999,008	30
Hartford, Conn.	Hartford	948,516	31
Oakland, Mich.	Pontiac	932,226	32
Franklin, Ohio	Columbus	917,770	33
Denver, Colo.	Denver	899,113	34
Fairfield, Conn.	Bridgeport	894,574	35
New Haven, Conn.	New Haven	866,985	36
Santa Clara, Cal.	San Jose	858,645	37
Multnomah, Ore.	Portland	857,814	38
Orange, Cal.	Santa Ana	837,633	39
Maricopa, Ariz.	Phoenix	836,893	40
Orleans, La.	New Orleans	831,806	41
Suffolk, N. Y.	Patchogue	802,041	42
Union, N. J.	Elizabeth	764,809	43
Tarrant, Tex.	Fort Worth	762,979	44
Monroe, N. Y.	Rochester	760,439	45
Shelby, Tenn.	Memphis	758,755	46
Jefferson, Ky.	Louisville	741,469	47
Sacramento, Cal.	Sacramento	738,865	48
Essex, Mass.	Lynn	730,937	49
Montgomery, Ohio	Dayton	726,422	50
Bexar, Tex.	San Antonio	721,421	51
Providence, R. I.	Providence	720,525	52
Jefferson, Ala.	Birmingham	710,774	53
Montgomery, Pa.	Lower Merion Township	678,526	54
Summit, Ohio	Akron	667,985	55
Worcester, Mass.	Worcester	666,519	56
Hudson, N. J.	Jersey City	655,370	57
Lake, Ind.	Gary	641,484	58
San Mateo, Cal.	San Mateo	619,314	59
Lucas, Ohio	Toledo	615,617	60
Norfolk, Mass.	Quincy	606,443	61
Delaware, Pa.	Chester	591,679	62
San Bernardino, Cal.	San Bernardino	588,350	63
Passaic, N. J.	Paterson	583,005	64
Duval, Fla.	Jacksonville	579,459	65
Oklahoma, Okla.	Oklahoma City	566,658	66
Ramsey, Minn.	St. Paul	563,756	67
Henrico, Va.	Richmond	562,357	68
Onondaga, N. Y.	Syracuse	548,101	69
Hampden, Mass.	Springfield	547,799	70
Norfolk, Va.	Norfolk	544,823	71
Pinellas, Fla.	St. Petersburg	544,797	72
Fresno, Cal.	Fresno	540,526	73
Hillsborough, Fla.	Tampa	515,238	74
Davidson, Tenn.	Nashville	511,640	75
Salt Lake, Utah	Salt Lake City	506,869	76
Broward, Fla.	Fort Lauderdale	506,706	77
Middlesex, N. J.	New Brunswick	499,179	78
Douglas, Nebr.	Omaha	493,887	79
Camden, N. J.	Camden	477,179	80
Kent, Mich.	Grand Rapids	477,063	81
Honolulu, Hawaii	Honolulu	476,615	82
Genesee, Mich.	Flint	471,136	83
Tulsa, Okla.	Tulsa	460,384	84
Sedgwick, Kans.	Wichita	454,234	85
Bristol, Mass.	New Bedford	446,426	86
Monmouth, N. J.	Asbury Park	443,110	87
New Castle, Del.	Wilmington	429,534	88
Contra Costa, Cal.	Richmond	424,076	89
Stark, Ohio	Canton	423,925	90
Albany, N. Y.	Albany	420,207	91
Montgomery, Md.	Rockville	420,119	92
Kern, Cal.	Bakersfield	418,351	93
Arlington, Va.	Alexandria	411,760	94
Polk, Iowa	Des Moines	407,987	95
Mahoning, Ohio	Youngstown	400,861	96
Orange, Fla.	Orlando	397,478	97
Riverside, Cal.	Riverside	387,813	98
Mecklenburg, N. C.	Charlotte	385,812	99
Luzerne, Pa.	Wilkes-Barre	383,817	100
Spokane, Wash.	Spokane	379,688	101
Macomb, Mich.	Mount Clemens	379,311	102
Prince Georges, Md.	Hyattsville	378,311	103
Mercer, N. J.	Trenton	377,273	104
Lake, Ill.	Waukegan	368,437	105
Pierce, Wash.	Tacoma	357,965	106
Bernalillo, N. M.	Albuquerque	357,611	107
El Paso, Tex.	El Paso	355,601	108
Lancaster, Pa.	Lancaster	349,750	109
Palm Beach, Fla.	West Palm Beach	348,236	110
Guilford, N. C.	Greensboro	344,778	111
Bucks, Pa.	Bristol	340,259	112
Pima, Ariz.	Tucson	339,976	113
Westmoreland, Pa.	Greensburg	337,919	114
Hamilton, Tenn.	Chattanooga	336,961	115
Allen, Ind.	Fort Wayne	330,750	116
San Joaquin, Cal.	Stockton	329,083	117
Oneida, N. Y.	Utica	324,316	118
Mobile, Ala.	Mobile	322,178	119
Ingham, Mich.	Lansing	321,672	120
Berks, Pa.	Reading	320,513	121
Jefferson, Tex.	Beaumont	303,119	122
Pulaski, Ark.	Little Rock	301,103	123
York, Pa.	York	299,593	124
Morris, N. J.	Morristown	299,470	125
Kanawha, W. Va.	Charleston	297,132	126
Plymouth, Mass.	Brockton	295,882	127
Du Page, Ill.	Elmhurst	295,811	128
St. Joseph, Ind.	South Bend	293,928	129
East Baton Rouge, La.	Baton Rouge	293,758	130
Knox, Tenn.	Knoxville	293,157	131
Peoria, Ill.	Peoria	291,976	132
Dauphin, Pa.	Harrisburg	290,835	133
Caddo, La.	Shreveport	288,989	134
Erie, Pa.	Erie	288,400	135
Kane, Ill.	Aurora	286,172	136
Niagara, N. Y.	Niagara Falls	281,383	137
Dane, Wisc.	Madison	281,040	138
Winnebago, Ill.	Rockford	280,945	139
Lehigh, Pa.	Allentown	277,427	140
Lackawanna, Pa.	Scranton	272,255	141
St. Louis, Minn.	Duluth	260,718	142
St. Clair, Ill.	East St. Louis	256,548	143
Broome, N. Y.	Binghamton	256,496	144
Cumberland, Me.	Portland	254,488	145
Northampton, Pa.	Bethlehem	254,042	146
Nueces, Tex.	Corpus Christi	253,998	147
Atlantic, N. J.	Atlantic City	253,953	148
Madison, Ill.	Alton	250,835	149
Lubbock, Tex.	Lubbock	247,559	150
Stanislaus, Cal.	Modesto	246,941	151
Santa Barbara, Cal.	Santa Barbara	243,501	152
Polk, Fla.	Lakeland	243,349	153
Hillsborough, N. H.	Manchester	239,939	154
Orange, N. Y.	Newburgh	239,170	155
Travis, Tex.	Austin	238,918	156
Hinds, Miss.	Jackson	238,867	157
Chester, Pa.	West Chester	237,109	158
Saginaw, Mich.	Saginaw	232,549	159
Butler, Ohio	Hamilton	232,111	160
Lorain, Ohio	Lorain	230,782	161
Monterey, Cal.	Salinas	230,442	162
Trumbull, Ohio	Warren	227,855	163
Greenville, S. C.	Greenville	227,278	164
Beaver, Pa.	Beaver Falls	224,481	165
Washington, Pa.	Washington	223,081	166
Sangamon, Ill.	Springfield	221,988	167
Kalamazoo, Mich.	Kalamazoo	221,728	168
Potter, Tex.	Amarillo	220,305	169
Forsyth, N. C.	Winston-Salem	219,367	170
Sonoma, Cal.	Santa Rosa	216,940	171
New London, Conn.	New London	216,697	172
Newport News, Va.	Newport News	214,728	173
Will, Ill.	Joliet	214,392	174
Ventura, Cal.	Ventura	214,334	175
Tulare, Cal.	Visalia	210,477	176
Dutchess, N. Y.	Poughkeepsie	210,100	177
Escambia, Fla.	Pensacola	208,137	178
Chatham, Ga.	Savannah	204,683	179
Roanoke, Va.	Roanoke	204,666	180
Fairfax, Va.	Falls Church	204,287	181
Montgomery, Ala.	Montgomery	204,006	182
Wake, N. C.	Raleigh	203,980	183
Vanderburgh, Ind.	Evansville	203,958	184
Washtenaw, Mich.	Ann Arbor	203,090	185
Clark, Nev.	Las Vegas	202,988	186
Berrien, Mich.	Benton Harbor	199,751	187
Linn, Iowa	Cedar Rapids	199,104	188
Lancaster, Nebr.	Lincoln	198,192	189
Lane, Ore.	Eugene	196,893	190
Cambria, Pa.	Johnstown	195,540	191
Richland, S. C.	Columbia	195,156	192
Wyandotte, Kans.	Kansas City	194,922	193
Charleston, S. C.	Charleston	192,576	194
Jefferson, La.	Gretna	190,652	195
Rock Island, Ill.	Rock Island	189,560	196
Schenectady, N. Y.	Schenectady	188,375	197
DeKalb, Ga.	Decatur	186,127	198
Anne Arundel, Md.	Annapolis	185,594	199
Fayette, Ky.	Lexington	185,428	200
Total Above Counties		137,865,314	
% of U. S. A.		63.7612	

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Retail Sales Per Household, 200 Counties

SM Estimates, 1959, for the 200 counties leading in total retail sales

COUNTY and STATE	LEADING CITY	SALES PER HSLD. SM Estimates	Rank in Group
New York City (5 Counties), N. Y.	New York City	7,623	1
Suffolk, Mass.	Boston	6,308	2
Fulton, Ga.	Atlanta	6,287	3
Henrico, Va.	Richmond	5,901	4
District of Columbia	Washington	5,796	5
Guilford, N. C.	Greensboro	5,606	6
Broward, Fla.	Fort Lauderdale	5,526	7
Stanislaus, Cal.	Modesto	5,451	8
Potter, Tex.	Amarillo	5,386	9
Atlantic, N. J.	Atlantic City	5,369	10
Dade, Fla.	Miami	5,346	11
Hennepin, Minn.	Minneapolis	5,277	12
Denver, Colo.	Denver	5,270	13
Kane, Ill.	Aurora	5,261	14
Mecklenburg, N. C.	Charlotte	5,221	15
Jackson, Mo.	Kansas City	5,181	16
Arlington, Va.	Alexandria	5,173	17
Dallas, Tex.	Dallas	5,172	18
Fayette, Ky.	Lexington	5,151	19
Santa Barbara, Cal.	Santa Barbara	5,137	20
Mercer, N. J.	Trenton	5,133	21
Westchester, N. Y.	Yonkers	5,122	22
Union, N. J.	Elizabeth	5,116	23
Kern, Cal.	Bakersfield	5,071	24
Fresno, Cal.	Fresno	5,047	25
Bernalillo, N. M.	Albuquerque	5,044	26
Sacramento, Cal.	Sacramento	5,040	27
Lubbock, Tex.	Lubbock	5,021	28
Hinds, Miss.	Jackson	4,987	29
Lake, Ill.	Waukegan	4,979	30
Ingham, Mich.	Lansing	4,979	30
Wake, N. C.	Raleigh	4,975	32
Passaic, N. J.	Paterson	4,953	33
Hartford, Conn.	Hartford	4,943	34
Cumberland, Me.	Portland	4,913	35
New Castle, Del.	Wilmington	4,903	36
Clark, Nev.	Las Vegas	4,903	36
Suffolk, N. Y.	Patchogue	4,896	38
Linn, Iowa	Cedar Rapids	4,880	39
Hampden, Mass.	Springfield	4,852	40
Montgomery, Md.	Rockville	4,851	41
Mahoning, Ohio	Youngstown	4,841	42
Cook, Ill.	Chicago	4,831	43
Fairfield, Conn.	Bridgeport	4,823	44
Montgomery, Pa.	Lower Merion Township	4,812	45
Orange, Fla.	Orlando	4,800	46
Albany, N. Y.	Albany	4,791	47
Caddo, La.	Shreveport	4,777	48
Douglas, Nebr.	Omaha	4,776	49
Tulare, Cal.	Visalia	4,773	50
Hillsborough, N. H.	Manchester	4,770	51
Monmouth, N. J.	Asbury Park	4,765	52
San Mateo, Cal.	San Mateo	4,757	53
Davidson, Tenn.	Nashville	4,751	54
Morris, N. J.	Morristown	4,731	55
Nassau, N. Y.	Hempstead Township	4,726	56
Northampton, Pa.	Bethlehem	4,722	57
Oakland, Mich.	Pontiac	4,718	58
Middlesex, N. J.	New Brunswick	4,714	59
Sangamon, Ill.	Springfield	4,713	60
Cuyahoga, Ohio	Cleveland	4,708	61
Polk, Iowa	Des Moines	4,706	62
Pinellas, Fla.	St. Petersburg	4,697	63
New Haven, Conn.	New Haven	4,689	64
Peoria, Ill.	Peoria	4,687	65
Washtenaw, Mich.	Ann Arbor	4,679	66
Roanoke, Va.	Roanoke	4,673	67
Allen, Ind.	Fort Wayne	4,652	68
San Francisco, Cal.	San Francisco	4,648	69
Marion, Ind.	Indianapolis	4,627	70
Franklin, Ohio	Columbus	4,624	71
Orleans, La.	New Orleans	4,619	72
Richland, S. C.	Columbia	4,614	73
Dutchess, N. Y.	Poughkeepsie	4,607	74
Ramsey, Minn.	St. Paul	4,598	75
Hamilton, Tenn.	Chattanooga	4,597	76
Essex, N. J.	Newark	4,595	77
Dane, Wisc.	Madison	4,592	78
Salt Lake, Utah	Salt Lake City	4,591	79
Maricopa, Ariz.	Phoenix	4,578	80
Montgomery, Ohio	Dayton	4,577	81
Lancaster, Pa.	Lancaster	4,560	82
Santa Clara, Cal.	San Jose	4,553	83
Kalamazoo, Mich.	Kalamazoo	4,553	83
Duval, Fla.	Jacksonville	4,548	85
King, Wash.	Seattle	4,541	86
East Baton Rouge, La.	Baton Rouge	4,540	87
Winnebago, Ill.	Rockford	4,531	88
Orange, N. Y.	Newburgh	4,530	89
Shelby, Tenn.	Memphis	4,514	90
Los Angeles, Cal.	Los Angeles	4,503	91
Onondaga, N. Y.	Syracuse	4,493	92
Harris, Tex.	Houston	4,487	93
Oneida, N. Y.	Utica	4,486	94
Sonoma, Cal.	Santa Rosa	4,482	95
Kent, Mich.	Grand Rapids	4,471	96
San Joaquin, Cal.	Stockton	4,447	97
Hamilton, Ohio	Cincinnati	4,447	97
Lake, Ind.	Gary	4,436	99
San Diego, Cal.	San Diego	4,424	100
Forsyth, N. C.	Winston-Salem	4,423	101
Multnomah, Ore.	Portland	4,413	102
Palm Beach, Fla.	West Palm Beach	4,408	103
Escambia, Fla.	Pensacola	4,400	104
Milwaukee, Wisc.	Milwaukee	4,399	105
Montgomery, Ala.	Montgomery	4,397	106
Dauphin, Pa.	Harrisburg	4,367	107
Tarrant, Tex.	Fort Worth	4,357	108
Camden, N. J.	Camden	4,354	109
Stark, Ohio	Canton	4,348	110
Wayne, Mich.	Detroit	4,342	111
Chester, Pa.	West Chester	4,335	112
Norfolk, Mass.	Quincy	4,326	113
Middlesex, Mass.	Cambridge	4,324	114
Summit, Ohio	Akron	4,324	114
Butler, Ohio	Hamilton	4,314	116
Knox, Tenn.	Knoxville	4,305	117
Polk, Fla.	Lakeland	4,299	118
Lehigh, Pa.	Allentown	4,295	119
Kanawha, W. Va.	Charleston	4,275	120
Essex, Mass.	Lynn	4,274	121
Hillsborough, Fla.	Tampa	4,265	122
Lucas, Ohio	Toledo	4,254	123
Alameda, Cal.	Oakland	4,240	124
Riverside, Cal.	Riverside	4,238	125
Allegheny, Pa.	Pittsburgh	4,236	126
Tulsa, Okla.	Tulsa	4,235	127
Newport News, Va.	Newport News	4,235	127
Saginaw, Mich.	Saginaw	4,228	129
Jefferson, Ky.	Louisville	4,227	130
Pima, Ariz.	Tucson	4,223	131
York, Pa.	York	4,220	132
Plymouth, Mass.	Brockton	4,215	133
Baltimore, Md.	Baltimore	4,195	134
Monroe, N. Y.	Rochester	4,194	135
Lancaster, Nebr.	Lincoln	4,190	136
Erie, Pa.	Erie	4,186	137
Will, Ill.	Joliet	4,171	138
Oklahoma, Okla.	Oklahoma City	4,164	139
Monterey, Cal.	Salinas	4,160	140
Providence, R. I.	Providence	4,155	141
Sedgwick, Kans.	Wichita	4,152	142
New London, Conn.	New London	4,151	143
St. Louis, Mo.	St. Louis	4,131	144
Broome, N. Y.	Binghamton	4,130	145
Lane, Ore.	Eugene	4,128	146
Mobile, Ala.	Mobile	4,120	147
Erie, N. Y.	Buffalo	4,112	148
Jefferson, Tex.	Beaumont	4,096	149
El Paso, Tex.	El Paso	4,092	150
Philadelphia, Pa.	Philadelphia	4,082	151
Niagara, N. Y.	Niagara Falls	4,072	152
St. Joseph, Ind.	South Bend	4,071	153
Berrien, Mich.	Benton Harbor	4,068	154
Genesee, Mich.	Flint	4,062	155
Ventura, Cal.	Ventura	4,044	156
Bergen, N. J.	Hackensack	4,041	157
Travis, Tex.	Austin	4,029	158
Bexar, Tex.	San Antonio	4,008	159
Greenville, S. C.	Greenville	4,001	160
Spokane, Wash.	Spokane	3,993	161
Honolulu, Hawaii	Honolulu	3,982	162
Berks, Pa.	Reading	3,972	163
Jefferson, Ala.	Birmingham	3,960	164
Worcester, Mass.	Worcester	3,891	165
Rock Island, Ill.	Rock Island	3,878	166
Beaver, Pa.	Beaver Falls	3,864	167
San Bernardino, Cal.	San Bernardino	3,863	168
Pulaski, Ark.	Little Rock	3,855	169
Trumbull, Ohio	Warren	3,852	170
Lackawanna, Pa.	Scranton	3,829	171
Nueces, Tex.	Corpus Christi	3,814	172
Chatham, Ga.	Savannah	3,797	173
Lorain, Ohio	Lorain	3,765	174
Luzerne, Pa.	Wilkes-Barre	3,737	175
Contra Costa, Cal.	Richmond	3,707	176
Bristol, Mass.	New Bedford	3,699	177
Pierce, Wash.	Tacoma	3,656	178
Prince Georges, Md.	Hyattsville	3,655	179
St. Louis, Minn.	Duluth	3,652	180
Schenectady, N. Y.	Schenectady	3,651	181
Vanderburgh, Ind.	Evansville	3,636	182
Delaware, Pa.	Chester	3,628	183
Washington, Pa.	Washington	3,627	184
Orange, Cal.	Santa Ana	3,620	185
Norfolk, Va.	Norfolk	3,610	186
Anne Arundel, Md.	Annapolis	3,587	187
Madison, Ill.	Alton	3,583	188
Westmoreland, Pa.	Greensburg	3,580	189
Cambria, Pa.	Johnstown	3,555	190
Macomb, Mich.	Mount Clemens	3,477	191
Hudson, N. J.	Jersey City	3,442	192
Bucks, Pa.	Bristol	3,430	193
Du Page, Ill.	Elmhurst	3,412	194
St. Clair, Ill.	East St. Louis	3,412	194
Jefferson, La.	Gretna	3,382	196
Charleston, S. C.	Charleston	3,349	197
Fairfax, Va.	Falls Church	3,243	198
Wyandotte, Kans.	Kansas City	3,222	199
DeKalb, Ga.	Decatur	2,990	200
U.S. Per Hsld. Sales		4,141	

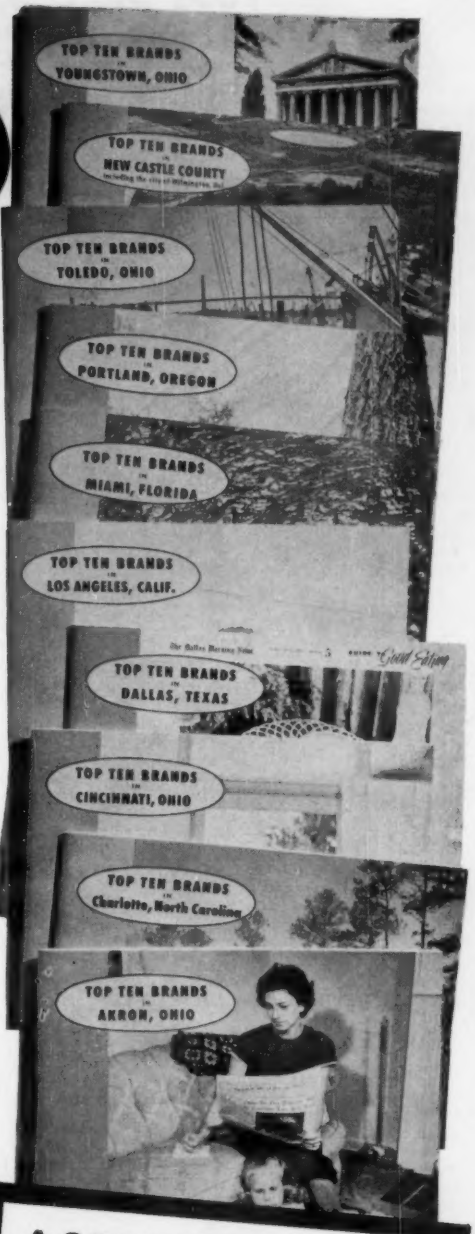
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Food Store Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FOOD STORE SALES SM Estimates (in thousands)	Rank in Group
New York City (5 counties), N. Y.	New York City	2,640,541	1
Los Angeles, Cal.	Los Angeles	2,070,712	2
Cook, Ill.	Chicago	1,607,162	3
Wayne, Mich.	Detroit	850,014	4
Cuyahoga, Ohio	Cleveland	581,935	5
Allegheny, Pa.	Pittsburgh	534,290	6
Philadelphia, Pa.	Philadelphia	530,857	7
Nassau, N. Y.	Hempstead Township	482,901	8
St. Louis, Mo.	St. Louis	460,083	9
Baltimore, Md.	Baltimore	411,611	10
Harris, Tex.	Houston	398,048	11
Middlesex, Mass.	Cambridge	375,774	12
Milwaukee, Wisc.	Milwaukee	337,906	13
King, Wash.	Seattle	336,673	14
Erie, N. Y.	Buffalo	334,686	15
Dade, Fla.	Miami	314,851	16
Westchester, N. Y.	Yonkers	310,623	17
Essex, N. J.	Newark	308,227	18
Dallas, Tex.	Dallas	292,216	19
San Diego, Cal.	San Diego	287,586	20
Hamilton, Ohio	Cincinnati	284,803	21
Alameda, Cal.	Oakland	283,831	22
Suffolk, Mass.	Boston	273,022	23
San Francisco, Cal.	San Francisco	255,800	24
Bergen, N. J.	Hackensack	255,257	25
Hennepin, Minn.	Minneapolis	255,119	26
District of Columbia	Washington	244,640	27
Oakland, Mich.	Pontiac	230,438	28
Fairfield, Conn.	Bridgeport	229,985	29
Hartford, Conn.	Hartford	225,781	30
New Haven, Conn.	New Haven	224,376	31
Suffolk, N. Y.	Patchogue	222,094	32
Jackson, Mo.	Kansas City	207,933	33
Orange, Cal.	Santa Ana	201,162	34
Multnomah, Ore.	Portland	200,103	35
Marion, Ind.	Indianapolis	200,062	36
Santa Clara, Cal.	San Jose	199,039	37
Union, N. J.	Elizabeth	195,615	38
Essex, Mass.	Lynn	194,636	39
Franklin, Ohio	Columbus	194,024	40
Orleans, La.	New Orleans	188,382	41
Hudson, N. J.	Jersey City	185,041	42
Monroe, N. Y.	Rochester	182,038	43
Maricopa, Ariz.	Phoenix	178,598	44
Fulton, Ga.	Atlanta	177,687	45
Lake, Ind.	Gary	174,308	46
Worcester, Mass.	Worcester	172,233	47
Bexar, Tex.	San Antonio	170,722	48
Sacramento, Cal.	Sacramento	170,254	49
Montgomery, Ohio	Dayton	170,043	50
Summit, Ohio	Akron	167,490	51
Tarrant, Tex.	Fort Worth	166,533	52
Montgomery, Pa.	Lower Merion Township	164,253	53
Jefferson, Ky.	Louisville	163,599	54
Jefferson, Ala.	Birmingham	162,035	55
Delaware, Pa.	Chester	161,930	56
Providence, R. I.	Providence	161,635	57
Shelby, Tenn.	Memphis	161,624	58
Norfolk, Mass.	Quincy	159,674	59
San Mateo, Cal.	San Mateo	157,620	60
Lucas, Ohio	Toledo	152,906	61
San Bernardino, Cal.	San Bernardino	151,398	62
Denver, Colo.	Denver	148,187	63
Prince Georges, Md.	Hyattsville	144,677	64
Norfolk, Va.	Norfolk	142,531	65
Hampden, Mass.	Springfield	135,542	66
Passaic, N. J.	Paterson	133,042	67
Middlesex, N. J.	New Brunswick	132,439	68
Duval, Fla.	Jacksonville	131,756	69
Honolulu, Hawaii	Honolulu	127,686	70
Contra Costa, Cal.	Richmond	127,075	71
Onondaga, N. Y.	Syracuse	126,700	72
Bristol, Mass.	New Bedford	125,139	73
Ramsey, Minn.	St. Paul	124,821	74
Davidson, Tenn.	Nashville	124,620	75
Camden, N. J.	Camden	123,557	76
Oklahoma, Okla.	Oklahoma City	123,078	77
Fresno, Cal.	Fresno	120,228	78
Monmouth, N. J.	Asbury Park	119,676	79
Henrico, Va.	Richmond	119,554	80
Macomb, Mich.	Mount Clemens	116,735	81
Broward, Fla.	Fort Lauderdale	114,774	82
Hillsborough, Fla.	Tampa	114,497	83
Montgomery, Md.	Rockville	114,079	84
Genesee, Mich.	Flint	111,789	85
Kent, Mich.	Grand Rapids	111,140	86
Pinellas, Fla.	St. Petersburg	109,404	87
Salt Lake, Utah	Salt Lake City	109,269	88
Stark, Ohio	Canton	106,622	89
Tulsa, Okla.	Tulsa	103,485	90
Mahoning, Ohio	Youngstown	103,294	91
Luzerne, Pa.	Wilkes-Barre	102,937	92
Sedgwick, Kans.	Wichita	99,691	93
Douglas, Nebr.	Omaha	99,221	94
New Castle, Del.	Wilmington	96,427	95
Westmoreland, Pa.	Greensburg	92,578	96
Arlington, Va.	Alexandria	91,660	97
Riverside, Cal.	Riverside	91,613	98
Pierce, Wash.	Tacoma	91,113	99
Kern, Cal.	Bakersfield	91,103	100
Albany, N. Y.	Albany	89,994	101
Du Page, Ill.	Elmhurst	88,853	102
Hamilton, Tenn.	Chattanooga	87,831	103
Lake, Ill.	Waukegan	87,683	104
Mercer, N. J.	Trenton	87,161	105
Spokane, Wash.	Spokane	85,839	106
Polk, Iowa	Des Moines	85,054	107
Plymouth, Mass.	Brockton	81,462	108
Bucks, Pa.	Bristol	80,033	109
Pima, Ariz.	Tucson	79,956	110
Orange, Fla.	Orlando	78,031	111
Lackawanna, Pa.	Scranton	77,455	112
Palm Beach, Fla.	West Palm Beach	77,164	113
Jefferson, Tex.	Beaumont	76,325	114
Mobile, Ala.	Mobile	75,982	115
Oneida, N. Y.	Utica	75,906	116
Mecklenburg, N. C.	Charlotte	75,627	117
El Paso, Tex.	El Paso	75,609	118
Kanawha, W. Va.	Charleston	75,119	119
Jefferson, La.	Gretna	74,469	120
Bernalillo, N. M.	Albuquerque	74,182	121
Northampton, Pa.	Bethlehem	73,157	122
San Joaquin, Cal.	Stockton	72,518	123
Berks, Pa.	Reading	72,026	124
Niagara, N. Y.	Niagara Falls	71,711	125
Lancaster, Pa.	Lancaster	70,950	126
Kane, Ill.	Aurora	70,348	127
Madison, Ill.	Alton	70,153	128
Erie, Pa.	Erie	69,433	129
St. Clair, Ill.	East St. Louis	67,936	130
Beaver, Pa.	Beaver Falls	67,751	131
Ingham, Mich.	Lansing	67,306	132
Morris, N. J.	Morristown	66,952	133
Allen, Ind.	Fort Wayne	66,255	134
Stanislaus, Cal.	Modesto	65,762	135
Pulaski, Ark.	Little Rock	65,467	136
Knox, Tenn.	Knoxville	65,245	137
Guilford, N. C.	Greensboro	65,024	138
St. Louis, Minn.	Duluth	64,618	139
Nueces, Tex.	Corpus Christi	64,188	140
Winnebago, Ill.	Rockford	64,047	141
Fairfax, Va.	Falls Church	63,832	142
Orange, N. Y.	Newburgh	63,043	143
Polk, Fla.	Lakeland	62,336	144
St. Joseph, Ind.	South Bend	62,081	145
Washington, Pa.	Washington	62,018	146
Lorain, Ohio	Lorain	62,004	147
Hillsborough, N. H.	Manchester	61,932	148
Caddo, La.	Shreveport	61,500	149
Cumberland, Me.	Portland	61,493	150
York, Pa.	York	61,101	151
Broome, N. Y.	Binghamton	59,550	152
Trumbull, Ohio	Warren	59,301	153
Atlantic, N. J.	Atlantic City	58,841	154
East Baton Rouge, La.	Baton Rouge	58,824	155
Dauphin, Pa.	Harrisburg	58,771	156
Butler, Ohio	Hamilton	58,452	157
Peoria, Ill.	Peoria	57,150	158
De Kalb, Ga.	Decatur	56,184	159
Kalamazoo, Mich.	Kalamazoo	54,510	160
Anne Arundel, Md.	Annapolis	54,162	161
Chester, Pa.	West Chester	53,993	162
Saginaw, Mich.	Saginaw	53,654	163
Dane, Wisc.	Madison	53,263	164
Newport News, Va.	Newport News	53,190	165
Greenville, S. C.	Greenville	53,006	166
Will, Ill.	Joliet	52,682	167
Dutchess, N. Y.	Poughkeepsie	52,452	168
Hinds, Miss.	Jackson	52,092	169
Lehigh, Pa.	Allentown	52,053	170
Sonoma, Cal.	Santa Rosa	51,952	171
Travis, Tex.	Austin	51,932	172
New London, Conn.	New London	51,893	173
Wyandotte, Kans.	Kansas City	51,604	174
Racine, Wisc.	Racine	51,494	175
Snohomish, Wash.	Everett	51,009	176
Ventura, Cal.	Ventura	50,522	177
Marin, Cal.	San Rafael	50,472	178
Santa Barbara, Cal.	Santa Barbara	50,433	179
Fayette, Pa.	Uniontown	50,321	180
Tulare, Cal.	Visalia	49,931	181
Sangamon, Ill.	Springfield	49,606	182
Schenectady, N. Y.	Schenectady	49,417	183
Berrien, Mich.	Benton Harbor	49,130	184
Ocean, N. J.	Point Pleasant	49,051	185
Cambria, Pa.	Johnstown	48,863	186
Charleston, S. C.	Charleston	48,820	187
Chautauqua, N. Y.	Jamestown	48,272	188
Richland, Ohio	Mansfield	46,952	189
Schuylkill, Pa.	Pottsville	46,729	190
Clark, Nev.	Las Vegas	46,663	191
Washtenaw, Mich.	Ann Arbor	46,394	192
Galveston, Tex.	Galveston	46,369	193
Lane, Ore.	Eugene	46,134	194
Calhoun, Mich.	Battle Creek	46,064	195
Humbolt, Cal.	Eureka	45,953	196
Monterey, Cal.	Salinas	45,737	197
Vanderburgh, Ind.	Evansville	45,653	198
Forsyth, N. C.	Winston-Salem	45,572	199
Burlington, N. J.	Burlington	45,498	200
Total Above Counties		32,328,280	
% of U. S. A.		64.1436	

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all these markets in one book



Chicago Daily News and Sun Times

The Columbus Dispatch-Citizen Journal

Denver Post

Duluth Herald and News-Tribune

The Fresno Bee

Honolulu Star-Bulletin

The Indianapolis Star and News

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The Modesto Bee

Newark News

The Omaha World-Herald

Oregon Journal (Portland)

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Eating & Drinking Places Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	EATING AND DRINKING PLACES SALES SM Estimates (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	1,369,334	1
Los Angeles, Cal.	Los Angeles	724,506	2
Cook, Ill.	Chicago	586,925	3
Wayne, Mich.	Detroit	292,815	4
Philadelphia, Pa.	Philadelphia	260,698	5
Cuyahoga, Ohio	Cleveland	199,489	6
San Francisco, Cal.	San Francisco	181,368	7
Baltimore, Md.	Baltimore	175,066	8
Suffolk, Mass.	Boston	163,025	9
Allegheny, Pa.	Pittsburgh	159,524	10
Dade, Fla.	Miami	155,644	11
St. Louis, Mo.	St. Louis	147,533	12
Nassau, N. Y.	Hempstead Township	141,770	13
District of Columbia	Washington	133,454	14
Milwaukee, Wisc.	Milwaukee	131,319	15
Essex, N. J.	Newark	125,742	16
Erie, N. Y.	Buffalo	115,979	17
King, Wash.	Seattle	114,290	18
Hamilton, Ohio	Cincinnati	107,550	19
Alameda, Cal.	Oakland	105,092	20
San Diego, Cal.	San Diego	100,305	21
Middlesex, Mass.	Cambridge	98,016	22
Westchester, N. Y.	Yonkers	97,409	23
Harris, Tex.	Houston	93,946	24
Hennepin, Minn.	Minneapolis	92,234	25
Dallas, Tex.	Dallas	84,772	26
Orleans, La.	New Orleans	84,036	27
Orange, Cal.	Santa Ana	77,821	28
Marion, Ind.	Indianapolis	77,148	29
Franklin, Ohio	Columbus	76,702	30
Jackson, Mo.	Kansas City	74,387	31
Bergen, N. J.	Hackensack	74,101	32
Hudson, N. J.	Jersey City	72,053	33
Hartford, Conn.	Hartford	71,821	34
Multnomah, Ore.	Portland	68,793	35
Maricopa, Ariz.	Phoenix	68,367	36
Denver, Colo.	Denver	67,881	37
Honolulu, Hawaii	Honolulu	66,287	38
New Haven, Conn.	New Haven	65,976	39
Jefferson, Ky.	Louisville	61,842	40
Fairfield, Conn.	Bridgeport	60,393	41
Montgomery, Ohio	Dayton	60,323	42
Fulton, Ga.	Atlanta	59,116	43
Sacramento, Cal.	Sacramento	58,628	44
Essex, Mass.	Lynn	58,566	45
Santa Clara, Cal.	San Jose	58,358	46
Monroe, N. Y.	Rochester	54,319	47
Suffolk, N. Y.	Patchogue	54,230	48
Oakland, Mich.	Pontiac	54,194	49
Lucas, Ohio	Toledo	53,396	50
Summit, Ohio	Akron	52,497	51
Providence, R. I.	Providence	52,349	52
Broward, Fla.	Fort Lauderdale	49,891	53
Lake, Ind.	Gary	49,585	54
San Mateo, Cal.	San Mateo	49,434	55
Union, N. J.	Elizabeth	49,279	56
Worcester, Mass.	Worcester	48,899	57
Onondaga, N. Y.	Syracuse	48,398	58
Passaic, N. J.	Paterson	46,874	59
Middlesex, N. J.	New Brunswick	46,187	60
Bexar, Tex.	San Antonio	46,001	61
Ramsey, Minn.	St. Paul	44,704	62
Camden, N. J.	Camden	44,471	63
Douglas, Nebr.	Omaha	43,423	64
Pinellas, Fla.	St. Petersburg	43,158	65
Montgomery, Pa.	Lower Merion Township	42,893	66
San Bernardino, Cal.	San Bernardino	42,536	67
Monmouth, N. J.	Asbury Park	41,776	68
Atlantic, N. J.	Atlantic City	41,113	69
Delaware, Pa.	Chester	40,869	70
Tarrant, Tex.	Fort Worth	39,903	71
Oklahoma, Okla.	Oklahoma City	39,658	72
Norfolk, Mass.	Quincy	39,600	73
Jefferson, Ala.	Birmingham	38,450	74
Shelby, Tenn.	Memphis	37,000	75
Hampden, Mass.	Springfield	36,050	76
Norfolk, Va.	Norfolk	35,892	77
Henrico, Va.	Richmond	35,714	78
Hillsborough, Fla.	Tampa	35,606	79
Fresno, Cal.	Fresno	35,440	80
Albany, N. Y.	Albany	35,382	81
Duval, Fla.	Jacksonville	34,855	82
Bristol, Mass.	New Bedford	33,694	83
Mercer, N. J.	Trenton	33,583	84
Riverside, Cal.	Riverside	33,566	85
Kern, Cal.	Bakersfield	32,444	86
Stark, Ohio	Canton	30,736	87
Arlington, Va.	Alexandria	30,651	88
Salt Lake, Utah	Salt Lake City	29,455	89
San Joaquin, Cal.	Stockton	29,245	90
Lake, Ill.	Waukegan	29,128	91
Palm Beach, Fla.	West Palm Beach	28,443	92
Contra Costa, Cal.	Richmond	28,004	93
New Castle, Del.	Wilmington	27,906	94
Luzerne, Pa.	Wilkes-Barre	27,905	95
Davidson, Tenn.	Nashville	26,400	96
Polk, Iowa	Des Moines	26,075	97
Pima, Ariz.	Tucson	25,968	98
Prince Georges, Md.	Hyattsville	25,878	99
Kent, Mich.	Grand Rapids	25,857	100
Oneida, N. Y.	Utica	25,800	101
Genesee, Mich.	Flint	25,773	102
Pierce, Wash.	Tacoma	25,730	103
Mahoning, Ohio	Youngstown	25,517	104
Macomb, Mich.	Mount Clemens	25,385	105
Sedgwick, Kans.	Wichita	25,193	106
Allen, Ind.	Fort Wayne	25,028	107
Niagara, N. Y.	Niagara Falls	24,901	108
Bernalillo, N. M.	Albuquerque	24,745	109
Berks, Pa.	Reading	24,430	110
Tulsa, Okla.	Tulsa	24,392	111
Westmoreland, Pa.	Greensburg	23,817	112
Dane, Wisc.	Madison	23,757	113
St. Clair, Ill.	East St. Louis	23,738	114
Morris, N. J.	Morristown	23,644	115
Bucks, Pa.	Bristol	23,134	116
Mecklenburg, N. C.	Charlotte	22,688	117
Monterey, Cal.	Salinas	22,602	118
Plymouth, Mass.	Brockton	22,343	119
Dauphin, Pa.	Harrisburg	22,189	120
Winnebago, Ill.	Rockford	21,897	121
Peoria, Ill.	Peoria	21,416	122
Spokane, Wash.	Spokane	20,936	123
St. Joseph, Ind.	South Bend	20,893	124
Lancaster, Pa.	Lancaster	20,850	125
Sangamon, Ill.	Springfield	20,717	126
Lackawanna, Pa.	Scranton	20,667	127
Butler, Ohio	Hamilton	20,358	128
Anne Arundel, Md.	Annapolis	20,243	129
Broome, N. Y.	Binghamton	20,128	130
El Paso, Tex.	El Paso	20,094	131
Rock Island, Ill.	Rock Island	20,050	132
Orange, Fla.	Orlando	19,962	133
Erie, Pa.	Erie	19,891	134
Santa Barbara, Cal.	Santa Barbara	19,825	135
Lehigh, Pa.	Allentown	19,570	136
Madison, Ill.	Alton	18,455	137
Kane, Ill.	Aurora	18,363	138
Montgomery, Md.	Rockville	18,148	139
Orange, N. Y.	Newburgh	17,828	140
St. Louis, Minn.	Duluth	17,656	141
Chester, Pa.	West Chester	17,610	142
Travis, Tex.	Austin	17,566	143
3rd Judicial Division, Alaska	Anchorage	17,563	144
Du Page, Ill.	Elmhurst	17,480	145
Ocean, N. J.	Point Pleasant	17,427	146
Ingham, Mich.	Lansing	17,360	147
Northampton, Pa.	Bethlehem	17,224	148
Mobile, Ala.	Mobile	17,192	149
Clark, Nev.	Las Vegas	17,186	150
Lorain, Ohio	Lorain	17,017	151
Hamilton, Tenn.	Chattanooga	16,920	152
York, Pa.	York	16,805	153
Guilford, N. C.	Greensboro	16,519	154
East Baton Rouge, La.	Baton Rouge	16,403	155
Will, Ill.	Joliet	16,386	156
Dutchess, N. Y.	Poughkeepsie	16,365	157
Volusia, Fla.	Daytona Beach	16,365	157
Pulaski, Ark.	Little Rock	16,339	159
Jefferson, La.	Gretna	16,276	160
Sonoma, Cal.	Santa Rosa	16,230	161
Kanawha, W. Va.	Charleston	16,012	162
Jefferson, Tex.	Beaumont	16,006	163
Vanderburgh, Ind.	Evansville	15,968	164
Caddo, La.	Shreveport	15,850	165
Washington, Pa.	Washington	15,678	166
Burlington, N. J.	Burlington	15,423	167
Ventura, Cal.	Ventura	15,364	168
Cape May, N. J.	Wildwood	15,110	169
Knox, Tenn.	Knoxville	15,056	170
Washoe, Nev.	Reno	14,824	171
Solano, Cal.	Vallejo	14,713	172
Somerset, N. J.	Somerville	14,600	173
Saginaw, Mich.	Saginaw	14,550	174
Trumbull, Ohio	Warren	14,342	175
Stanislaus, Cal.	Modesto	14,325	176
Schenectady, N. Y.	Schenectady	14,308	177
Scott, Iowa	Davenport	14,227	178
Ulster, N. Y.	Kingston	14,207	179
Berrien, Mich.	Benton Harbor	14,105	180
Marin, Cal.	San Rafael	14,048	181
Nueces, Tex.	Corpus Christi	13,985	182
Winnebago, Wisc.	Oshkosh	13,803	183
Beaver, Pa.	Beaver Falls	13,657	184
New London, Conn.	New London	13,511	185
Chautauqua, N. Y.	Jamestown	13,354	186
Galveston, Tex.	Galveston	13,139	187
El Paso, Colo.	Colorado Springs	13,134	188
Racine, Wisc.	Racine	13,120	189
La Salle, Ill.	Streator	13,026	190
Humboldt, Cal.	Eureka	13,013	191
Kenton, Ky.	Covington	12,989	192
Potter, Tex.	Amarillo	12,868	193
Macon, Ill.	Decatur	12,830	194
Cambria, Pa.	Johnstown	12,706	195
Campbell, Ky.	Newport	12,666	196
Charleston, S. C.	Charleston	12,615	197
Washtenaw, Mich.	Ann Arbor	12,525	198
Waukesha, Wisc.	Waukesha	12,490	199
Brown, Wisc.	Green Bay	12,267	200
Total Above Counties		11,327,450	
% of U. S. A.		70.8575	

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General Merchandise Store Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	GENERAL MDSE. STORE SALES SM Estimates (in thousands)	Rank in Group
Cook, Ill.	Chicago	1,679,622	1
New York City (5 Counties), N. Y.	New York City	1,398,050	2
Los Angeles, Cal.	Los Angeles	1,249,832	3
Philadelphia, Pa.	Philadelphia	581,964	4
Wayne, Mich.	Detroit	558,676	5
Cuyahoga, Ohio	Cleveland	417,464	6
Allegheny, Pa.	Pittsburgh	378,321	7
Suffolk, Mass.	Boston	366,456	8
St. Louis, Mo.	St. Louis	361,626	9
Baltimore, Md.	Baltimore	338,360	10
Nassau, N. Y.	Hempstead Township	297,202	11
Hennepin, Minn.	Minneapolis	289,293	12
Jackson, Mo.	Kansas City	288,013	13
King, Wash.	Seattle	282,625	14
Fulton, Ga.	Atlanta	281,659	15
Dallas, Tex.	Dallas	280,215	16
Essex, N. J.	Newark	245,520	17
Milwaukee, Wisc.	Milwaukee	237,764	18
District of Columbia	Washington	228,926	19
San Francisco, Cal.	San Francisco	227,189	20
Harris, Tex.	Houston	225,007	21
Hamilton, Ohio	Cincinnati	221,773	22
Denver, Colo.	Denver	209,587	23
Middlesex, Mass.	Cambridge	205,041	24
Marion, Ind.	Indianapolis	204,139	25
Erie, N. Y.	Buffalo	203,339	26
Alameda, Cal.	Oakland	193,352	27
Dade, Fla.	Miami	179,094	28
Multnomah, Ore.	Portland	173,688	29
Orleans, La.	New Orleans	171,214	30
Shelby, Tenn.	Memphis	170,960	31
Tarrant, Tex.	Fort Worth	166,708	32
Westchester, N. Y.	Yonkers	162,077	33
Franklin, Ohio	Columbus	154,644	34
San Diego, Cal.	San Diego	152,474	35
Oakland, Mich.	Pontiac	151,200	36
Ramsey, Minn.	St. Paul	140,874	37
Hartford, Conn.	Hartford	134,070	38
Bergen, N. J.	Hackensack	128,900	39
Montgomery, Ohio	Dayton	127,257	40
Monroe, N. Y.	Rochester	120,517	41
Jefferson, Ala.	Birmingham	120,372	42
Bexar, Tex.	San Antonio	118,162	43
Santa Clara, Cal.	San Jose	116,245	44
Summit, Ohio	Akron	115,479	45
Henrico, Va.	Richmond	112,007	46
Jefferson, Ky.	Louisville	110,248	47
Montgomery, Pa.	Lower Merion Township	109,671	48
Providence, R. I.	Providence	107,480	49
Fairfield, Conn.	Bridgeport	97,532	50
Essex, Mass.	Lynn	97,228	51
Guilford, N. C.	Greensboro	96,825	52
Lucas, Ohio	Toledo	95,178	53
Sacramento, Cal.	Sacramento	94,170	54
Suffolk, N. Y.	Patchogue	93,218	55
Passaic, N. J.	Paterson	92,922	56
Orange, Cal.	Santa Ana	91,106	57
New Haven, Conn.	New Haven	90,723	58
Davidson, Tenn.	Nashville	89,883	59
Lake, Ind.	Gary	89,199	60
Pinellas, Fla.	St. Petersburg	88,457	61
Maricopa, Ariz.	Phoenix	86,715	62
Onondaga, N. Y.	Syracuse	85,672	63
Albany, N. Y.	Albany	85,457	64
Union, N. J.	Elizabeth	83,835	65
Oklahoma, Okla.	Oklahoma City	83,343	66
Salt Lake, Utah	Salt Lake City	82,623	67
Delaware, Pa.	Chester	78,686	68
Hampden, Mass.	Springfield	76,106	69
Mahoning, Ohio	Youngstown	75,916	70
Hillsborough, Fla.	Tampa	75,448	71
Norfolk, Va.	Norfolk	74,901	72
Douglas, Nebr.	Omaha	74,692	73
Spokane, Wash.	Spokane	72,334	74
Tulsa, Okla.	Tulsa	71,670	75
Mecklenburg, N. C.	Charlotte	70,932	76
Duval, Fla.	Jacksonville	68,984	77
Kent, Mich.	Grand Rapids	68,023	78
Arlington, Va.	Alexandria	66,331	79
Knox, Tenn.	Knoxville	65,706	80
Montgomery, Md.	Rockville	65,372	81
Allen, Ind.	Fort Wayne	64,460	82
Polk, Iowa	Des Moines	64,045	83
Honolulu, Hawaii	Honolulu	63,977	84
Sedgwick, Kans.	Wichita	63,495	85
Orange, Fla.	Orlando	63,477	86
Worcester, Mass.	Worcester	63,147	87
Fresno, Cal.	Fresno	62,110	88
Lehigh, Pa.	Allentown	61,933	89
New Castle, Del.	Wilmington	61,736	90
San Bernardino, Cal.	San Bernardino	59,844	91
El Paso, Tex.	El Paso	58,288	92
Luzerne, Pa.	Wilkes-Barre	56,884	93
San Mateo, Cal.	San Mateo	55,606	94
Wayne, N. Y.	Newark	53,491	95
Kanawha, W. Va.	Charleston	53,294	96
Genesee, Mich.	Flint	53,016	97
Peoria, Ill.	Peoria	52,997	98
Stark, Ohio	Canton	52,980	99
Pierce, Wash.	Tacoma	52,439	100
Norfolk, Mass.	Quincy	51,697	101
Pulaski, Ark.	Little Rock	51,158	102
Dauphin, Pa.	Harrisburg	50,926	103
Camden, N. J.	Camden	50,616	104
Hudson, N. J.	Jersey City	50,172	105
Mercer, N. J.	Trenton	49,590	106
Middlesex, N. J.	New Brunswick	48,878	107
Ingham, Mich.	Lansing	48,147	108
Kern, Cal.	Bakersfield	47,998	109
Lake, Ill.	Waukegan	46,846	110
Clay, Mo.	North Kansas City	46,825	111
Lancaster, Pa.	Lancaster	46,710	112
Bristol, Mass.	New Bedford	46,561	113
York, Pa.	York	46,559	114
Broward, Fla.	Fort Lauderdale	46,485	115
Hamilton, Tenn.	Chattanooga	46,247	116
Erie, Pa.	Erie	45,734	117
Oneida, N. Y.	Utica	45,320	118
Berks, Pa.	Reading	44,784	119
Kane, Ill.	Aurora	43,757	120
St. Louis, Minn.	Duluth	43,700	121
Monmouth, N. J.	Asbury Park	43,322	122
Bernalillo, N. M.	Albuquerque	43,283	123
Mobile, Ala.	Mobile	43,218	124
St. Joseph, Ind.	South Bend	43,108	125
East Baton Rouge, La.	Baton Rouge	42,890	126
Dane, Wisc.	Madison	41,512	127
Lancaster, Nebr.	Lincoln	41,037	128
Lackawanna, Pa.	Scranton	39,957	129
Pima, Ariz.	Tucson	39,805	130
Broome, N. Y.	Binghamton	39,563	131
Winnebago, Ill.	Rockford	38,606	132
Greenville, S. C.	Greenville	38,519	133
Contra Costa, Cal.	Richmond	38,497	134
Cambria, Pa.	Johnstown	38,256	135
Jefferson, Tex.	Beaumont	37,644	136
Palm Beach, Fla.	West Palm Beach	36,390	137
Cumberland, Me.	Portland	35,883	138
Riverside, Cal.	Riverside	34,843	139
Caddo, La.	Shreveport	34,559	140
Hinds, Miss.	Jackson	34,399	141
Wake, N. C.	Raleigh	34,049	142
Forsyth, N. C.	Winston-Salem	34,028	143
Nueces, Tex.	Corpus Christi	33,915	144
San Joaquin, Cal.	Stockton	33,623	145
Bucks, Pa.	Bristol	33,113	146
Lubbock, Tex.	Lubbock	33,100	147
Montgomery, Ala.	Montgomery	32,902	148
Roanoke, Va.	Roanoke	32,858	149
Cabell, W. Va.	Huntington	32,111	150
Northampton, Pa.	Bethlehem	31,364	151
Westmoreland, Pa.	Greensburg	31,344	152
Trumbull, Ohio	Warren	31,237	153
Vanderburgh, Ind.	Evansville	31,061	154
Richland, S. C.	Columbia	31,040	155
Muscogee, Ga.	Columbus	30,956	156
Hillsborough, N. H.	Manchester	30,340	157
Scott, Iowa	Davenport	30,277	158
Prince Georges, Md.	Hyattsville	29,687	159
Morris, N. J.	Morristown	29,666	160
Will, Ill.	Joliet	29,301	161
Woodbury, Iowa	Sioux City	29,243	162
Fayette, Ky.	Lexington	28,985	163
Potter, Tex.	Amarillo	28,861	164
Sangamon, Ill.	Springfield	28,747	165
Plymouth, Mass.	Brockton	28,659	166
Niagara, N. Y.	Niagara Falls	28,226	167
Buncombe, N. C.	Asheville	27,867	168
Lorain, Ohio	Lorain	27,746	169
Macomb, Mich.	Mount Clemens	27,688	170
Kalamazoo, Mich.	Kalamazoo	27,353	171
Butler, Ohio	Hamilton	27,250	172
McLennan, Tex.	Waco	27,058	173
Newport News, Va.	Newport News	26,962	174
Saginaw, Mich.	Saginaw	26,877	175
Marion, Ore.	Salem	26,501	176
Vigo, Ind.	Terre Haute	26,496	177
Bibb, Ga.	Macon	26,419	178
Shawnee, Kans.	Topeka	26,384	179
Greene, Mo.	Springfield	26,252	180
Chatham, Ga.	Savannah	26,193	181
Escambia, Fla.	Pensacola	26,028	182
Warren, Pa.	Warren	26,025	183
Ohio, W. Va.	Wheeling	25,466	184
Macon, Ill.	Decatur	25,415	185
Rock Island, Ill.	Rock Island	25,297	186
Fayette, Pa.	Uniontown	25,108	187
Travis, Tex.	Austin	24,677	188
Charleston, S. C.	Charleston	24,013	189
Richmond, Ga.	Augusta	24,006	190
Dutchess, N. Y.	Poughkeepsie	23,983	191
Ventura, Cal.	Ventura	23,822	192
Monterey, Cal.	Salinas	23,748	193
Yakima, Wash.	Yakima	23,716	194
Schenectady, N. Y.	Schenectady	23,372	195
Beaver, Pa.	Beaver Falls	23,366	196
Muskegon, Mich.	Muskegon	23,293	197
Winnebago, Wisc.	Oshkosh	23,140	198
Chemung, N. Y.	Elmira	22,359	199
Lane, Ore.	Eugene	22,856	200
Total Above Counties		21,670,548	
% of U. S. A.		73.8898	

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Apparel Store Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	APPAREL STORE SALES SM Estimates (in thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	1,298,095	1
Cook, Ill.	Chicago	577,841	2
Los Angeles, Cal.	Los Angeles	539,563	3
Wayne, Mich.	Detroit	233,258	4
Philadelphia, Pa.	Philadelphia	216,091	5
Nassau, N. Y.	Hempstead Township	131,054	6
Suffolk, Mass.	Boston	128,230	7
District of Columbia	Washington	126,975	8
Cuyahoga, Ohio	Cleveland	126,556	9
Dade, Fla.	Miami	123,537	10
Essex, N. J.	Newark	120,861	11
San Francisco, Cal.	San Francisco	120,607	12
St. Louis, Mo.	St. Louis	118,268	13
Allegheny, Pa.	Pittsburgh	115,597	14
Baltimore, Md.	Baltimore	108,937	15
Westchester, N. Y.	Yonkers	108,900	16
Harris, Tex.	Houston	99,976	17
Milwaukee, Wisc.	Milwaukee	94,613	18
Dallas, Tex.	Dallas	90,845	19
Erie, N. Y.	Buffalo	88,892	20
Bergen, N. J.	Hackensack	80,440	21
Jackson, Mo.	Kansas City	80,009	22
Alameda, Cal.	Oakland	79,015	23
Hamilton, Ohio	Cincinnati	77,910	24
Middlesex, Mass.	Cambridge	77,273	25
San Diego, Cal.	San Diego	76,226	26
Hennepin, Minn.	Minneapolis	73,139	27
Orleans, La.	New Orleans	70,538	28
New Haven, Conn.	New Haven	70,330	29
King, Wash.	Seattle	68,032	30
Fairfield, Conn.	Bridgeport	66,656	31
Hudson, N. J.	Jersey City	64,636	32
Providence, R. I.	Providence	62,378	33
Fulton, Ga.	Atlanta	61,927	34
Union, N. J.	Elizabeth	61,177	35
Essex, Mass.	Lynn	56,878	36
Hartford, Conn.	Hartford	56,684	37
Santa Clara, Cal.	San Jose	53,773	38
Oakland, Mich.	Pontiac	52,062	39
Monroe, N. Y.	Rochester	51,497	40
Jefferson, Ala.	Birmingham	51,312	41
Passaic, N. J.	Paterson	50,671	42
Montgomery, Pa.	Lower Merion Township	49,542	43
Jefferson, Ky.	Louisville	47,463	44
Franklin, Ohio	Columbus	47,318	45
Worcester, Mass.	Worcester	46,452	46
Multnomah, Ore.	Portland	46,402	47
Maricopa, Ariz.	Phoenix	45,411	48
Lake, Ind.	Gary	45,318	49
Shelby, Tenn.	Memphis	45,252	50
Denver, Colo.	Denver	45,202	51
Orange, Cal.	Santa Ana	43,548	52
Norfolk, Va.	Norfolk	43,277	53
Bexar, Tex.	San Antonio	42,283	54
Duval, Fla.	Jacksonville	42,042	55
Hampden, Mass.	Springfield	41,024	56
Montgomery, Ohio	Dayton	40,801	57
Marion, Ind.	Indianapolis	40,659	58
Suffolk, N. Y.	Patchogue	40,371	59
Oklahoma, Okla.	Oklahoma City	40,204	60
Norfolk, Mass.	Quincy	40,075	61
Sacramento, Cal.	Sacramento	39,716	62
Middlesex, N. J.	New Brunswick	38,467	63
Onondaga, N. Y.	Syracuse	37,497	64
Delaware, Pa.	Chester	34,424	65
Albany, N. Y.	Albany	34,353	66
Honolulu, Hawaii	Honolulu	33,384	67
Broward, Fla.	Fort Lauderdale	32,857	68
Bristol, Mass.	New Bedford	31,133	69
Lucas, Ohio	Toledo	30,862	70
Henrico, Va.	Richmond	30,738	71
Davidson, Tenn.	Nashville	30,164	72
Caddo, La.	Shreveport	29,910	73
Douglas, Nebr.	Omaha	29,741	74
Fresno, Cal.	Fresno	29,245	75
Monmouth, N. J.	Asbury Park	29,218	76
Luzerne, Pa.	Wilkes-Barre	29,119	77
Tulsa, Okla.	Tulsa	29,028	78
Ramsey, Minn.	St. Paul	28,307	79
Tarrant, Tex.	Fort Worth	28,222	80
Genesee, Mich.	Flint	28,116	81
Mercer, N. J.	Trenton	27,799	82
Pinellas, Fla.	St. Petersburg	27,771	83
Camden, N. J.	Camden	27,583	84
New Castle, Del.	Wilmington	26,906	85
Summit, Ohio	Akron	26,843	86
Hillsborough, Fla.	Tampa	26,730	87
El Paso, Tex.	El Paso	26,473	88
Sedgwick, Kans.	Wichita	26,329	89
San Mateo, Cal.	San Mateo	26,294	90
Polk, Iowa	Des Moines	26,204	91
Kent, Mich.	Grand Rapids	25,938	92
Mecklenburg, N. C.	Charlotte	24,528	93
Palm Beach, Fla.	West Palm Beach	24,471	94
Stark, Ohio	Canton	24,037	95
Mobile, Ala.	Mobile	23,879	96
Atlantic, N. J.	Atlantic City	23,801	97
Westmoreland, Pa.	Greensburg	23,478	98
San Bernardino, Cal.	San Bernardino	22,746	99
Pima, Ariz.	Tucson	22,612	100
Dauphin, Pa.	Harrisburg	22,572	101
Salt Lake, Utah	Salt Lake City	22,506	102
Lake, Ill.	Waukegan	22,020	103
Travis, Tex.	Austin	21,878	104
Oneida, N. Y.	Utica	21,609	105
Vanderburgh, Ind.	Evansville	21,087	106
Mahoning, Ohio	Youngstown	20,880	107
Guilford, N. C.	Greensboro	20,828	108
Bernalillo, N. M.	Albuquerque	20,740	109
Riverside, Cal.	Riverside	20,708	110
Chatham, Ga.	Savannah	20,669	111
Plymouth, Mass.	Brockton	20,596	112
Orange, Fla.	Orlando	20,199	113
Montgomery, Md.	Rockville	20,196	114
Potter, Tex.	Amarillo	20,153	115
Jefferson, Tex.	Beaumont	20,148	116
Arlington, Va.	Alexandria	20,089	117
East Baton Rouge, La.	Baton Rouge	19,964	118
Contra Costa, Cal.	Richmond	19,951	119
Hinds, Miss.	Jackson	19,532	120
St. Joseph, Ind.	South Bend	19,445	121
Lackawanna, Pa.	Scranton	19,257	122
Berks, Pa.	Reading	19,167	123
San Joaquin, Cal.	Stockton	18,999	124
York, Pa.	York	18,783	125
Dane, Wisc.	Madison	18,776	126
St. Louis, Minn.	Duluth	18,162	127
Allen, Ind.	Fort Wayne	17,875	128
Santa Barbara, Cal.	Santa Barbara	17,601	129
Winnebago, Ill.	Rockford	17,578	130
Hillsborough, N. H.	Manchester	17,550	131
Spokane, Wash.	Spokane	17,364	132
Hamilton, Tenn.	Chattanooga	17,156	133
Kanawha, W. Va.	Charleston	17,076	134
Northampton, Pa.	Bethlehem	17,010	135
Pierce, Wash.	Tacoma	16,857	136
Niagara, N. Y.	Niagara Falls	16,845	137
Cumberland, Me.	Portland	16,838	138
Linn, Iowa	Cedar Rapids	16,760	139
Washington, Pa.	Washington	16,682	140
Montgomery, Ala.	Montgomery	16,664	141
Forsyth, N. C.	Winston-Salem	16,651	142
Sangamon, Ill.	Springfield	16,422	143
Clark, Nev.	Las Vegas	16,097	144
Kern, Cal.	Bakersfield	16,056	145
Lehigh, Pa.	Allentown	15,871	146
Pulaski, Ark.	Little Rock	15,867	147
Peoria, Ill.	Peoria	15,811	148
Lubbock, Tex.	Lubbock	15,674	149
Lancaster, Pa.	Lancaster	15,672	150
Morris, N. J.	Morristown	15,571	151
Ingham, Mich.	Lansing	15,515	152
Prince Georges, Md.	Hyattsville	15,501	153
Madison, Ill.	Alton	15,441	154
Cameron, Tex.	Harlingen	15,378	155
Broome, N. Y.	Binghamton	15,344	156
Orange, N. Y.	Newburgh	15,343	157
Richland, S. C.	Columbia	15,313	158
Fayette, Ky.	Lexington	15,311	159
Fairfax, Va.	Falls Church	15,096	160
Erie, Pa.	Erie	15,033	161
Saginaw, Mich.	Saginaw	14,923	162
Beaver, Pa.	Beaver Falls	14,801	163
New London, Conn.	New London	14,583	164
Washtenaw, Mich.	Ann Arbor	14,572	165
Charleston, S. C.	Charleston	14,472	166
Newport News, Va.	Newport News	14,364	167
Du Page, Ill.	Elmhurst	14,194	168
Roanoke, Va.	Roanoke	14,169	169
Kane, Ill.	Aurora	13,510	170
St. Clair, Ill.	East St. Louis	13,494	171
Polk, Fla.	Lakeland	13,416	172
Butler, Ohio	Hamilton	13,414	173
Nueces, Tex.	Corpus Christi	13,299	174
Escambia, Fla.	Pensacola	13,191	175
Rensselaer, N. Y.	Troy	13,021	176
Schuylkill, Pa.	Pottsville	12,736	177
Volusia, Fla.	Daytona Beach	12,602	178
Richmond, Ga.	Augusta	12,553	179
Cabell, W. Va.	Huntington	12,542	180
Knox, Tenn.	Knoxville	12,496	181
Wake, N. C.	Raleigh	12,366	182
Muscogee, Ga.	Columbus	12,333	183
Monterey, Cal.	Salinas	12,070	184
Trumbull, Ohio	Warren	12,063	185
Berkshire, Mass.	Pittsfield	11,822	186
Chautauqua, N. Y.	Jamestown	11,605	187
Dutchess, N. Y.	Poughkeepsie	11,564	188
Schenectady, N. Y.	Schenectady	11,563	189
Stanislaus, Cal.	Modesto	11,543	190
Kalamazoo, Mich.	Kalamazoo	11,527	191
Blair, Pa.	Altoona	11,501	192
Bibb, Ga.	Macon	11,458	193
Macomb, Mich.	Mount Clemens	11,333	194
Ventura, Cal.	Ventura	11,228	195
Bucks, Pa.	Bristol	11,214	196
Lancaster, Nebr.	Lincoln	11,156	197
Shawnee, Kan.	Topeka	11,073	198
Lorain, Ohio	Lorain	11,037	199
Scott, Iowa	Davenport	10,688	200
Total Above Counties		9,556,058	
% of U. S. A.		72.2268	

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within just 3 issues *seventeen* magazine is read by 3 out of 4 teen-age girls in the U.S.A.



facts about SEVENTEEN

editorial interest...Service magazine: Fiction, Fashion, Amusements, Beauty, Food, Home Furnishings, Cultural, General Topics.

cover price...35¢—Issued monthly.

circulation...1,103,272 ABC Dec., 1959. 66% newsstand. Highest potential market saturation, any magazine.

total teen audience...4,800,000. Every other teen girl average issue; 75% of all teen girls within 3 issues.*

reader ages (13-19): 82%—15-19; 67%—16-19. Median age 17.*

occupation...83% in high school, college. 43% work full or part time (the national average for all women).

personal income...$10.03 per week—average of all 4.8 million readers. Totals $2.5 billion yearly.

family income...$6,602—9 highest, all 50 publications.†

all-age female audience...Largest, teens thru adult women, per 100 copies.†

advertising readership...Highest, by women, all magazines.†

advertising linage...First among all women's monthly magazines, for 7th consecutive year (Printers' Ink).

rates...B & W Page $4010; 4-color $6030. Cost/M. B & W $3.63; 4-color $5.47.

printing...Rotogravure. No plates required.

special teacher supplement...19,500 Home Economics teachers pay for subscriptions to Seventeen...receive (plus the magazine) SEVENTEEN-AT-SCHOOL (lesson planbook based on Seventeen's contents)...use it (along with Seventeen) in teaching a total of 1,560,000 students.

SOURCES: *Gilbert Readership Survey, 1959; †Starch Reports, 1958 and 1959

seventeen magazine

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22, N. Y. PLaza 9-8100

Furniture-Household-Appliance Store Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FURN.-HOUSE.-APPL. STORE SALES SM Estimates (In thousands)	Rank in Group
New York City (5 Counties), N. Y.	New York City	624,852	1
Los Angeles, Cal.	Los Angeles	569,550	2
Cook, Ill.	Chicago	387,597	3
Wayne, Mich.	Detroit	183,806	4
Cuyahoga, Ohio	Cleveland	121,723	5
Philadelphia, Pa.	Philadelphia	119,725	6
Nassau, N. Y.	Hempstead Township	107,687	7
Allegheny, Pa.	Pittsburgh	97,764	8
District of Columbia	Washington	96,191	9
St. Louis, Mo.	St. Louis	94,821	10
San Diego, Cal.	San Diego	88,566	11
San Francisco, Cal.	San Francisco	84,176	12
Harris, Tex.	Houston	84,020	13
Baltimore, Md.	Baltimore	83,022	14
Dade, Fla.	Miami	82,334	15
Milwaukee, Wisc.	Milwaukee	78,281	16
Essex, N. J.	Newark	77,567	17
Alameda, Cal.	Oakland	75,393	18
Suffolk, Mass.	Boston	72,829	19
Westchester, N. Y.	Yonkers	71,147	20
Erie, N. Y.	Buffalo	69,937	21
King, Wash.	Seattle	68,617	22
Bergen, N. J.	Hackensack	65,956	23
Union, N. J.	Elizabeth	65,691	24
Hennepin, Minn.	Minneapolis	65,633	25
Dallas, Tex.	Dallas	63,819	26
Hamilton, Ohio	Cincinnati	63,067	27
Middlesex, Mass.	Cambridge	62,859	28
New Haven, Conn.	New Haven	54,766	29
Sacramento, Cal.	Sacramento	54,762	30
Marion, Ind.	Indianapolis	52,754	31
Santa Clara, Cal.	San Jose	52,747	32
Hartford, Conn.	Hartford	52,647	33
Maricopa, Ariz.	Phoenix	52,059	34
Orleans, La.	New Orleans	50,655	35
Orange, Cal.	Santa Ana	50,394	36
Jackson, Mo.	Kansas City	50,248	37
Denver, Colo.	Denver	49,722	38
Oakland, Mich.	Pontiac	46,603	39
Fairfield, Conn.	Bridgeport	45,651	40
Franklin, Ohio	Columbus	45,186	41
Multnomah, Ore.	Portland	40,402	42
Hudson, N. J.	Jersey City	39,612	43
Passaic, N. J.	Paterson	39,039	44
Fulton, Ga.	Atlanta	38,896	45
Jefferson, Ala.	Birmingham	37,910	46
Jefferson, Ky.	Louisville	37,441	47
Monroe, N. Y.	Rochester	36,378	48
Montgomery, Ohio	Dayton	35,576	49
Pinellas, Fla.	St. Petersburg	35,056	50
San Bernardino, Cal.	San Bernardino	34,511	51
Oklahoma, Okla.	Oklahoma City	34,347	52
Providence, R. I.	Providence	34,022	53
Norfolk, Va.	Norfolk	33,537	54
Suffolk, N. Y.	Patchogue	32,995	55
Lake, Ind.	Gary	32,785	56
Lucas, Ohio	Toledo	32,112	57
Broward, Fla.	Fort Lauderdale	31,884	58
Douglas, Nebr.	Omaha	31,843	59
Worcester, Mass.	Worcester	31,797	60
Duval, Fla.	Jacksonville	31,253	61
Essex, Mass.	Lynn	31,234	62
Montgomery, Pa.	Lower Merion Township	30,859	63
Shelby, Tenn.	Memphis	30,202	64
Bexar, Tex.	San Antonio	30,123	65
Middlesex, N. J.	New Brunswick	29,006	66
Hampden, Mass.	Springfield	28,705	67
Salt Lake, Utah	Salt Lake City	28,492	68
Ramsey, Minn.	St. Paul	28,434	69
Genesee, Mich.	Flint	28,186	70
Kent, Mich.	Grand Rapids	27,927	71
Tarrant, Tex.	Fort Worth	27,315	72
Fresno, Cal.	Fresno	26,970	73
San Mateo, Cal.	San Mateo	26,299	74
New Castle, Del.	Wilmington	26,087	75
Honolulu, Hawaii	Honolulu	25,789	76
Henrico, Va.	Richmond	25,346	77
Davidson, Tenn.	Nashville	25,213	78
Summit, Ohio	Akron	25,047	79
Hillsborough, Fla.	Tampa	24,538	80
Stark, Ohio	Canton	24,415	81
Onondaga, N. Y.	Syracuse	24,408	82
Bernalillo, N. M.	Albuquerque	24,382	83
El Paso, Tex.	El Paso	24,184	84
Kern, Cal.	Bakersfield	24,163	85
Contra Costa, Cal.	Richmond	23,870	86
Polk, Ia.	Des Moines	23,435	87
Bristol, Mass.	New Bedford	23,326	88
Camden, N. J.	Camden	23,149	89
Sedgwick, Kans.	Wichita	23,050	90
York, Pa.	York	22,972	91
Tulsa, Okla.	Tulsa	22,820	92
Arlington, Va.	Alexandria	22,238	93
Orange, Fla.	Orlando	22,215	94
Pima, Ariz.	Tucson	21,836	95
Hamilton, Tenn.	Chattanooga	21,796	96
Delaware, Pa.	Chester	21,757	97
Palm Beach, Fla.	West Palm Beach	21,460	98
Riverside, Cal.	Riverside	21,241	99
Mercer, N. J.	Trenton	21,060	100
Mahoning, Ohio	Youngstown	20,674	101
Monmouth, N. J.	Asbury Park	20,364	102
Albany, N. Y.	Albany	20,180	103
Ingham, Mich.	Lansing	18,871	104
Westmoreland, Pa.	Greensburg	18,791	105
Luzerne, Pa.	Wilkes-Barre	18,781	106
San Joaquin, Cal.	Stockton	18,701	107
Montgomery, Md.	Rockville	18,682	108
Pierce, Wash.	Tacoma	18,594	109
Mecklenburg, N. C.	Charlotte	18,515	110
Peoria, Ill.	Peoria	18,344	111
Caddo, La.	Shreveport	18,300	112
Santa Barbara, Cal.	Santa Barbara	18,270	113
Macomb, Mich.	Mount Clemens	18,178	114
St. Joseph, Ind.	South Bend	18,111	115
Berks, Pa.	Reading	17,939	116
Lancaster, Pa.	Lancaster	17,840	117
Mobile, Ala.	Mobile	17,761	118
Spokane, Wash.	Spokane	17,635	119
Newport News, Va.	Newport News	17,501	120
Northampton, Pa.	Bethlehem	17,121	121
Lehigh, Pa.	Allentown	16,860	122
East Baton Rouge, La.	Baton Rouge	16,777	123
Pulaski, Ark.	Little Rock	16,621	124
Norfolk, Mass.	Quincy	16,500	125
Morris, N. J.	Morristown	16,051	126
Lake, Ill.	Waukegan	15,809	127
Kanawha, W. Va.	Charleston	15,303	128
Jefferson, Tex.	Beaumont	15,059	129
Dauphin, Pa.	Harrisburg	14,945	130
Oneida, N. Y.	Utica	14,641	131
Butler, Ohio	Hamilton	14,632	132
Guilford, N. C.	Greensboro	14,596	133
Allen, Ind.	Fort Wayne	14,470	134
Madison, Ill.	Alton	14,463	135
Forsyth, N. C.	Winston-Salem	14,411	136
Lubbock, Tex.	Lubbock	14,276	137
Winnebago, Ill.	Rockford	14,221	138
Kalamazoo, Mich.	Kalamazoo	13,838	139
Erie, Pa.	Erie	13,605	140
Polk, Fla.	Lakeland	13,438	141
Saginaw, Mich.	Saginaw	13,329	142
Travis, Tex.	Austin	13,322	143
Lackawanna, Pa.	Scranton	13,295	144
Escambia, Fla.	Pensacola	13,210	145
St. Clair, Ill.	East St. Louis	13,065	146
Dane, Wisc.	Madison	12,941	147
Sangamon, Ill.	Springfield	12,922	148
Washtenaw, Mich.	Ann Arbor	12,879	149
Beaver, Pa.	Beaver Falls	12,876	150
Atlantic, N. J.	Atlantic City	12,776	151
Broome, N. Y.	Binghamton	12,683	152
Shawnee, Kans.	Topeka	12,516	153
Charleston, S. C.	Charleston	12,445	154
Nueces, Tex.	Corpus Christi	12,349	155
Kane, Ill.	Aurora	12,335	156
Muscogee, Ga.	Columbus	12,154	157
Hinds, Miss.	Jackson	12,089	158
Montgomery, Ala.	Montgomery	12,029	159
Greenville, S. C.	Greenville	12,018	160
Niagara, N. Y.	Niagara Falls	11,850	161
Vanderburgh, Ind.	Evansville	11,838	162
Linn, Ia.	Cedar Rapids	11,827	163
Chatham, Ga.	Savannah	11,722	164
Will, Ill.	Joliet	11,693	165
Potter, Tex.	Amarillo	11,536	166
Racine, Wisc.	Racine	11,528	167
Solano, Cal.	Vallejo	11,476	168
Washington, Pa.	Washington	11,378	169
Roanoke, Va.	Roanoke	11,372	170
Bucks, Pa.	Bristol	11,298	171
Ventura, Cal.	Ventura	11,244	172
Monterey, Cal.	Salinas	11,171	173
St. Louis, Minn.	Duluth	11,163	174
Orange, N. Y.	Newburgh	11,155	175
Chester, Pa.	West Chester	11,027	176
Knox, Tenn.	Knoxville	10,784	177
New London, Conn.	New London	10,783	178
Lane, Ore.	Eugene	10,693	179
Sarasota, Fla.	Sarasota	10,561	180
Scott, Ia.	Davenport	10,463	181
Rock Island, Ill.	Rock Island	10,452	182
El Paso, Colo.	Colorado Springs	10,306	183
Tulare, Cal.	Visalia	10,201	184
Trumbull, Ohio	Warren	10,186	185
Cumberland, N. C.	Fayetteville	9,989	186
Plymouth, Mass.	Brockton	9,886	187
Wake, N. C.	Raleigh	9,816	188
Calhoun, Mich.	Battle Creek	9,770	189
Fayette, Ky.	Lexington	9,749	190
Stanislaus, Cal.	Modesto	9,734	191
Sullivan, Tenn.	Kingsport	9,642	192
McLennan, Tex.	Waco	9,601	193
Lorain, Ohio	Lorain	9,590	194
Cambria, Pa.	Johnstown	9,513	195
Hillsborough, N. H.	Manchester	9,471	196
Berkshire, Mass.	Pittsfield	9,329	197
Berrien, Mich.	Benton Harbor	9,320	198
Cumberland, N. J.	Vineland	9,250	199
Greene, Mo.	Springfield	9,235	200
Total Above Counties		7,420,204	
% of U. S. A.		69.8625	

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GROWTH MARKS THE LIVING YEARS!

	Ownership Increase During The LIVING Reading Years	One Year Later
Homes	64.0%	0.7%
Upholstered Chairs	15.2%	0.7%
Wall-to-Wall Carpet	101.2%	0.1%
Second Automobile	83.3%	0.9%
Console Hi-Fi	33.3%	1.3%
Refrigerators	9.9%	1.3%
Freezers	45.0%	8.6%

The growing needs of young expanding families put them in the market for homes and a houseful of new furnishings. LIVING for Young Homemakers is with them every step of the way. From first apartment to finished home, LIVING helps young families make their important buying decisions . . . providing the decorating, furnishing and building information they need.

The important role LIVING plays in the lives of some of your best customers is shown by a unique study conducted among LIVING readers during the time they subscribed to the magazine, and then one year later. It shows clearly the increase in ownership that takes place during the *LIVING reading years.*

LIVING for Young Homemakers is the one home magazine edited exclusively for the young family market. In it you can reach some of your best prospects right from the start . . . and continue with them all through their *growing years.*

THE TIME OF PURCHASE MAGAZINE

LIVING
FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION

Another exciting story of growth: LIVING's circulation increased from 308,944 in 1950 to 674,884 in 1959. New base circulation of 700,000 takes effect with the September 1960 issue.

Automotive Store Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

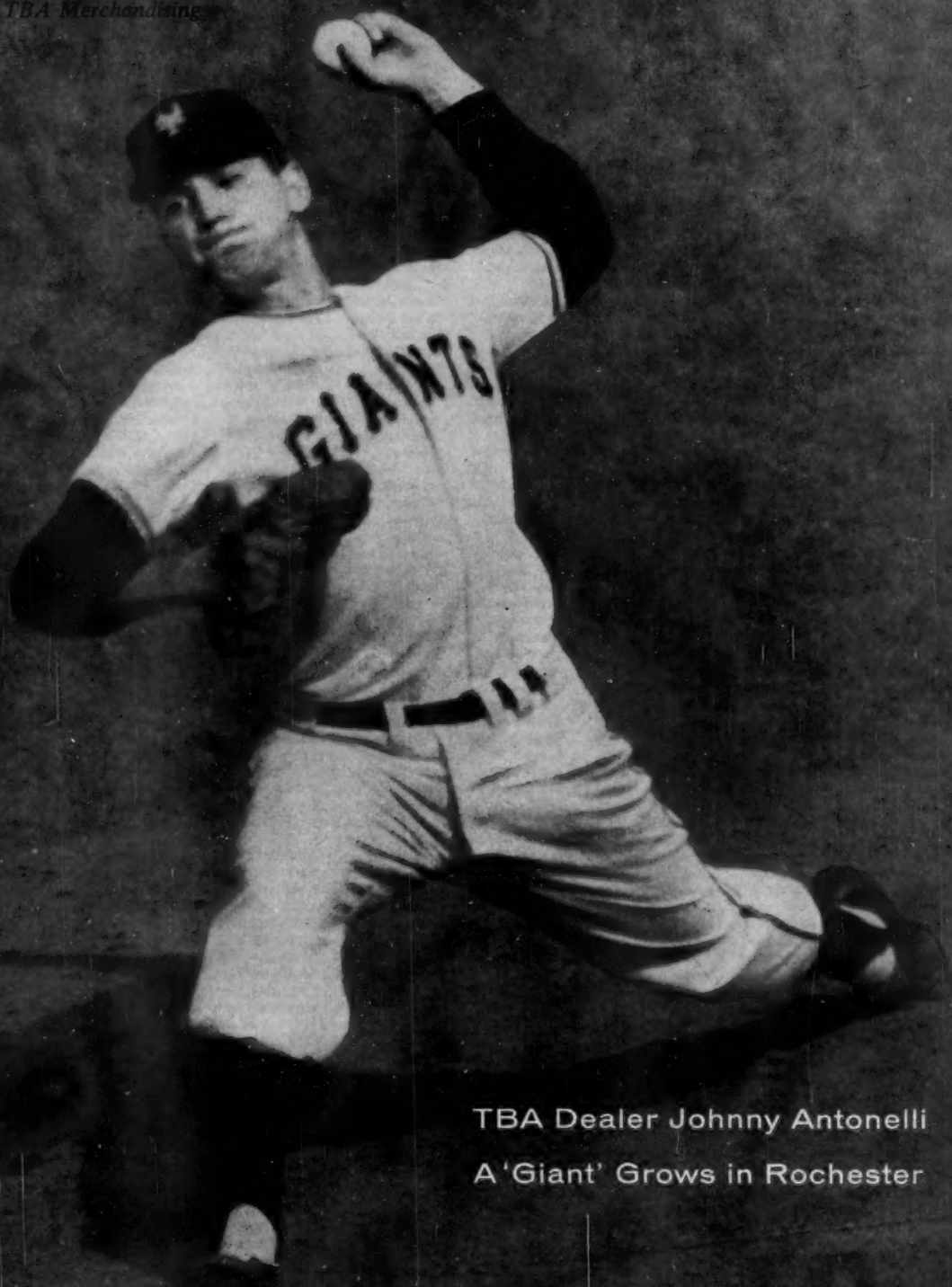
COUNTY and STATE	LEADING CITY	AUTOMOTIVE STORE SALES SM Estimates (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	1,593,104	1
Cook, Ill.	Chicago	1,023,281	2
New York City (5 Counties), N. Y.	New York City	736,449	3
Wayne, Mich.	Detroit	672,215	4
Cuyahoga, Ohio	Cleveland	357,776	5
Harris, Tex.	Houston	314,553	6
St. Louis, Mo.	St. Louis	307,181	7
Dallas, Tex.	Dallas	300,939	8
Dade, Fla.	Miami	297,977	9
Philadelphia, Pa.	Philadelphia	295,670	10
Nassau, N. Y.	Hempstead Township	290,780	11
Allegheny, Pa.	Pittsburgh	286,725	12
Baltimore, Md.	Baltimore	249,692	13
Hennepin, Minn.	Minneapolis	245,605	14
San Diego, Cal.	San Diego	245,266	15
Erie, N. Y.	Buffalo	233,026	16
Milwaukee, Wisc.	Milwaukee	224,132	17
Alameda, Cal.	Oakland	221,410	18
Middlesex, Mass.	Cambridge	217,127	19
District of Columbia	Washington	215,801	20
King, Wash.	Seattle	201,956	21
Fulton, Ga.	Atlanta	187,118	22
Maricopa, Ariz.	Phoenix	185,961	23
Denver, Colo.	Denver	185,406	24
Hamilton, Ohio	Cincinnati	184,612	25
Marion, Ind.	Indianapolis	181,523	26
Oakland, Mich.	Pontiac	177,747	27
Westchester, N. Y.	Yonkers	175,872	28
Franklin, Ohio	Columbus	175,241	29
Jackson, Mo.	Kansas City	168,121	30
Essex, N. J.	Newark	166,937	31
Suffolk, Mass.	Boston	159,056	32
Bexar, Tex.	San Antonio	158,262	33
Hartford, Conn.	Hartford	157,990	34
San Francisco, Cal.	San Francisco	155,850	35
Tarrant, Tex.	Fort Worth	153,104	36
Shelby, Tenn.	Memphis	144,195	37
Monroe, N. Y.	Rochester	143,718	38
Orange, Cal.	Santa Ana	143,534	39
Multnomah, Ore.	Portland	142,970	40
Santa Clara, Cal.	San Jose	142,653	41
Bergen, N. J.	Hackensack	141,258	42
Jefferson, Ky.	Louisville	140,926	43
New Haven, Conn.	New Haven	134,464	44
Fairfield, Conn.	Bridgeport	133,033	45
Sacramento, Cal.	Sacramento	130,947	46
Jefferson, Ala.	Birmingham	130,389	47
Norfolk, Mass.	Quincy	127,147	48
Duval, Fla.	Jacksonville	126,862	49
Summit, Ohio	Akron	124,438	50
Montgomery, Ohio	Dayton	119,997	51
Suffolk, N. Y.	Patchogue	118,927	52
Union, N. J.	Elizabeth	117,976	53
Orleans, La.	New Orleans	115,830	54
Montgomery, Pa.	Lower Merion Township	113,486	55
Hillsborough, Fla.	Tampa	112,582	56
Oklahoma, Okla.	Oklahoma City	110,607	57
Providence, R. I.	Providence	109,439	58
Genesee, Mich.	Flint	105,848	59
Delaware, Pa.	Chester	104,523	60
San Mateo, Cal.	San Mateo	103,973	61
Broward, Fla.	Fort Lauderdale	102,995	62
San Bernardino, Cal.	San Bernardino	102,389	63
Worcester, Mass.	Worcester	101,980	64
Onondaga, N. Y.	Syracuse	101,791	65
Salt Lake, Utah	Salt Lake City	101,372	66
Pinellas, Fla.	St. Petersburg	101,198	67
Henrico, Va.	Richmond	96,954	68
Tulsa, Okla.	Tulsa	96,663	69
Lucas, Ohio	Toledo	96,550	70
Fresno, Cal.	Fresno	95,293	71
Douglas, Nebr.	Omaha	94,142	72
Sedgwick, Kans.	Wichita	92,456	73
Bucks, Pa.	Bristol	91,573	74
Lake, Ind.	Gary	91,312	75
Camden, N. J.	Camden	90,742	76
Essex, Mass.	Lynn	90,382	77
Davidson, Tenn.	Nashville	90,375	78
Norfolk, Va.	Norfolk	89,640	79
Passaic, N. J.	Paterson	89,248	80
Kent, Mich.	Grand Rapids	88,915	81
Orange, Fla.	Orlando	88,122	82
Arlington, Va.	Alexandria	87,775	83
Montgomery, Md.	Rockville	84,488	84
Ramsey, Minn.	St. Paul	84,016	85
Hudson, N. J.	Jersey City	79,930	86
Bernalillo, N. M.	Albuquerque	77,993	87
El Paso, Tex.	El Paso	77,934	88
Hampden, Mass.	Springfield	77,378	89
Polk, Iowa	Des Moines	76,690	90
Middlesex, N. J.	New Brunswick	75,889	91
Contra Costa, Cal.	Richmond	75,639	92
Macomb, Mich.	Mount Clemens	75,453	93
Stark, Ohio	Canton	71,799	94
Kern, Cal.	Bakersfield	71,600	95
Spokane, Wash.	Spokane	70,533	96
Honolulu, Hawaii	Honolulu	69,970	97
Mecklenburg, N. C.	Charlotte	69,784	98
New Castle, Del.	Wilmington	67,715	99
Riverside, Cal.	Riverside	67,477	100
Monmouth, N. J.	Asbury Park	67,160	101
Albany, N. Y.	Albany	66,100	102
Pulaski, Ark.	Little Rock	65,201	103
Lancaster, Pa.	Lancaster	64,410	104
Bristol, Mass.	New Bedford	64,281	105
Palm Beach, Fla.	West Palm Beach	64,126	106
Allen, Ind.	Fort Wayne	61,997	107
Ingham, Mich.	Lansing	61,651	108
East Baton Rouge, La.	Baton Rouge	61,630	109
York, Pa.	York	61,322	110
Mahoning, Ohio	Youngstown	61,306	111
Pierce, Wash.	Tacoma	60,752	112
Berks, Pa.	Reading	60,033	113
Mobile, Ala.	Mobile	59,412	114
Westmoreland, Pa.	Greensburg	59,375	115
Pima, Ariz.	Tucson	59,339	116
Lake, Ill.	Waukegan	59,290	117
Mercer, N. J.	Trenton	58,684	118
Luzerne, Pa.	Wilkes-Barre	57,775	119
Caddo, La.	Shreveport	57,726	120
San Joaquin, Cal.	Stockton	57,717	121
Hamilton, Tenn.	Chattanooga	57,104	122
Jefferson, Tex.	Beaumont	56,666	123
Oneida, N. Y.	Utica	55,664	124
Lubbock, Tex.	Lubbock	55,162	125
Potter, Tex.	Amarillo	55,093	126
Escambia, Fla.	Pensacola	54,936	127
Guilford, N. C.	Greensboro	54,378	128
Polk, Fla.	Lakeland	53,515	129
Peoria, Ill.	Peoria	53,424	130
Prince Georges, Md.	Hyattsville	53,213	131
St. Joseph, Ind.	South Bend	52,988	132
Hinds, Miss.	Jackson	52,653	133
Kanawha, W. Va.	Charleston	52,525	134
Morris, N. J.	Morristown	52,097	135
Knox, Tenn.	Knoxville	52,041	136
Dauphin, Pa.	Harrisburg	51,259	137
Nueces, Tex.	Corpus Christi	50,989	138
Du Page, Ill.	Elmhurst	49,997	139
Erie, Pa.	Erie	49,710	140
Saginaw, Mich.	Saginaw	49,251	141
Broome, N. Y.	Binghamton	48,623	142
Wyandotte, Kans.	Kansas City	48,394	143
Dane, Wisc.	Madison	48,048	144
Winnebago, Ill.	Rockford	46,842	145
Plymouth, Mass.	Brockton	46,499	146
Kane, Ill.	Aurora	46,128	147
Cumberland, Me.	Portland	45,983	148
Madison, Ill.	Alton	45,577	149
Orange, N. Y.	Newburgh	45,464	150
Chester, Pa.	West Chester	45,379	151
Niagara, N. Y.	Niagara Falls	44,713	152
Lehigh, Pa.	Allentown	44,169	153
Wichita, Tex.	Wichita Falls	43,730	154
St. Clair, Ill.	East St. Louis	43,325	155
Newport News, Va.	Newport News	43,279	156
Monterey, Cal.	Salinas	43,124	157
Ventura, Cal.	Ventura	42,992	158
Lane, Ore.	Eugene	42,961	159
Trumbull, Ohio	Warren	42,859	160
Richland, S. C.	Columbia	42,296	161
Clark, Nev.	Las Vegas	42,235	162
Santa Barbara, Cal.	Santa Barbara	42,101	163
Travis, Tex.	Austin	41,930	164
Greenville, S. C.	Greenville	41,882	165
Lorain, Ohio	Lorain	41,878	166
Lackawanna, Pa.	Scranton	41,447	167
Stanislaus, Cal.	Modesto	41,424	168
Forsyth, N. C.	Winston-Salem	41,123	169
Hillsborough, N. H.	Manchester	40,882	170
Washington, Pa.	Washington	40,542	171
St. Louis, Minn.	Duluth	40,236	172
Burlington, N. J.	Burlington	40,059	173
Wake, N. C.	Raleigh	39,816	174
Lancaster, Nebr.	Lincoln	39,130	175
McLennan, Tex.	Waco	38,874	176
Montgomery, Ala.	Montgomery	38,103	177
Kalamazoo, Mich.	Kalamazoo	37,799	178
Berrien, Mich.	Benton Harbor	37,259	179
Washtenaw, Mich.	Ann Arbor	37,207	180
Butler, Ohio	Hamilton	36,764	181
Chatham, Ga.	Savannah	36,725	182
Roanoke, Va.	Roanoke	36,595	183
Beaver, Pa.	Beaver Falls	36,435	184
New London, Conn.	New London	35,982	185
Ector, Tex.	Odessa	35,804	186
Linn, Iowa	Cedar Rapids	35,303	187
Will, Ill.	Joliet	35,000	188
Northampton, Pa.	Bethlehem	34,933	189
Vanderburgh, Ind.	Evansville	34,619	190
Dutchess, N. Y.	Poughkeepsie	34,505	191
Marin, Cal.	San Rafael	34,399	192
Greene, Mo.	Springfield	34,073	193
Cumberland, Pa.	Carlisle	33,567	194
Muskegon, Mich.	Muskegon	33,430	195
Tulare, Cal.	Visalia	33,366	196
Taylor, Tex.	Abilene	33,275	197
Volusia, Fla.	Daytona Beach	33,261	198
Humboldt, Cal.	Eureka	32,856	199
Fayette, Pa.	Uniontown	32,652	200
Total Above Counties		22,306,948	
% of U. S. A.		60.2133	

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Modern Tire Dealer

Formerly TIRES TBA Merchandising



TBA Dealer Johnny Antonelli

A 'Giant' Grows in Rochester

THE MAGAZINE FOR THE TBA DEALER AND RETREADER

Gasoline Service Station Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	GASOLINE SERV. STATION SALES SM Estimates (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	644,457	1
Cook, Ill.	Chicago	409,546	2
New York City (5 Counties), N. Y.	New York City	287,589	3
Wayne, Mich.	Detroit	247,506	4
Cuyahoga, Ohio	Cleveland	144,966	5
St. Louis, Mo.	St. Louis	135,549	6
Harris, Tex.	Houston	122,412	7
Nassau, N. Y.	Hempstead Township	117,084	8
Allegheny, Pa.	Pittsburgh	110,602	9
San Mateo, Cal.	San Mateo	108,574	10
Baltimore, Md.	Baltimore	95,925	11
Dallas, Tex.	Dallas	95,070	12
San Diego, Cal.	San Diego	89,295	13
Dade, Fla.	Miami	88,243	14
King, Wash.	Seattle	87,325	15
Philadelphia, Pa.	Philadelphia	87,079	16
Alameda, Cal.	Oakland	85,488	17
Milwaukee, Wisc.	Milwaukee	85,326	18
Middlesex, Mass.	Cambridge	81,654	19
Erie, N. Y.	Buffalo	79,726	20
Hennepin, Minn.	Minneapolis	78,174	21
Hamilton, Ohio	Cincinnati	69,794	22
Westchester, N. Y.	Yonkers	69,426	23
Orange, Cal.	Santa Ana	68,882	24
Bergen, N. J.	Hackensack	68,607	25
Oakland, Mich.	Pontiac	68,587	26
District of Columbia	Washington	67,905	27
Santa Clara, Cal.	San Jose	65,150	28
Maricopa, Ariz.	Phoenix	63,109	29
Marion, Ind.	Indianapolis	62,716	30
San Bernardino, Cal.	San Bernardino	62,400	31
Franklin, Ohio	Columbus	62,247	32
Essex, N. J.	Newark	61,996	33
Hartford, Conn.	Hartford	58,979	34
Jackson, Mo.	Kansas City	56,802	35
San Francisco, Cal.	San Francisco	56,029	36
Fulton, Ga.	Atlanta	55,261	37
Fairfield, Conn.	Bridgeport	54,637	38
Multnomah, Ore.	Portland	53,207	39
Sacramento, Cal.	Sacramento	52,802	40
Tarrant, Tex.	Fort Worth	51,819	41
New Haven, Conn.	New Haven	51,388	42
Shelby, Tenn.	Memphis	51,328	43
Montgomery, Ohio	Dayton	51,157	44
Lake, Ind.	Gary	49,851	45
Denver, Colo.	Denver	49,639	46
Summit, Ohio	Akron	49,540	47
Bexar, Tex.	San Antonio	49,014	48
Suffolk, Mass.	Boston	48,663	49
Suffolk, N. Y.	Patchogue	48,526	50
Jefferson, Ala.	Birmingham	47,812	51
Lucas, Ohio	Toledo	47,702	52
Jefferson, Ky.	Louisville	46,289	53
Oklahoma, Okla.	Oklahoma City	42,783	54
Worcester, Mass.	Worcester	42,566	55
Essex, Mass.	Lynn	42,566	55
Kern, Cal.	Bakersfield	41,867	57
Union, N. J.	Elizabeth	41,139	58
Fresno, Cal.	Fresno	40,514	59
Providence, R. I.	Providence	40,285	60
Davidson, Tenn.	Nashville	39,405	61
Montgomery, Pa.	Lower Merion Township	38,942	62
Riverside, Cal.	Riverside	38,601	63
Monroe, N. Y.	Rochester	38,181	64
Hillsborough, Fla.	Tampa	38,118	65
Salt Lake, Utah	Salt Lake City	37,902	66
Contra Costa, Cal.	Richmond	37,875	67
Kent, Mich.	Grand Rapids	37,812	68
Duval, Fla.	Jacksonville	37,646	69
Orleans, La.	New Orleans	37,621	70
Genesee, Mich.	Flint	37,209	71
Delaware, Pa.	Chester	36,946	72
Hudson, N. J.	Jersey City	36,854	73
Tulsa, Okla.	Tulsa	36,851	74
Sedgwick, Kans.	Wichita	36,643	75
Henrico, Va.	Richmond	36,292	76
Prince Georges, Md.	Hyattsville	35,963	77
Honolulu, Hawaii	Honolulu	34,975	78
Norfolk, Mass.	Quincy	34,769	79
Macomb, Mich.	Mount Clemens	34,651	80
Middlesex, N. J.	New Brunswick	34,495	81
Pinellas, Fla.	St. Petersburg	33,150	82
Broward, Fla.	Fort Lauderdale	32,621	83
Ramsey, Minn.	St. Paul	32,434	84
Norfolk, Va.	Norfolk	31,523	85
New Castle, Del.	Wilmington	31,344	86
Camden, N. J.	Camden	31,298	87
Hampden, Mass.	Springfield	30,830	88
Pima, Ariz.	Tucson	30,090	89
Mahoning, Ohio	Youngstown	29,890	90
Lake, Ill.	Waukegan	29,842	91
Stark, Ohio	Canton	29,833	92
Passaic, N. J.	Paterson	29,756	93
Onondaga, N. Y.	Syracuse	29,667	94
Douglas, Nebr.	Omaha	29,529	95
Polk, Iowa	Des Moines	29,353	96
Mecklenburg, N. C.	Charlotte	28,608	97
Montgomery, Md.	Rockville	28,365	98
Westmoreland, Pa.	Greensburg	27,500	99
Bernalillo, N. M.	Albuquerque	27,283	100
Hamilton, Tenn.	Chattanooga	26,727	101
Du Page, Ill.	Elmhurst	26,512	102
Pierce, Wash.	Tacoma	26,173	103
Bristol, Mass.	New Bedford	25,371	104
Monmouth, N. J.	Asbury Park	25,353	105
Arlington, Va.	Alexandria	24,994	106
Fairfax, Va.	Falls Church	24,029	107
De Kalb, Ga.	Decatur	23,825	108
San Joaquin, Cal.	Stockton	23,490	109
Palm Beach, Fla.	West Palm Beach	23,442	110
Knox, Tenn.	Knoxville	23,395	111
Jefferson, Tex.	Beaumont	23,343	112
Monterey, Cal.	Salinas	23,127	113
Spokane, Wash.	Spokane	23,077	114
Mobile, Ala.	Mobile	22,638	115
E. Baton Rouge, La.	Baton Rouge	22,576	116
Pulaski, Ark.	Little Rock	22,503	117
Allen, Ind.	Fort Wayne	22,398	118
Orange, Fla.	Orlando	22,305	119
Guilford, N. C.	Greensboro	22,294	120
Santa Barbara, Cal.	Santa Barbara	21,921	121
Ingham, Mich.	Lansing	21,853	122
Bucks, Pa.	Bristol	21,640	123
Morris, N. J.	Morristown	21,443	124
St. Joseph, Ind.	South Bend	21,346	125
Mercer, N. J.	Trenton	21,335	126
Lancaster, Pa.	Lancaster	21,095	127
Luzerne, Pa.	Wilkes-Barre	21,077	128
Kanawha, W. Va.	Charleston	20,977	129
St. Louis, Minn.	Duluth	20,870	130
Kane, Ill.	Aurora	20,682	131
Polk, Fla.	Lakeland	20,582	132
St. Clair, Ill.	East St. Louis	20,310	133
Clark, Nev.	Las Vegas	20,106	134
Erie, Pa.	Erie	19,863	135
Winnebago, Ill.	Rockford	19,732	136
Peoria, Ill.	Peoria	19,311	137
Albany, N. Y.	Albany	19,184	138
Lorain, Ohio	Lorain	18,956	139
Madison, Ill.	Alton	18,950	140
Niagara, N. Y.	Niagara Falls	18,927	141
Oneida, N. Y.	Utica	18,848	142
Travis, Tex.	Austin	18,715	143
Sangamon, Ill.	Springfield	18,569	144
Anne Arundel, Md.	Annapolis	18,363	145
Greenville, S. C.	Greenville	18,254	146
Caddo, La.	Shreveport	18,077	147
Burlington, N. J.	Burlington	18,037	148
Will, Ill.	Joliet	17,800	149
Nueces, Tex.	Corpus Christi	17,771	150
El Paso, Tex.	El Paso	17,719	151
York, Pa.	York	17,678	152
Trumbull, Ohio	Warren	17,667	153
Butler, Ohio	Hamilton	17,516	154
Dane, Wisc.	Madison	17,451	155
Lubbock, Tex.	Lubbock	17,421	156
Berrien, Mich.	Benton Harbor	17,398	157
Kalamazoo, Mich.	Kalamazoo	17,391	158
Washtenaw, Mich.	Ann Arbor	17,134	159
Plymouth, Mass.	Brockton	17,103	160
Ventura, Cal.	Ventura	16,891	161
Lane, Ore.	Eugene	16,888	162
Berks, Pa.	Reading	16,717	163
Dauphin, Pa.	Harrisburg	16,620	164
Snohomish, Wash.	Everett	16,169	165
Calhoun, Mich.	Battle Creek	16,159	166
Chester, Pa.	West Chester	16,126	167
Newport News, Va.	Newport News	16,060	168
Hinds, Miss.	Jackson	16,057	169
Beaver, Pa.	Beaver Falls	16,052	170
Wake, N. C.	Raleigh	15,020	171
Potter, Tex.	Amarillo	15,983	172
Wyandotte, Kans.	Kansas City	15,761	173
Saginaw, Mich.	Saginaw	15,752	174
Stanislaus, Cal.	Modesto	15,626	175
Tulare, Cal.	Visalia	15,613	176
Shawnee, Kans.	Topeka	15,514	177
Chatham, Ga.	Savannah	15,496	178
Broome, N. Y.	Binghamton	15,439	179
Rock Island, Ill.	Rock Island	15,394	180
Richland, S. C.	Columbia	15,263	181
Linn, Iowa	Cedar Rapids	15,253	182
Cumberland, Me.	Portland	15,245	183
Forsyth, N. C.	Winston-Salem	15,190	184
Vanderburgh, Ind.	Evansville	15,019	185
Solano, Cal.	Vallejo	14,936	186
Jefferson, La.	Gretna	14,757	187
Northampton, Pa.	Bethlehem	14,551	188
El Paso, Colo.	Colorado Springs	14,532	189
Washington, Pa.	Washington	14,473	190
Lehigh, Pa.	Allentown	14,451	191
Lancaster, Nebr.	Lincoln	14,413	192
Roanoke, Va.	Roanoke	14,267	193
Charleston, S. C.	Charleston	14,176	194
Yakima, Wash.	Yakima	14,172	195
Chautauqua, N. Y.	Jamestown	14,126	196
Washoe, Nev.	Reno	13,979	197
Volusia, Fla.	Daytona Beach	13,867	198
Atlantic, N. J.	Atlantic City	13,841	199
Hillsborough, N. H.	Manchester	13,747	200
Total Above Counties		8,893,348	
% of U. S. A.		56.6262	

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Lumber—Building—Hardware Store Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	LUMB., BLDG. MATLS., HDWRE. STORE SALES SM Estimates (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	435,290	1
Cook, Ill.	Chicago	295,772	2
New York City (5 Counties), N. Y.	New York City	259,672	3
Wayne, Mich.	Detroit	160,766	4
Cuyahoga, Ohio	Cleveland	123,388	5
Harris, Tex.	Houston	103,025	6
Hennepin, Minn.	Minneapolis	99,025	7
Allegheny, Pa.	Pittsburgh	88,162	8
Nassau, N. Y.	Hempstead Township	88,317	9
St. Louis, Mo.	St. Louis	83,775	10
San Diego, Cal.	San Diego	83,465	11
Middlesex, Mass.	Cambridge	80,843	12
Dade, Fla.	Miami	79,440	13
Philadelphia, Pa.	Philadelphia	71,821	14
Dallas, Tex.	Dallas	70,461	15
Erie, N. Y.	Buffalo	69,321	16
King, Wash.	Seattle	68,812	17
Baltimore, Md.	Baltimore	68,035	18
Santa Clara, Cal.	San Jose	66,026	19
Suffolk, N. Y.	Patchogue	66,024	20
Maricopa, Ariz.	Phoenix	62,319	21
Fairfield, Conn.	Bridgeport	61,553	22
Orange, Cal.	Santa Ana	60,452	23
Oakland, Mich.	Pontiac	60,032	24
Franklin, Ohio	Columbus	59,714	25
Milwaukee, Wisc.	Milwaukee	56,147	26
Hamilton, Ohio	Cincinnati	55,167	27
Union, N. J.	Elizabeth	54,722	28
Bergen, N. J.	Hackensack	54,649	29
Sacramento, Cal.	Sacramento	53,335	30
Fulton, Ga.	Atlanta	51,220	31
Marion, Ind.	Indianapolis	51,058	32
Westchester, N. Y.	Yonkers	50,301	33
New Haven, Conn.	New Haven	50,160	34
Fresno, Cal.	Fresno	49,559	35
Denver, Colo.	Denver	49,370	36
Tarrant, Tex.	Fort Worth	49,162	37
Summit, Ohio	Akron	48,862	38
Alameda, Cal.	Oakland	48,734	39
Hartford, Conn.	Hartford	46,862	40
Pinellas, Fla.	St. Petersburg	46,538	41
Jackson, Mo.	Kansas City	46,402	42
Montgomery, Ohio	Dayton	46,232	43
Essex, N. J.	Newark	45,751	44
Kern, Cal.	Bakersfield	44,693	45
Worcester, Mass.	Worcester	44,051	46
San Bernardino, Cal.	San Bernardino	42,881	47
Lake, Ind.	Gary	40,466	48
Monroe, N. Y.	Rochester	39,320	49
Multnomah, Ore.	Portland	38,967	50
Suffolk, Mass.	Boston	38,238	51
Genesee, Mich.	Flint	38,181	52
Douglas, Nebr.	Omaha	37,518	53
Kent, Mich.	Grand Rapids	37,419	54
Norfolk, Mass.	Quincy	37,372	55
Jefferson, Ky.	Louisville	37,336	56
Orange, Fla.	Orlando	37,130	57
District of Columbia	Washington	36,631	58
Salt Lake, Utah	Salt Lake City	36,046	59
Essex, Mass.	Lynn	35,923	60
Jefferson, Ala.	Birmingham	35,821	61
Oklahoma, Okla.	Oklahoma City	35,585	62
Providence, R. I.	Providence	35,421	63
Sedgwick, Kans.	Wichita	35,286	64
Montgomery, Pa.	Lower Merion Township	34,328	65
Broward, Fla.	Fort Lauderdale	34,097	66
Shelby, Tenn.	Memphis	34,081	67
Macomb, Mich.	Mount Clemens	33,994	68
Tulsa, Okla.	Tulsa	33,916	69
Bexar, Tex.	San Antonio	33,603	70
Stark, Ohio	Canton	33,439	71
Lucas, Ohio	Toledo	32,758	72
Lubbock, Tex.	Lubbock	32,406	73
Middlesex, N. J.	New Brunswick	31,928	74
Hillsborough, Fla.	Tampa	30,613	75
Riverside, Cal.	Riverside	30,438	76
Dane, Wisc.	Madison	30,389	77
Hampden, Mass.	Springfield	29,616	78
Du Page, Ill.	Elmhurst	29,606	79
Onondaga, N. Y.	Syracuse	28,935	80
San Mateo, Cal.	San Mateo	28,822	81
Delaware, Pa.	Chester	28,725	82
Orleans, La.	New Orleans	28,482	83
Polk, Iowa	Des Moines	28,358	84
San Francisco, Cal.	San Francisco	28,057	85
Duval, Fla.	Jacksonville	27,970	86
Lake, Ill.	Waukegan	27,682	87
Passaic, N. J.	Paterson	27,659	88
Westmoreland, Pa.	Greensburg	27,488	89
Davidson, Tenn.	Nashville	26,986	90
San Joaquin, Cal.	Stockton	26,956	91
Santa Barbara, Cal.	Santa Barbara	26,943	92
Morris, N. J.	Morristown	26,725	93
Niagara, N. Y.	Niagara Falls	26,324	94
Lancaster, Pa.	Lancaster	26,252	95
Montgomery, Md.	Rockville	26,095	96
Mobile, Ala.	Mobile	26,092	97
Monmouth, N. J.	Asbury Park	25,941	98
Chester, Pa.	West Chester	25,249	99
Palm Beach, Fla.	West Palm Beach	25,137	100
Contra Costa, Cal.	Richmond	25,031	101
Hudson, N. J.	Jersey City	25,024	102
East Baton Rouge, La.	Baton Rouge	24,947	103
Pima, Ariz.	Tucson	24,807	104
Winnebago, Ill.	Rockford	24,686	105
Mahoning, Ohio	Youngstown	24,018	106
Kane, Ill.	Aurora	23,936	107
Bernalillo, N. M.	Albuquerque	23,714	108
Mecklenburg, N. C.	Charlotte	23,670	109
Polk, Fla.	Lakeland	23,613	110
Bucks, Pa.	Bristol	23,589	111
Ramsey, Minn.	St. Paul	23,378	112
Bristol, Mass.	New Bedford	23,382	113
Tulare, Cal.	Visalia	23,096	114
Spokane, Wash.	Spokane	23,060	115
St. Joseph, Ind.	South Bend	23,024	116
Ingham, Mich.	Lansing	23,020	117
New Castle, Del.	Wilmington	22,750	118
Erie, Pa.	Erie	22,684	119
Stanislaus, Cal.	Modesto	22,452	120
Saginaw, Mich.	Saginaw	22,422	121
Norfolk, Va.	Norfolk	22,163	122
Kalamazoo, Mich.	Kalamazoo	22,005	123
Camden, N. J.	Camden	21,962	124
Berrien, Mich.	Benton Harbor	21,368	125
Hamilton, Tenn.	Chattanooga	21,787	126
Jefferson, Tex.	Beaumont	21,691	127
Prince Georges, Md.	Hyattsville	21,416	128
Henrico, Va.	Richmond	20,733	129
Caddo, La.	Shreveport	20,725	130
St. Clair, Ill.	East St. Louis	20,498	131
Cass, N. D.	Fargo	20,471	132
Lake, Ohio	Painesville	20,285	133
Yakima, Wash.	Yakima	20,232	134
Lorain, Ohio	Lorain	20,128	135
Madison, Ill.	Alton	20,121	136
Berks, Pa.	Reading	19,995	137
Nueces, Tex.	Corpus Christi	19,968	138
Greenville, S. C.	Greenville	19,822	139
Travis, Tex.	Austin	19,592	140
Peoria, Ill.	Peoria	19,529	141
El Paso, Tex.	El Paso	19,223	142
Oneida, N. Y.	Utica	19,208	143
Mercer, N. J.	Trenton	19,080	144
Sonoma, Cal.	Santa Rosa	18,925	145
Monterey, Cal.	Salinas	18,857	146
Linn, Iowa	Cedar Rapids	18,542	147
Allen, Ind.	Fort Wayne	18,372	148
Luzerne, Pa.	Wilkes-Barre	18,161	149
Butler, Ohio	Hamilton	18,028	150
Washtenaw, Mich.	Ann Arbor	17,988	151
Calcasieu, La.	Lake Charles	17,799	152
Orange, N. Y.	Newburgh	17,745	153
Knox, Tenn.	Knoxville	17,685	154
Washington, Pa.	Washington	17,610	155
Hidalgo, Tex.	McAllen	17,557	156
Sangamon, Ill.	Springfield	17,353	157
Ocean, N. J.	Point Pleasant	17,279	158
Arlington, Va.	Alexandria	17,258	159
Ulster, N. Y.	Kingston	17,127	160
Waukesha, Wisc.	Waukesha	16,989	161
Will, Ill.	Joliet	16,936	162
Plymouth, Mass.	Brockton	16,797	163
Champaign, Ill.	Champaign	16,689	164
Greene, Mo.	Springfield	16,688	165
Pulaski, Ark.	Little Rock	16,616	166
Clay, Mo.	North Kansas City	16,577	167
El Paso, Colo.	Colorado Springs	16,537	168
Guilford, N. C.	Greensboro	16,332	169
St. Louis, Minn.	Duluth	16,245	170
Albany, N. Y.	Albany	16,222	171
La Salle, Ill.	Streator	16,207	172
Pierce, Wash.	Tacoma	16,047	173
Minnehaha, S. D.	Sioux Falls	15,968	174
Burlington, N. J.	Burlington	15,939	175
Lehigh, Pa.	Allentown	15,936	176
York, Pa.	York	15,864	177
Rock, Wisc.	Beloit	15,699	178
Imperial, Cal.	El Centro	15,686	179
Dauphin, Pa.	Harrisburg	15,609	180
Litchfield, Conn.	Torrington	15,529	181
Ventura, Cal.	Ventura	15,470	182
New London, Conn.	New London	15,351	183
Trumbull, Ohio	Warren	15,334	184
Fayette, Ky.	Lexington	15,301	185
Black Hawk, Iowa	Waterloo	15,278	186
Boulder, Colo.	Boulder	15,142	187
Portage, Ohio	Ravenna	14,945	188
Sullivan, Tenn.	Kingsport	14,927	189
Beaver, Pa.	Beaver Falls	14,741	190
Snohomish, Wash.	Everett	14,719	191
Outagamie, Wisc.	Appleton	14,704	192
Hillsborough, N. H.	Manchester	14,671	193
Anne Arundel, Md.	Annapolis	14,664	194
Wyandotte, Kans.	Kansas City	14,654	195
Stearns, Minn.	St. Cloud	14,644	196
Hinds, Miss.	Jackson	14,638	197
Lancaster, Nebr.	Lincoln	14,621	198
Madison, Ind.	Anderson	14,558	199
Kanawha, W. Va.	Charleston	14,558	199
Total Above Counties		7,420,060	
% of U. S. A.		47.0170	

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Drug Store Sales, 200 Leading Counties

SM Estimates, 1959, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	DRUG STORE SALES SM Estimates (in thousands)	Rank in Group
Los Angeles, Cal.	Los Angeles	358,347	1
New York City (5 Counties), N. Y.	New York City	301,037	2
Cook, Ill.	Chicago	280,013	3
Wayne, Mich.	Detroit	164,349	4
Cuyahoga, Ohio	Cleveland	92,487	5
Philadelphia, Pa.	Philadelphia	82,585	6
Baltimore, Md.	Baltimore	77,231	7
St. Louis, Mo.	St. Louis	76,428	8
Allegheny, Pa.	Pittsburgh	74,912	9
Dade, Fla.	Miami	68,878	10
District of Columbia	Washington	65,586	11
Harris, Tex.	Houston	61,370	12
Dallas, Tex.	Dallas	55,935	13
Jackson, Mo.	Kansas City	54,888	14
Middlesex, Mass.	Cambridge	50,867	15
Erie, N. Y.	Buffalo	50,326	16
Nassau, N. Y.	Hempstead Township	50,217	17
Marion, Ind.	Indianapolis	50,127	18
King, Wash.	Seattle	48,896	19
Alameda, Cal.	Oakland	48,054	20
Hennepin, Minn.	Minneapolis	47,891	21
San Diego, Cal.	San Diego	46,034	22
Suffolk, Mass.	Boston	46,031	23
Milwaukee, Wisc.	Milwaukee	45,684	24
Hamilton, Ohio	Cincinnati	41,053	25
Essex, N. J.	Newark	39,237	26
San Francisco, Cal.	San Francisco	37,525	27
Denver, Colo.	Denver	36,818	28
Maricopa, Ariz.	Phoenix	35,765	29
Hartford, Conn.	Hartford	35,753	30
Oakland, Mich.	Pontiac	35,693	31
Orleans, La.	New Orleans	35,442	32
Orange, Cal.	Santa Ana	35,377	33
Franklin, Ohio	Columbus	35,331	34
Westchester, N. Y.	Yonkers	34,540	35
Jefferson, Ky.	Louisville	34,497	36
Fairfield, Conn.	Bridgeport	30,612	37
Santa Clara, Cal.	San Jose	30,036	38
New Haven, Conn.	New Haven	29,520	39
Fulton, Ga.	Atlanta	29,150	40
Sacramento, Cal.	Sacramento	28,904	41
Tarrant, Tex.	Fort Worth	28,449	42
Bergen, N. J.	Hackensack	28,020	43
Shelby, Tenn.	Memphis	27,286	44
Providence, R. I.	Providence	27,056	45
Monroe, N. Y.	Rochester	26,371	46
Essex, Mass.	Lynn	25,190	47
Montgomery, Ohio	Dayton	25,004	48
Lucas, Ohio	Toledo	24,784	49
Jefferson, Ala.	Birmingham	24,411	50
Salt Lake, Utah	Salt Lake City	24,213	51
Henrico, Va.	Richmond	23,840	52
Delaware, Pa.	Chester	22,742	53
Worcester, Mass.	Worcester	22,465	54
Prince Georges, Md.	Hyattsville	22,236	55
Bexar, Tex.	San Antonio	22,050	56
Summit, Ohio	Akron	21,991	57
Oklahoma, Okla.	Oklahoma City	21,892	58
Kent, Mich.	Grand Rapids	21,835	59
Suffolk, N. Y.	Patchogue	21,826	60
Lake, Ind.	Gary	21,811	61
Ramsey, Minn.	St. Paul	21,375	62
Arlington, Va.	Alexandria	21,181	63
Norfolk, Mass.	Quincy	20,923	64
Union, N. J.	Elizabeth	20,881	65
Hampden, Mass.	Springfield	20,795	66
Multnomah, Ore.	Portland	20,692	67
Duval, Fla.	Jacksonville	20,472	68
San Mateo, Cal.	San Mateo	20,005	69
Montgomery, Pa.	Lower Merion Township	19,893	70
Genesee, Mich.	Flint	19,759	71
Norfolk, Va.	Norfolk	19,345	72
Pinellas, Fla.	St. Petersburg	19,107	73
Fresno, Cal.	Fresno	18,508	74
Hudson, N. J.	Jersey City	18,480	75
Montgomery, Md.	Rockville	17,877	76
Onondaga, N. Y.	Syracuse	17,707	77
San Bernardino, Cal.	San Bernardino	17,611	78
Tulsa, Okla.	Tulsa	17,556	79
Broward, Fla.	Fort Lauderdale	17,448	80
Hillsborough, Fla.	Tampa	17,384	81
Sedgwick, Kans.	Wichita	17,249	82
Douglas, Nebr.	Omaha	17,054	82
Davidson, Tenn.	Nashville	16,399	84
Pima, Ariz.	Tucson	15,271	85
Honolulu, Hawaii	Honolulu	15,256	86
Polk, Iowa	Des Moines	15,169	87
Macomb, Mich.	Mount Clemens	14,992	88
New Castle, Del.	Wilmington	14,902	89
Contra Costa, Cal.	Richmond	14,845	90
Bristol, Mass.	New Bedford	14,571	91
Lake, Ill.	Waukegan	14,542	92
Passaic, N. J.	Paterson	14,528	93
Middlesex, N. J.	New Brunswick	14,524	94
Stark, Ohio	Canton	14,334	95
Mecklenberg, N. C.	Charlotte	14,044	96
Riverside, Cal.	Riverside	13,862	97
Spokane, Wash.	Spokane	13,748	98
Mobile, Ala.	Mobile	13,719	99
Bernalillo, N. M.	Albuquerque	13,675	100
Orange, Fla.	Orlando	13,474	101
Du Page, Ill.	Elmhurst	12,827	102
Kern, Cal.	Bakersfield	12,682	103
Monmouth, N. J.	Asbury Park	12,497	104
Mahoning, Ohio	Youngstown	12,480	105
Pierce, Wash.	Tacoma	12,299	106
Kanawha, W. Va.	Charleston	11,953	107
Fairfax, Va.	Falls Church	11,920	108
Camden, N. J.	Camden	11,879	109
Washoe, Nev.	Reno	11,856	110
East Baton Rouge, La.	Baton Rouge	11,814	111
Hamilton, Tenn.	Chattanooga	11,240	112
El Paso, Tex.	El Paso	11,108	113
Dane, Wisc.	Madison	11,042	114
Peoria, Ill.	Peoria	11,032	115
St. Joseph, Ind.	South Bend	11,003	116
Albany, N. Y.	Albany	10,901	117
Jefferson, Tex.	Beaumont	10,897	118
Ingham, Mich.	Lansing	10,729	119
Palm Beach, Fla.	West Palm Beach	10,603	120
Bucks, Pa.	Bristol	10,588	121
Winnebago, Ill.	Rockford	10,580	122
Caddo, La.	Shreveport	10,516	123
San Joaquin, Cal.	Stockton	10,335	124
Allen, Ind.	Fort Wayne	10,335	124
Guilford, N. C.	Greensboro	10,327	126
Niagara, N. Y.	Niagara Falls	10,272	127
Dauphin, Pa.	Harrisburg	10,160	128
Westmoreland, Pa.	Greensburg	10,095	129
Pulaski, Ark.	Little Rock	9,863	130
Oneida, N. Y.	Utica	9,779	131
Knox, Tenn.	Knoxville	9,681	132
Wyandotte, Kans.	Kansas City	9,577	133
Mercer, N. J.	Trenton	9,430	134
Kalamazoo, Mich.	Kalamazoo	9,371	135
De Kalb, Ga.	Decatur	9,321	136
Travis, Tex.	Austin	9,219	137
St. Louis, Minn.	Duluth	9,139	138
Erie, Pa.	Erie	9,112	139
Santa Barbara, Cal.	Santa Barbara	9,056	140
Vanderburgh, Ind.	Evansville	9,034	141
Beaver, Pa.	Beaver Falls	8,901	142
Luzerne, Pa.	Wilkes-Barre	8,890	143
Hinds, Miss.	Jackson	8,875	144
Washtenaw, Mich.	Ann Arbor	8,784	145
Saginaw, Mich.	Saginaw	8,754	146
Morris, N. J.	Morristown	8,697	147
Plymouth, Mass.	Brockton	8,687	148
Madison, Ill.	Alton	8,642	149
Polk, Fla.	Lakeland	8,599	150
St. Clair, Ill.	East St. Louis	8,598	151
Greene, Mo.	Springfield	8,580	152
Kane, Ill.	Aurora	8,492	153
Stanislaus, Cal.	Modesto	8,434	154
Atlantic, N. J.	Atlantic City	8,419	155
Jefferson, Colo.		8,385	156
Northampton, Pa.	Bethlehem	8,288	157
Nueces, Tex.	Corpus Christi	8,249	158
Greenville, S. C.	Greenville	8,235	159
Clark, Nev.	Las Vegas	8,192	160
Sangamon, Ill.	Springfield	8,148	161
Sonoma, Cal.	Santa Rosa	8,147	162
Broome, N. Y.	Binghamton	7,969	163
Trumbull, Ohio	Warren	7,738	164
Butler, Ohio	Hamilton	7,688	165
Will, Ill.	Joliet	7,672	166
Potter, Tex.	Amarillo	7,636	167
Lackawanna, Pa.	Scranton	7,615	168
Rock Island, Ill.	Rock Island	7,608	169
Forsyth, N. C.	Winston-Salem	7,596	170
Lubbock, Tex.	Lubbock	7,543	171
Ventura, Cal.	Ventura	7,512	172
Newport News, Va.	Newport News	7,499	173
Berrien, Mich.	Benton Harbor	7,466	174
Roanoke, Va.	Roanoke	7,417	175
Escambia, Fla.	Pensacola	7,416	176
Galveston, Tex.	Galveston	7,385	177
Charleston, S. C.	Charleston	7,353	178
Muskegon, Mich.	Muskegon	7,338	179
Gaston, N. C.	Gastonia	7,327	180
Berks, Pa.	Reading	7,252	181
Wichita, Tex.	Wichita Falls	7,192	182
Cumberland, Me.	Portland	7,122	183
Chatham, Ga.	Savannah	6,985	184
Orange, N. Y.	Newburgh	6,965	185
Volusia, Fla.	Daytona Beach	6,923	186
Clay, Mo.	North Kansas City	6,908	187
El Paso, Colo.	Colorado Springs	6,887	188
Fayette, Ky.	Lexington	6,870	189
Anne Arundel, Md.	Annapolis	6,860	190
Calhoun, Mich.	Battle Creek	6,845	191
Lancaster, Pa.	Lancaster	6,843	192
Monterey, Cal.	Salinas	6,839	193
Montgomery, Ala.	Montgomery	6,836	194
Linn, Iowa	Cedar Rapids	6,823	195
New London, Conn.	New London	6,811	196
Johnson, Kans.	Suburb of K. C.	6,800	197
Lancaster, Nebr.	Lincoln	6,797	198
Lorain, Ohio	Lorain	6,785	199
Jackson, Mich.	Jackson	6,704	200
Total Above Counties		4,929,403	
% of U. S. A.		67.1097	

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Population and Rank, 200 Leading Cities

SM Estimates, January 1, 1960, for the 200 cities leading in this category

CITY and STATE	POPULATION 1/1/60 SM Estimates (in thousands)	Rank in Group
New York City, N. Y.	7,728.5	1
Chicago, Ill.	3,811.4	2
Los Angeles, Cal.	2,472.0	3
Philadelphia, Pa.	2,123.5	4
Detroit, Mich.	1,914.9	5
Baltimore, Md.	985.7	6
Houston, Tex.	960.9	7
Cleveland, Ohio	962.7	8
St. Louis, Mo.	870.1	9
Washington, D. C.	830.0	10
Hempstead Township, N. Y.	775.6	11
San Francisco, Cal.	774.1	12
Milwaukee, Wisc.	765.9	13
Boston, Mass.	743.3	14
Pittsburgh, Pa.	686.6	15
Dallas, Tex.	685.1	16
New Orleans, La.	608.1	17
Buffalo, N. Y.	603.8	18
San Antonio, Tex.	588.0	19
Seattle, Wash.	568.1	20
Cincinnati, Ohio	570.1	21
Minneapolis, Minn.	564.0	22
San Diego, Cal.	560.0	23
Kansas City, Mo.	538.2	24
Denver, Colo.	520.0	25
Atlanta, Ga.	510.5	26
Memphis, Tenn.	501.6	27
Columbus, Ohio	485.2	28
Norfolk-Portsmouth, Va.	481.6	29
Newark, N. J.	466.8	30
Indianapolis, Ind.	465.6	31
Portland, Ore.	414.8	32
Louisville, Ky.	412.5	33
Oakland, Cal.	408.0	34
Fort Worth, Tex.	401.5	35
Long Beach-Lakewood, Cal.	383.2	36
Birmingham, Ala.	378.1	37
Toledo, Ohio	365.6	38
Phoenix, Ariz.	365.0	39
Rochester, N. Y.	349.2	40
St. Paul, Minn.	344.0	41
Honolulu, Hawaii	330.1	42
Long Beach, Cal.	320.0	43
Omaha, Nebr.	314.4	44
Oklahoma City, Okla.	312.6	45
Oyster Bay Township, N. Y.	312.3	46
Akron, Ohio	311.7	47
Jersey City, N. J.	305.1	48
Dayton, Ohio	304.9	49
Miami, Fla.	300.7	50
El Paso, Tex.	290.0	51
Tampa, Fla.	279.7	52
Tulsa, Okla.	271.6	53
Wichita, Kans.	243.5	54
Richmond, Va.	242.2	55
Jacksonville, Fla.	237.2	56
North Hempstead Township, N. Y.	232.6	57
Providence, R. I.	228.4	58
Salt Lake City, Utah	226.5	59
Mobile-Prichard, Ala.	221.2	60
Syracuse, N. Y.	213.0	61
Des Moines, Iowa	212.5	62
Worcester, Mass.	206.9	63
Albuquerque, N. M.	206.1	64
Austin, Tex.	200.4	65
Little Rock-North Little Rock, Ark.	199.8	66
Flint, Mich.	199.1	67
Charlotte, N. C.	198.6	68
Newport-News-Hampton, Va.	193.5	69
Grand Rapids, Mich.	192.1	70
Spokane, Wash.	191.0	71
Yonkers, N. Y.	187.6	72
Youngstown, Ohio	186.3	73
Hartford, Conn.	185.9	74
Tucson, Ariz.	185.0	75
Sacramento, Cal.	185.0	75
Corpus Christi, Tex.	182.1	77
Nashville, Tenn.	180.8	78
Gary, Ind.	177.5	79
St. Petersburg, Fla.	175.0	80
Bridgeport, Conn.	170.1	81
Hammond-East Chicago, Ind.	170.1	82
Springfield, Mass.	169.4	83
New Haven, Conn.	168.5	84
South Bend-Mishawaka, Ind.	168.1	85
San Jose, Cal.	164.7	86
Shreveport, La.	163.8	87
Tacoma, Wash.	159.1	88
Chattanooga, Tenn.	158.1	89
Baton Rouge, La.	155.1	90
Fort Wayne, Ind.	154.7	91
Lubbock, Tex.	152.8	92
Amarillo, Tex.	147.9	93
Albany, N. Y.	144.4	94
Erie, Pa.	144.1	95
Passaic-Clifton, N. J.	141.1	96
Savannah, Ga.	140.2	97
Trenton, N. J.	138.4	98
Evansville, Ind.	138.3	99
Columbus, Ga.	135.0	100
Camden, N. J.	132.7	101
Jackson, Miss.	132.6	102
Fresno, Cal.	132.0	103
Dearborn, Mich.	132.0	103
Knoxville, Tenn.	132.0	103
Montgomery, Ala.	131.4	106
Kansas City, Kans.	131.4	106
Lincoln, Nebr.	130.4	108
Beaumont, Tex.	126.7	109
Lansing, Mich.	126.6	110
Madison, Wisc.	125.9	111
Canton, Ohio	125.7	112
Scranton, Pa.	125.2	113
Elizabeth, N. J.	123.8	114
Pasadena, Cal.	123.6	115
Cambridge, Mass.	123.5	116
Greensboro, N. C.	123.2	117
Berkeley, Cal.	122.2	118
Glendale, Cal.	120.4	119
Rockford, Ill.	120.4	119
Peoria, Ill.	119.9	121
Topeka, Kans.	117.9	122
Charleston-South Charleston, W. Va.	117.9	122
Allentown, Pa.	116.6	124
Brownsville-Harlingen, Tex.	116.5	125
Columbia, S. C.	116.0	126
Wilmington, Del.	115.9	127
Waterbury, Conn.	114.9	128
Winston-Salem, N. C.	114.1	129
Reading, Pa.	113.5	130
Rock Island-Moline-East Moline, Ill.	112.4	131
Duluth, Minn.	111.6	132
Waco, Tex.	108.0	133
New Bedford, Mass.	107.4	134
Saginaw, Mich.	107.4	134
Utica, N. Y.	107.2	136
Pawtucket-Central Falls, R. I.	106.1	137
Roanoke, Va.	105.5	138
Springfield, Mo.	105.0	139
Davenport-Bettendorf, Iowa	104.2	140
Fall River, Mass.	104.2	140
Niagara Falls, N. Y.	104.0	142
Torrance, Cal.	102.6	143
Augusta, Ga.	100.5	144
Pueblo, Colo.	99.8	145
Wichita Falls, Tex.	99.8	145
Lynn, Mass.	99.2	147
Schenectady, N. Y.	98.4	148
Fort Lauderdale, Fla.	97.5	149
Orlando, Fla.	96.0	150
Sioux City, Iowa	95.3	151
Upper Darby Township, Pa.	95.1	152
Santa Ana, Cal.	95.0	153
Somerville, Mass.	94.4	154
Lowell, Mass.	94.2	155
Burbank, Cal.	93.5	156
Anaheim, Cal.	93.3	157
Huntington, W. Va.	93.3	157
Alexandria, Va.	93.0	159
Harrisburg, Pa.	92.2	160
East St. Louis, Ill.	91.9	161
Newton, Mass.	91.7	162
St. Joseph, Mo.	91.6	163
San Bernardino, Cal.	91.5	164
Stamford, Conn.	90.0	165
Durham, N. C.	89.5	166
Springfield, Ill.	89.2	167
Stockton, Cal.	88.9	168
Springfield, Ohio	88.9	168
Biloxi-Gulfport, Miss.	88.6	170
Santa Monica, Cal.	88.3	171
New Britain, Conn.	88.2	172
Raleigh, N. C.	88.1	173
Macon, Ga.	87.0	174
Odessa, Tex.	86.9	175
Cedar Rapids, Iowa	86.2	176
Quincy, Mass.	85.9	177
Pontiac, Mich.	85.6	178
Binghamton, N. Y.	85.5	179
East Orange, N. J.	85.2	180
Riverside, Cal.	85.0	181
Manchester, N. H.	84.9	182
Racine, Wisc.	84.6	183
Kalamazoo, Mich.	83.8	184
Colorado Springs, Colo.	83.0	185
Appleton-Nennah-Menasha, Wisc.	82.5	186
Waterloo, Iowa	82.1	187
Portland, Me.	81.4	188
Bayonne, N. J.	80.0	189
Champaign-Urbana, Ill.	79.9	190
Decatur, Ill.	79.6	191
Meriden-Wallingford, Conn.	79.2	192
Bethesda, Md.	78.1	193
Richmond, Cal.	77.7	194
Garden Grove, Cal.	77.4	195
Evanston, Ill.	77.0	196
Mount Vernon, N. Y.	76.7	197
New Rochelle, N. Y.	76.7	197
Bethlehem, Pa.	76.6	199
Troy, N. Y.	76.5	200
Total Above Cities	61,124.8	
% of U. S. A.	34.2085	

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60 Largest Catholic Dioceses • Catholic Population and Percentage

Diocese	Catholic Population	Catholic %
1. Chicago, Ill.	2,027,243	48.27
2. Boston, Mass.	1,582,677	52.14
3. New York, N.Y.	1,558,328	32.73
4. Brooklyn, N.Y.	1,473,480	33.76
5. Philadelphia, Pa.	1,463,031	33.74
6. Newark, N.J.	1,345,944	48.22
7. Detroit, Mich.	1,288,761	29.83
8. Los Angeles, Cal.	1,243,511	18.31
9. San Francisco, Cal.	960,000	24.95
10. Pittsburgh, Pa.	866,446	38.42
11. Buffalo, N.Y.	847,554	50.15
12. Cleveland, Ohio	749,072	30.36
13. Hartford, Conn.	692,043	49.26
14. New Orleans, La.	599,068	41.44
15. Milwaukee, Wis.	567,440	33.38
16. Rockville Centre, N. Y.	521,441	30.55
17. Providence, R.I.	507,238	61.27
18. Corpus Christi, Tex.	504,219	50.69
19. St. Louis, Mo.	481,202	33.03
20. Cincinnati, Ohio	458,000	20.63
21. Trenton, N.J.	435,731	37.56
22. St. Paul, Minn.	418,399	32.13
23. Galveston, Tex.	412,700	18.02
24. Baltimore, Md.	403,505	23.85
25. San Antonio, Tex.	367,588	30.62
26. Springfield, Mass.	365,379	54.53
27. Lafayette, La.	358,173	61.29
28. Albany, N.Y.	357,600	34.66
29. Rochester, N.Y.	357,000	34.19
30. Syracuse, N.Y.	349,943	36.88
31. San Diego, Cal.	349,423	23.00
32. Monterey-Fresno, Cal.	345,637	23.06
33. Scranton, Pa.	342,573	35.64
34. Worcester, Mass.	301,315	51.61
35. Washington, D. C.	283,455	18.66
36. Bridgeport, Conn.	275,581	44.61
37. Santa Fe, N. M.	265,000	53.00
38. Green Bay, Wis.	264,870	46.17
39. Youngstown, Ohio	262,000	28.02
40. Tucson, Ariz.	262.000	20.96
41. Toledo, Ohio	258,413	19.76
42. Fall River, Mass.	250,356	56.25
43. Portland, Maine	250,240	27.39
44. Camden, N. J.	232,065	33.15
45. Seattle, Wash.	227,835	11.88
46. Manchester, N.H.	217,010	38.14
47. Paterson, N. J.	210,693	39.26
48. Sacramento, Cal.	210,000	21.18
49. Peoria, Ill.	202,371	16.72
50. Greensburg, Pa.	201,500	30.48
51. Erie, Pa.	200,506	24.70
52. Denver, Col.	196,906	15.88
53. Honolulu, Hawaii	190,000	31.53
54. El Paso, Tex.	187,011	42.45
55. Joliet, Ill.	185,697	31.05
56. Miami, Fla.	185,000	11.81
57. Indianapolis, Ind.	181,103	12.03
58. Lansing, Mich.	173,441	11.31
59. LaCrosse, Wis.	171,495	26.18
60. Dubuque, Iowa	169,589	20.17

Source: "The Official Catholic Directory, 1959", by courtesy of P. J. Kenedy and Sons. Figures as of Jan. 1, 1959

Quick facts about our readers:

- 71% have one child or more under 18
- They account for 7.8% of all U.S. births
- Families average 4.69 persons—U.S. average is 3.61
- 78.8% own the homes they live in

For complete information contact:

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

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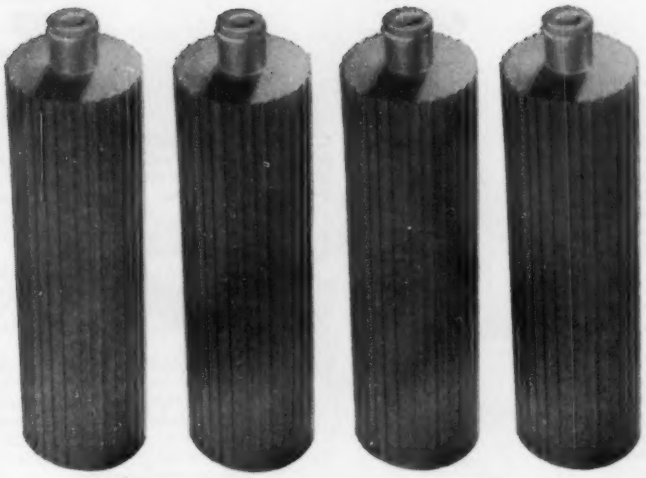
CHICAGO-30 N. Dearborn St./CEntral 6-0481 • NEW YORK-10 E. 39th St., Room 519/Lexington 2-8188

Total Net Effective Buying Income, 200 Leading Cities

SM Estimates, 1959, for the 200 cities leading in this category

CITY and STATE	NET E. B. I. SM Estimates ($000)	Rank in Group
New York City, N. Y.	18,452,881	1
Chicago, Ill.	9,444,303	2
Los Angeles, Cal.	6,116,459	3
Philadelphia, Pa.	4,334,671	4
Detroit, Mich.	4,321,454	5
San Francisco, Cal.	2,215,309	6
Hempstead Township, N. Y.	2,181,266	7
Cleveland, Ohio	2,075,408	8
Washington, D. C.	1,986,579	9
Baltimore, Md.	1,948,377	10
Houston, Tex.	1,879,622	11
St. Louis, Mo.	1,834,596	12
Boston, Mass.	1,698,248	13
Milwaukee, Wisc.	1,574,253	14
Pittsburgh, Pa.	1,438,526	15
Seattle, Wash.	1,402,782	16
Dallas, Tex.	1,388,075	17
Kansas City, Mo.	1,260,659	18
Buffalo, N. Y.	1,247,790	19
Minneapolis, Minn.	1,240,751	20
San Diego, Cal.	1,231,395	21
Cincinnati, Ohio	1,211,422	22
Denver, Colo.	1,176,703	23
New Orleans, La.	1,085,426	24
Columbus, Ohio	1,077,271	25
Indianapolis, Ind.	1,045,958	26
Newark, N. J.	1,043,823	27
Oakland, Cal.	1,020,809	28
Atlanta, Ga.	1,007,162	29
Norfolk-Portsmouth, Va.	929,344	30
Long Beach-Lakewood, Cal.	918,264	31
Memphis, Tenn.	890,886	32
Toledo, Ohio	870,248	33
Portland, Ore.	866,605	34
San Antonio, Tex.	827,873	35
Long Beach, Cal.	798,047	36
Rochester, N. Y.	778,460	37
Fort Worth, Tex.	757,876	38
Louisville, Ky.	754,406	39
Phoenix, Ariz.	715,587	40
St. Paul, Minn.	714,770	41
Dayton, Ohio	702,051	42
Birmingham, Ala.	662,041	43
Oyster Bay Township, N. Y.	657,192	44
Akron, Ohio	656,320	45
Jersey City, N. J.	648,808	46
North Hempstead Township, N. Y.	644,488	47
Miami, Fla.	642,450	48
Honolulu, Hawaii	637,228	49
Omaha, Nebr.	633,001	50
Oklahoma City, Okla.	610,487	51
Tulsa, Okla.	578,241	52
Wichita, Kans.	497,552	53
Sacramento, Cal.	489,525	54
Richmond, Va.	484,005	55
Tampa, Fla.	482,501	56
Hartford, Conn.	481,788	57
Yonkers, N. Y.	470,711	58
El Paso, Tex.	467,334	59
Syracuse, N. Y.	464,582	60
Flint, Mich.	454,759	61
Salt Lake City, Utah	452,815	62
Des Moines, Iowa	449,972	63
Providence, R. I.	442,016	64
Worcester, Mass.	437,920	65
Jacksonville, Fla.	425,624	66
Bridgeport, Conn.	420,868	67
New Haven, Conn.	413,038	68
Albuquerque, N. M.	403,303	69
Grand Rapids, Mich.	402,929	70
Spokane, Wash.	399,212	71
South Bend-Mishawaka, Ind.	386,659	72
Springfield, Mass.	385,638	73
Youngstown, Ohio	381,671	74
San Jose, Cal.	374,486	75
Charlotte, N. C.	371,708	76
Gary, Ind.	371,360	77
Hammond-East Chicago, Ind.	362,816	78
Tucson, Ariz.	360,919	79
St. Petersburg, Fla.	360,387	80
Little Rock-North Little Rock, Ark.	344,928	81
Mobile-Prichard, Ala.	342,528	82
Fort Wayne, Ind.	339,694	83
Passaic-Clifton, N. J.	338,648	84
Newport News-Hampton, Va.	336,819	85
Berkeley, Cal.	332,951	86
Glendale, Cal.	329,864	87
Austin, Tex.	327,813	88
Pasadena, Cal.	325,187	89
Albany, N. Y.	324,897	90
Dearborn, Mich.	309,730	91
Nashville, Tenn.	307,452	92
Baton Rouge, La.	307,452	93
Wilmington, Del.	306,597	94
Tacoma, Wash.	304,983	95
Corpus Christi, Tex.	304,784	96
Shreveport, La.	304,310	97
Lansing, Mich.	300,422	98
Fresno, Cal.	299,677	99
Lubbock, Tex.	297,010	100
Erie, Pa.	296,764	101
Rockford, Ill.	296,009	102
Cambridge, Mass.	293,724	103
Trenton, N. J.	293,095	104
Madison, Wisc.	292,906	105
Elizabeth, N. J.	292,630	106
Amarillo, Tex.	292,323	107
Peoria, Ill.	285,769	108
Waterbury, Conn.	274,929	109
Lincoln, Nebr.	274,359	110
Camden, N. J.	266,603	111
Newton, Mass.	265,253	112
Evansville, Ind.	264,119	113
Rock Island-Moline-East Moline, Ill.	253,612	114
Canton, Ohio	253,352	115
Evanston, Ill.	252,181	116
Chattanooga, Tenn.	251,657	117
Allentown, Pa.	245,179	118
Upper Darby Township, Pa.	244,982	119
East Orange, N. J.	244,902	120
Reading, Pa.	244,549	121
Stamford, Conn.	242,924	122
Charleston-South Charleston, W. Va.	240,386	123
Greensboro, N. C.	240,166	124
Bethesda, Md.	239,681	125
Topeka, Kans.	238,684	126
Kansas City, Kans.	238,566	127
Schenectady, N. Y.	233,232	128
Columbus, Ga.	230,854	129
Beaumont, Tex.	228,351	130
Montgomery, Ala.	227,737	131
Santa Monica, Cal.	226,640	132
Savannah, Ga.	226,256	133
Scranton, Pa.	222,112	134
Knoxville, Tenn.	221,121	135
Lynn, Mass.	219,924	136
New Britain, Conn.	219,731	137
Alexandria, Va.	218,682	138
Niagara Falls, N. Y.	218,196	139
Duluth, Minn.	217,587	140
Burbank, Cal.	217,230	141
Saginaw, Mich.	213,260	142
Jackson, Miss.	212,151	143
Brookline, Mass.	209,798	144
Davenport-Bettendorf, Iowa	209,602	145
Utica, N. Y.	208,195	146
Lakewood, Ohio	207,211	147
San Bernardino, Cal.	206,598	148
New Rochelle, N. Y.	206,146	149
New Bedford, Mass.	205,730	150
San Mateo, Cal.	204,949	151
Winston-Salem, N. C.	204,611	152
Harrisburg, Pa.	204,424	153
Lower Merion Township, Pa.	204,311	154
Meriden-Wallingford, Conn.	203,023	155
Springfield, Ill.	202,236	156
Torrance, Cal.	202,198	157
Pawtucket-Central Falls, R. I.	201,910	158
West Hartford, Conn.	200,797	159
Quincy, Mass.	200,666	160
Fort Lauderdale, Fla.	200,341	161
Cleveland Heights, Ohio	200,255	162
Oak Park, Ill.	199,956	163
Stockton, Cal.	199,245	164
Mount Vernon, N. Y.	198,565	165
Roanoke, Va.	196,628	166
Somerville, Mass.	196,379	167
Springfield, Mo.	195,200	168
Wichita Falls, Tex.	194,459	169
Santa Ana, Cal.	193,817	170
Fall River, Mass.	191,786	171
Greenwich, Conn.	191,271	172
Orlando, Fla.	190,975	173
Champaign-Urbana, Ill.	190,556	174
Racine, Wisc.	185,340	175
Anaheim, Cal.	184,988	176
Lowell, Mass.	182,937	177
Columbia, S. C.	182,547	178
Springfield, Ohio	182,459	179
Norwalk, Conn.	182,088	180
Odessa, Tex.	181,468	181
Sioux City, Iowa	178,959	182
Kalamazoo, Mich.	178,650	183
Pontiac, Mich.	178,013	184
Binghamton, N. Y.	177,639	185
Cedar Rapids, Iowa	177,114	186
Decatur, Ill.	175,869	187
Bayonne, N. J.	174,307	188
St. Joseph, Mo.	172,856	189
Manchester, N. H.	172,765	190
Royal Oak, Mich.	170,449	191
Huntington, W. Va.	170,030	192
Pueblo, Colo.	169,902	193
Waco, Tex.	169,427	194
Cicero, Ill.	169,042	195
Waterloo, Iowa	168,876	196
Levittown, Pa.	168,442	197
Vallejo, Cal.	168,901	198
Colorado Springs, Colo.	166,755	199
Waukegan-North Chicago, Ill.	166,167	200
Total Above Cities	134,178,388	
% of U. S. A.	40.2477	

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PLASTICS

THE MAGAZINE OF APPLIED ENGINEERING

TECHNOLOGY

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Total Retail Sales, 200 Leading Cities

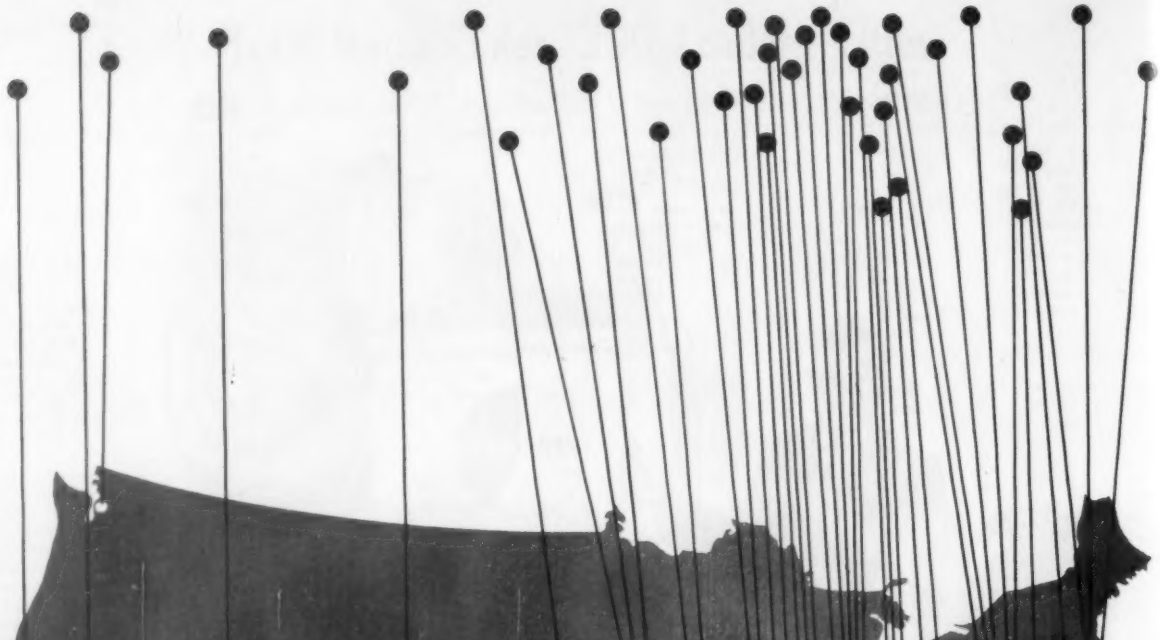
SM Estimates, 1959, for the 200 cities leading in this category

CITY and STATE	TOTAL RETAIL SALES SM Estimates (in thousands)	Rank in Group
New York City, N. Y.	10,312,096	1
Chicago, Ill.	5,766,799	2
Los Angeles, Cal.	4,153,779	3
Philadelphia, Pa.	2,536,529	4
Detroit, Mich.	2,396,359	5
Cleveland, Ohio	1,520,226	6
Baltimore, Md.	1,418,192	7
Boston, Mass.	1,412,318	8
Washington, D. C.	1,411,414	9
Houston, Tex.	1,348,789	10
San Francisco, Cal.	1,278,095	11
Hempstead Township, N. Y.	1,271,524	12
Dallas, Tex.	1,234,044	13
St. Louis, Mo.	1,190,293	14
Milwaukee, Wisc.	1,154,014	15
Seattle, Wash.	1,078,557	16
Pittsburgh, Pa.	1,000,925	17
Minneapolis, Minn.	973,562	18
Atlanta, Ga.	965,097	19
Kansas City, Mo.	947,325	20
Indianapolis, Ind.	926,251	21
Denver, Colo.	899,113	22
Cincinnati, Ohio	898,501	23
New Orleans, La.	831,605	24
San Diego, Cal.	821,157	25
Buffalo, N. Y.	811,580	26
Miami, Fla.	796,965	27
Columbus, Ohio	788,499	28
Portland, Ore.	778,110	29
Memphis, Tenn.	714,090	30
Newark, N. J.	700,184	31
San Antonio, Tex.	686,068	32
Oakland, Cal.	645,103	33
Fort Worth, Tex.	632,557	34
Long Beach-Lakewood, Cal.	623,506	35
Louisville, Ky.	589,398	36
Rochester, N. Y.	581,306	37
Phoenix, Ariz.	566,872	38
Dayton, Ohio	555,941	39
Birmingham, Ala.	549,015	40
Norfolk-Portsmouth-South Norfolk, Va.	527,790	41
St. Paul, Minn.	523,437	42
Sacramento, Cal.	508,976	43
Richmond, Va.	504,611	44
Oklahoma City, Okla.	498,832	45
Toledo, Ohio	485,921	46
Jacksonville, Fla.	473,017	47
Omaha, Nebr.	471,361	48
North Hempstead Township, N. Y.	453,078	49
Tampa, Fla.	449,076	50
Akron, Ohio	448,370	51
Wichita, Kans.	415,956	52
Tulsa, Okla.	410,982	53
Honolulu, Hawaii	398,818	54
Salt Lake City, Utah	398,271	55
San Jose, Cal.	390,442	56
Nashville, Tenn.	380,408	57
Syracuse, N. Y.	378,586	58
Des Moines, Iowa	371,872	59
Providence, R. I.	359,393	60
Hartford, Conn.	358,636	61
Grand Rapids, Mich.	355,081	62
Flint, Mich.	352,816	63
Fresno, Cal.	350,329	64
Albuquerque, N. M.	341,019	65
St. Petersburg, Fla.	338,864	66
El Paso, Tex.	334,801	67
Charlotte, N. C.	334,673	68
Spokane, Wash.	320,131	69
Orlando, Fla.	305,239	70
Youngstown, Ohio	304,493	71
Mobile-Prichard, Ala.	294,537	72
Chattanooga, Tenn.	294,507	73
Pasadena, Cal.	294,427	74
Tucson, Ariz.	291,506	75
Fort Wayne, Ind.	286,323	76
Little Rock-North Little Rock, Ark.	278,686	77
Worcester, Mass.	277,862	78
Jersey City, N. J.	274,529	79
Baton Rouge, La.	273,435	80
Bridgeport, Conn.	269,293	81
New Haven, Conn.	268,716	82
Springfield, Mass.	267,582	83
Fort Lauderdale, Fla.	266,009	84
Yonkers, N. Y.	263,642	85
Shreveport, La.	263,244	86
South Bend-Mishawaka, Ind.	261,479	87
Knoxville, Tenn.	257,818	88
Tacoma, Wash.	257,308	89
Wilmington, Del.	250,089	90
Lansing, Mich.	249,524	91
Greensboro, N. C.	244,458	92
Albany, N. Y.	241,056	93
Hammond-East Chicago, Ind.	239,494	94
Gary, Ind.	239,091	95
Austin, Tex.	234,168	96
Glendale, Cal.	231,456	97
Rockford, Ill.	230,102	98
Lubbock, Tex.	225,588	99
Passaic-Clifton, N. J.	224,631	100
Corpus Christi, Tex.	224,562	101
Cambridge, Mass.	224,251	102
Bakersfield, Cal.	224,147	103
Amarillo, Tex.	223,787	104
Peoria, Ill.	223,485	105
Santa Ana, Cal.	221,633	106
Paterson, N. J.	218,123	107
Charleston-South Charleston, W. Va.	217,674	108
Stockton, Cal.	215,454	109
Newport News-Hampton, Va.	214,728	110
Trenton, N. J.	213,705	111
Canton, Ohio	213,177	112
Jackson, Miss.	212,290	113
San Bernardino, Cal.	208,110	114
Madison, Wisc.	204,712	115
Dearborn, Mich.	204,105	116
Harrisburg, Pa.	202,063	117
Allentown, Pa.	201,710	118
Erie, Pa.	201,437	119
White Plains, N. Y.	198,367	120
Montgomery, Ala.	197,781	121
Evansville, Ind.	197,269	122
Winston-Salem, N. C.	190,085	123
Camden, N. J.	189,643	124
Springfield, Ill.	188,056	125
Savannah, Ga.	187,966	126
Lincoln, Nebr.	186,294	127
Beverly Hills, Cal.	183,990	128
Columbia, S. C.	181,320	129
Saginaw, Mich.	176,889	130
Reading, Pa.	174,755	131
Kalamazoo, Mich.	174,598	132
Waterbury, Conn.	173,602	133
Santa Monica, Cal.	172,924	134
Topeka, Kans.	172,736	135
Beaumont, Tex.	171,614	136
Elizabeth, N. J.	170,468	137
Scranton, Pa.	170,086	138
Miami Beach, Fla.	168,987	139
Moline-East Moline-Rock Island, Ill.	166,625	140
Kansas City, Kans.	166,247	141
West Palm Beach, Fla.	164,918	142
Cedar Rapids, Iowa	164,838	143
Riverside, Cal.	163,620	144
Roanoke, Va.	162,330	145
Columbus, Ga.	161,517	146
Las Vegas, Nev.	161,479	147
Pontiac, Mich.	161,059	148
Springfield, Mo.	160,569	149
Burbank, Cal.	160,095	150
Stamford, Conn.	158,511	151
Berkeley, Cal.	157,972	152
Utica, N. Y.	157,752	153
Inglewood, Cal.	157,468	154
Lexington, Ky.	156,574	155
Waco, Tex.	156,059	156
Brownsville-Harlingen-McAllen, Tex.	155,379	157
Anaheim, Cal.	152,961	158
Greenville, S. C.	152,582	159
Bettendorf-Davenport, Iowa	152,545	160
Portland, Me.	152,192	161
Huntington, W. Va.	150,535	162
Raleigh, N. C.	150,179	163
Schenectady, N. Y.	149,703	164
Decatur, Ill.	148,978	165
Paramus, N. J.	148,579	166
Alexandria, Va.	147,798	167
Duluth, Minn.	146,515	168
Niagara Falls, N. Y.	146,123	169
Colorado Springs, Colo.	145,407	170
Macon, Ga.	145,242	171
Atlantic City, N. J.	144,944	172
Evanston, Ill.	143,530	173
Sioux City, Iowa	143,371	174
Hayward, Cal.	142,974	175
Joliet, Ill.	142,923	176
Manchester, N. H.	142,212	177
Upper Darby Township, Pa.	141,799	178
Wichita Falls, Tex.	140,158	179
Quincy, Mass.	140,048	180
Binghamton, N. Y.	139,697	181
Modesto, Cal.	139,466	182
Pensacola, Fla.	139,328	183
Odessa, Tex.	138,777	184
Waukegan-North Chicago, Ill.	138,465	185
Royal Oak, Mich.	137,940	186
Asheville, N. C.	137,691	187
Eugene-Springfield, Ore.	137,435	188
Augusta, Ga.	137,275	189
Oak Park, Ill.	136,921	190
Skokie, Ill.	134,979	191
Pomona, Cal.	133,407	192
New Bedford, Mass.	133,081	193
Terre Haute, Ind.	133,025	194
Racine, Wisc.	131,890	195
York, Pa.	131,378	196
Reno, Nev.	130,703	197
Compton, Cal.	130,659	198
Charleston, S. C.	128,608	199
Springfield, Ohio	128,540	200
Total Above Cities	94,533,532	
% of U. S. A.	43.7207	

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METROPOLITAN AREAS

Summaries and Rankings

In the past year the Executive Office of the President carried through some extensive revisions of the "Standard Metropolitan Statistical Areas," incorporating many changes in definitions and adding several new areas. This list may be regarded as final until preliminary results of the 1960 population will permit further additions and changes.

As our readers know, we have been fighting a long unsuccessful battle with the Government on the question of defining New England areas in terms of counties, to agree with standard marketing needs. For this reason the SM count of standard metropolitan areas falls far short of the government figure of 192 areas (which also includes three areas in Puerto Rico omitted from the SM list), because we boil the 20 New England areas defined along township lines to 13 metropolitan county areas. We shall continue to ignore the governmental township definitions in favor of our mode of treatment. However, for those who wish to use the government definitions of New England areas, we provide the basic data (see "Metropolitan Statistical Areas" at end of each New England state's county-city tables) but use our own county definitions of New England areas in our tables of rankings of metropolitan areas.

With respect to the changes in the official list made since 1950, the majority have been incorporated in the SM metropolitan area definitions published in the May 10, 1959, *Survey of Buying Power*. However, we note below changes made since the release of the 1959 *Survey*, which are incorporated in the definitions used in the 1960 *Survey*.

In addition to the above changes, the Government has offered alternative "Greater Metropolitan" area definitions for New York and Chicago. In the case of New York, this definition includes the four standard areas of New York, N. Y.; Newark, N. J.; Jersey City, N. J.; Paterson-Clifton-Passaic, N. J. and Middlesex and Somerset Counties, N. J. This is identical with the definition of the New York metropolitan area employed before the Government gave separate recognition to the four component areas. Similarly, the greater Chicago area consists of the Chicago and Gary-Hammond-East Chicago areas. While these larger definitions are not used in our rankings, it is comparatively simple to calculate the rankings of these combined areas. In all ranking tables, the greater New York area would rank first, the Chicago generally second or third.

All of the new standard areas were taken from SALES MANAGEMENT's list of Potenial Areas, thus justifying our continuing to recognize this supplementary group. In the current issue we recognize the 182 standard areas, and 118 potential areas, 300 in all.

Population Criteria

1. Each standard metropolitan statistical area must include at least:

(a) One city with 50,000 or more inhabitants, or

(b) Two cities having contiguous boundaries and constituting, for general economic and social purposes, a single community with a combined population of at least 50,000, the smaller of which must have a population of at least 15,000.

2. If two or more adjacent counties each have a city of 50,000 inhabitants or more (or two cities under 1(b) and the cities are within 20 miles of each other (city limits to city limits), they will be included in the same area unless there is definite evidence that the two cities are not economically and socially integrated.

Criteria of Metropolitan Character

The criteria of metropolitan character relate primarily to the attributes of the county as a place of work or as a home for a concentration of nonagricultural workers. Specifically, these criteria are:

3. At least 75 per cent of the labor force of the county must be in the nonagricultural labor force.

4. In addition to criterion 3, the county must meet at least one of the following conditions:

(a) It must have 50 per cent or more of its population living in contiguous minor civil divisions with a density of at least 150 persons per square mile, in an unbroken chain of minor civil divisions with such density radiating from a central city in the area.

(b) The number of nonagricultural workers employed in the county must equal at least 10 per cent of the number of nonagricultural workers employed in the county containing the largest city in the area, or be the place of employment of 10,000 nonagricultural workers.

(c) The nonagricultural labor force living in the county must equal at least 10 per cent of the number of the nonagricultural labor force living

DOLLARS ON THE MOVE—OUT OF TOWN

Of the $216 billion of retail sales last year, 74% were made in metropolitan areas. For a clue to how the migration of consumers and merchants to the suburbs has affected "downtown" sales, here is a breakdown of dollar volume in 30 areas (largest, middle-size, smallest) for 1954 and 1959. Even in the smallest areas, where the demarcation between city and suburbs tends to blur, the movement of dollars away from "downtown" persists, albeit in a greatly diminished degree.

Average loss for the central cities of the 30 areas was 9.9%, average gain for the suburbs 15.9%.





	% of Area Sales		% of Area Sales	
	1954	1959	1954	1959
10 LARGEST AREAS				
NEW YORK	76.7	71.7	23.3	28.3
LOS ANGELES-LONG BEACH	49.8	48.0	50.2	52.0
CHICAGO	70.3	64.2	29.7	35.8
PHILADELPHIA	57.1	49.0	42.9	51.0
DETROIT	60.5	48.9	39.5	51.1
BOSTON	36.6	32.9	63.4	67.1
SAN FRANCISCO-OAKLAND	58.3	49.3	41.7	50.7
PITTSBURGH	39.9	36.1	60.1	63.9
ST. LOUIS	55.4	47.1	44.6	52.9
WASHINGTON	60.5	49.9	39.5	50.1
AVERAGE	**61.0**	**54.8**	**39.0**	**45.2**
10 MIDDLE AREAS				
MONTGOMERY, ALA.	97.5	96.9	2.5	3.1
SPARTANBURG, S. C.	65.1	64.9	34.9	35.1
ANN ARBOR, MICH.	49.6	53.2	50.4	46.8
KALAMAZOO, MICH.	78.7	78.7	21.3	21.3
ROANOKE, VA.	84.7	79.3	15.3	20.7
BENTON HARBOR-ST. JOSEPH, MICH.	42.9	39.7	57.1	60.3
AMARILLO, TEXAS	93.0	92.9	7.0	7.1
YAKIMA, WASH.	60.1	57.2	39.9	42.8
EUGENE, ORE.	59.9	60.0	40.1	40.0
ATLANTIC CITY, N. J.	68.4	57.1	31.6	42.9
AVERAGE	**70.5**	**68.6**	**29.5**	**31.4**
10 SMALLEST AREAS				
MARION, OHIO	85.9	71.4	14.1	28.6
ROCHESTER, MINN.	89.1	87.4	10.9	12.6
ALBANY, GA.	96.1	93.3	3.9	6.7
RAPID CITY, S. D.	92.9	91.5	7.1	8.5
GALESBURG, ILL.	75.9	74.9	24.1	25.1
PADUCAH, KY.	89.1	90.3	10.9	9.7
CLINTON, IOWA	68.6	68.1	31.4	31.9
MASON CITY, IOWA	76.4	77.7	23.6	22.3
ENID, OKLA.	88.9	90.0	11.1	10.0
CASPER, WYO.	94.2	92.9	5.8	7.1
AVERAGE	**85.5**	**83.7**	**14.5**	**16.3**
AVERAGE ALL ABOVE AREAS	**61.7**	**55.6**	**38.3**	**44.4**

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New York	—	WPIX
Providence	WHIM	—
Washington	—	WTTG
SOUTHEAST		
Asheville, Greenville, Spartanburg	WLOS	WLOS-TV
Charleston, Huntington, W.Va.	WCHS-WPLH	WCHS-TV
Charleston, S. C.	WCSC	WCSC-TV
Charlotte, N. C.	WIST	—
Columbia, S. C.	WIS	WIS-TV
Jacksonville	—	WFGA-TV
Miami	—	WTVJ
Montgomery	—	WSFA-TV
Nashville	WSIX	WSIX-TV
Raleigh-Durham	WPTF	—
Richmond	WRVA	—
Roanoke	WDBJ	WDBJ-TV
MIDWEST		
Davenport	WOC	WOC-TV
Decatur	WDZ	—
Des Moines	WHO	WHO-TV
Duluth-Superior	WDSM	WDSM-TV
Fargo	WDAY	WDAY-TV
Indianapolis	WIRE	—
Kansas City	KMBC-KFRM	KMBC-TV
Madison, Wisc.	—	WISC-TV
Minneapolis-St. Paul	—	WCCO-TV
Peoria	WMBD	WMBD-TV
St. Louis	—	KPLR-TV
Wichita	—	KARD-TV
SOUTHWEST		
Beaumont	KFDM	KFDM-TV
Corpus Christi	KRYS	KRIS-TV
Fort Worth-Dallas	WBAP	WBAP-TV
Houston	KTRH	—
San Antonio	KENS	KENS-TV
WEST		
Bakersfield	—	KBAK-TV
Boise	KBOI	KBOI-TV
Denver	KHOW	KBTV
Honolulu	KGMB-KHBC	KGMB-TV
Los Angeles	KPOP	KTLA
San Diego	XEAK	—
San Francisco	—	KRON-TV
Seattle	KIRO	KIRO-TV

Areas (Other than New England) Whose Official Definition Has Changed

Area	Counties Included in Current Definition	Counties Included in SM Definition, May 10, 1959
Baltimore, Md.	Baltimore City & County Anne Arundel Carroll Howard	Baltimore City & County Anne Arundel
Canton, Ohio	Stark	Stark Tuscarawas
Charleston, W. Va.	Kanawha	Kanawha Fayette
Chicago, Ill.	Cook Du Page Kane Lake (Ill.) McHenry Will	Cook Du Page Kane Lake (Ill.) Lake (Ind.) Will
Evansville, Ind.	Vanderburgh (Ind.) Henderson (Ky.)	Vanderburgh (Ind.) Warrick (Ind.) Henderson (Ky.)
Gary-Hammond-E. Chicago, Ind.	Lake (Ind.) Porter (Ind.)	Part of Chicago Area
Jackson, Miss.	Hinds	Hinds Rankin
Jersey City, N. J.	Hudson	Part of New York–Newark–Jersey City Area
Kansas City, Mo.-Kans.	Clay (Mo.) Jackson (Mo.) Johnson(Kans.) Wyandotte (Kans.)	Clay (Mo.) Jackson (Mo.) Platte (Mo.) Wyandotte (Kans.) Johnson (Kans.)
Lynchburg, Va.	Amherst Campbell Lynchburg Independent City	Amherst Bedford Campbell Lynchburg Independent City
New Brunswick-Perth Amboy N. J.	Middlesex Somerset	Part of New York-Newark-Jersey City Area
New York, N. Y.	Bronx Kings Nassau New York Queens Richmond Rockland Suffolk Westchester	Part of New York-Newark-Jersey City Area
Newark, N. J.	Essex Morris Union	Part of New York–Newark–Jersey City Areas
Newport News-Hampton, Va.	Newport News Ind. City Hampton Ind. City York County	Newport News Ind. City Hampton Independent City
Paterson-Clifton-Passaic, N. J.	Bergen Passaic	Part of New York–Newark–Jersey City Area
Salt Lake City, Utah	Salt Lake City	Salt Lake Davis
Steubenville-Weirton, Ohio-W. Va.	Jefferson (Ohio) Brooke (W. Va.) Hancock (W. Va.)	Part of Wheeling–Steubenville Area
Syracuse, N. Y.	Madison Onondaga Oswego	Onondaga
Wheeling, W. Va.	Ohio (W. Va.) Marshall (W. Va.) Belmont (Ohio)	Ohio (W. Va.) Marshall (W. Va.) Brooke (W. Va.) Hancock (W. Va.) Belmont (Ohio) Jefferson (Ohio)
Youngstown, Ohio	Mahoning (Ohio) Trumbull (Ohio)	Mahoning (Ohio) Trumbull (Ohio) Mercer (Pa.)
Sharon-Farrell-Sharpsville, Pa.	Mercer	Part of Youngstown Area

in the county containing the largest city in the area, or be the place of residence of a nonagricultural labor force of 10,000.

5. In New England, the city and town are administratively more important than the country, and data are compiled locally for such minor civil divisions. Here, towns and cities are the units used in defining standard metropolitan statistical areas. In New England, because smaller units are used and more restricted areas result, a population density criterion of at least 100 persons per square mile is used as the measure of metropolitan character.

Criteria of Integration

The criteria of integration relate primarily to the extent of economic and social communication between the outlying counties and central county.

6. A county is regarded as integrated with the county or counties containing the central cities if either of the following criteria is met:

(a) If 15 per cent of the workers living in the county work in the county or counties containing central cities of the area, or

(b) If 25 per cent of those working in the county live in the county or counties containing central cities of the area.

Only where data for criteria 6(a) and 6(b) are not conclusive are other related types of information used as necessary. This information includes such items as average telephone calls per subscriber per month from the county to the county containing central cities of the area; per cent of the population in the county located in the central city telephone exchange area; newspaper circulation reports prepared by the Audit Bureau of Circulation; analysis of charge accounts in retail stores of central cities to determine the extent of their use by residents of the contiguous county; delivery service practices of retail stores in central cities; official traffic counts; the extent of public transportation facilities in operation between central cities and communities in the contiguous county; and the extent to which local planning groups and other civic organizations operate jointly.

Thus, it appears from the above official criterion that considerable reliance is often placed on informed local opinion.

In some cases this may also be a matter of controversy. There can be little controversy about the integration of New York City and Jersey

City, separated by the relatively narrow Hudson River and a short tunnel or fast ferryboat ride. But in the area dominated by the cities of Norfolk and Newport News, Virginia, honest controversy can exist.

On one side of the wide James River is Norfolk-Portsmouth and on the other is Newport News-Hampton. The government has defined these as separate areas on the ground that while they are adjacent, and with access available by bridge and tunnel, in terms of time and cost the separation is an important reality.

From a marketer's point of view, the vehicle(s) used for advertising is the real answer as to whether they are truly separate or parts of one large contiguous area. Obviously, TV and radio stations can cover both areas adequately. Newspapers, on the other hand, are published in both centers and with very little overlapping of circulation and for coverage of both sides of the river newspapers in each area would be considered as necessary in order to get maximum coverage.

Criteria for Titles

7. The following criteria are used for determining titles for standard metropolitan statistical areas:

(a) The name of the standard metropolitan statistical area is that of the largest city.

(b) The addition of up to two city names may be made in the area title, on the basis and in the order of the following criteria:

(1) The additional city or cities have at least 250,000 inhabitants.

(2) The additional city or cities have a population of one-third or more of that of the largest city and a minimum population of 25,000, except that both city names are used in those instances where cities qualify under criterion 1(b).

For all areas, SALES MANAGEMENT has followed the above Government criterion of including in each area the county containing the central city (or cities) and any other contiguous county considered by the Government authorities to be closely integrated with that city. SALES MANAGEMENT has applied this principle even in the case of 20 New England areas which the Government, yielding to local pressures, defined in terms of townships despite the obvious marketing difficulties this would create. To do this, it was necessary to consolidate these 20 New England township areas into 13 areas along county lines. The 20 areas are: Boston, Bridgeport, Brockton, Fall River, Fitchburg-Leominster, Hartford, Lawrence-Haverhill, Lowell, Manchester, New Bedford, New Britain, New Haven, Pittsfield, Portland (Me.), Lewiston-Auburn, Providence, Springfield-Holyoke, Stamford, Waterbury and Worcester.

That the use of such township definitions would be impractical and unrealistic was demonstrated following 1940 when "Metropolitan Districts" were set up by the Bureau of the Census but not used by sales organizations because of difficulties in assembling sales and other data for such minute geographical units. Consequently, SALES MANAGEMENT has stuck to county boundary lines, and the areas mentioned above are defined both in terms of whole counties and in terms of townships.

The 118 Potential Metropolitan County Areas

The metropolitan area concept is particularly useful to marketing men because it focuses attention on a relatively small number of areas which account for the bulk of trading activity.

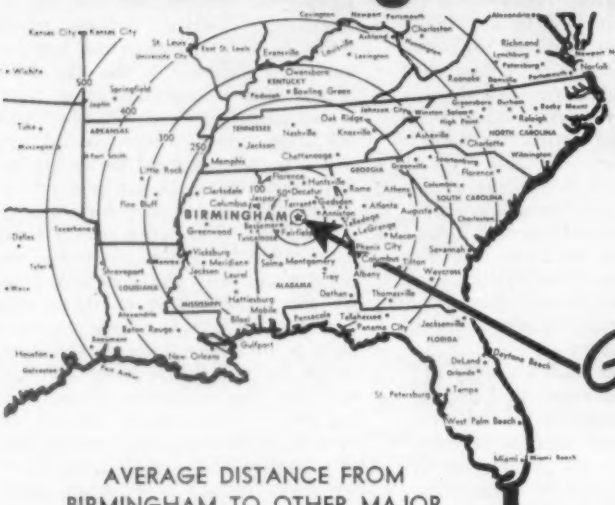
Promotion budgets frequently are too small to permit blanket coverage of all areas of the nation. Concentration on the 182 standard metropolitan areas, however, will account for over two-thirds of the national retail total. The same principle can be applied to cover additional smaller market centers, which, without involving too great an increase in the number of areas to receive separate attention, can step up the extent of retail coverage to any required degree.

The editors of SALES MANAGEMENT have long been aware that the heavy emphasis given to the standard metropolitan areas, while beyond doubt well warranted, frequently involved a disservice to those smaller but rapidly developing market centers which failed in 1950 to meet the requirements for inclusion in the official list of standard metropolitan areas.

Accordingly, we decided to pick out those areas whose central city had a population total somewhat below the 50,000 mark set by the Census Bureau as necessary for a metropolitan area designation. Such areas were called "potential" areas and we listed them with the standard areas for the consideration of those who wished to work with a more extensive metropolitan area concept. However, such a decision always raises the question that the population of the central city is by no means the only or even the most important characteristic of a metropolitan market area. There are many market areas whose retail sales exceed that of some of the officially designated metropolitan areas. Following this line of thought, we decided to examine all marketing centers which, by virtue of either population or retail sales activity, could qualify for inclusion in a list of important market areas having many of the characteristics of metropolitan areas.

In all, we have come up with 118 such areas which, by and large, have a central city with a population over 35,000 and serving an area of at least 60,000 persons with an annual retail sales total of about $75 million. In some cases we used this criterion realistically rather than too rigidly. Nevertheless, we commend these new potential areas to those who wish to apply the metropolitan area concept on a more detailed level. It is interesting to note that all of the new areas accepted by the Federal Committee on Metropolitan Areas as "Standard" metropolitan areas have come from this list. The "potential" areas are assigned area numbers from 183 to 300 so that in the following alphabetic sequences they may be readily distinguished from the standard metropolitan areas.

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CITY	Average Distance from Other Cities Listed	CITY	Average Distance from Other Cities Listed
Birmingham, Ala.	456.5	Beaumont, Tex.	625.3
Montgomery, Ala.	467.1	Fort Smith, Ark.	631.0
Jackson, Miss.	482.2	Jacksonville, Fla.	644.5
Memphis, Tenn.	490.1	Louisville, Ky.	645.0
Columbus, Ga.	494.1	Charlotte, N. C.	648.4
Atlanta, Ga.	497.4	Dallas, Tex.	662.6
Chattanooga, Tenn.	499.6	Charleston, S. C.	670.2
Mobile, Ala.	513.4	Houston, Tex.	673.7
Baton Rouge, La.	528.0	Galveston, Tex.	687.5
Nashville, Tenn.	529.3	Waco, Tex.	698.8
Little Rock, Ark.	531.7	Covington, Ky.	708.0
New Orleans, La.	534.3	Greensboro, N. C.	719.8
Shreveport, La.	542.9	Tulsa, Okla.	720.0
Knoxville, Tenn.	557.3	Durham, N. C.	763.3
Paducah, Ky.	565.3	Tampa, Fla.	764.0
Texarkana, Ark.	574.1	Okla. City, Okla.	765.2
Greenville, S. C.	579.9	San Antonio, Tex.	828.0
Augusta, Ga.	582.0	Corpus Christi, Tex.	877.5
Savannah, Ga.	620.1	Miami, Fla.	964.9
Columbia, S. C.	621.1		

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Summary of Data for Metropolitan County Areas

See explanation of "Metropolitan County Areas," pages 745-749

	AREA AND DEFINITION	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME ESTIMATES—1959			
		Total (thousands)	% of U.S.A.	Households (thous.)	Cons. Spend. Units (thous.)	Urbanized Population (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Household
183	Abilene (Taylor Co., Tex.)	89.6	.0501	26.1	31.8	70.7	154,455	.0463	1,724	5,918
1	Akron (Summit Co., Ohio)	515.0	.2882	154.5	174.1	430.9	1,600,030	.3180	2,058	6,861
184	Albany (Dougherty Co., Ga.)	58.2	.0326	16.5	20.5	50.1	91,199	.0273	1,567	5,527
2	Albany-Schenectady-Troy (Albany, Rensselaer, Saratoga and Schenectady Cos., N. Y.)	668.6	.3742	208.8	219.5	499.1	1,422,216	.4266	2,127	6,811
3	Albuquerque (Bernalillo Co., N. M.)	252.8	.1415	70.9	82.2	220.3	474,824	.1424	1,878	6,697
185	Alexandria (Rapides Parish, La.)	113.9	.0638	30.7	33.3	52.3	150,686	.0452	1,323	4,908
4	Allentown-Bethlehem-Easton	474.2	.2655	137.5	158.4	346.9	936,031	.2808	1,974	6,807
	New Jersey Portion (Warren Co., N. J.)	62.5	.0350	19.1	20.9	32.0	121,989	.0366	1,952	6,387
	Pa. Portion (Lehigh and Northampton Cos., Pa.)	411.7	.2305	118.4	137.5	314.9	814,042	.2442	1,977	6,875
5	Altoona (Blair Co., Pa.)	130.4	.0730	38.2	42.5	99.1	213,910	.0641	1,640	5,600
6	Amarillo (Potter and Randall Cos., Tex.)	159.1	.0890	49.5	57.0	152.5	324,568	.0973	2,040	6,557
	Anaconda, Mont. (See Butte-Anaconda)									
7	Anderson (Madison Co., Ind.)	123.9	.0693	39.0	42.2	70.8	235,549	.0707	1,901	6,040
8	Ann Arbor (Washtenaw Co., Mich.)	162.6	.0910	43.4	64.7	98.9	318,376	.0955	1,958	7,336
186	Anniston (Calhoun Co., Ala.)	96.1	.0538	25.1	28.9	49.6	130,572	.0392	1,359	5,202
187	Appleton (Outagamie Co., Wisc.)	97.9	.0548	27.2	30.2	61.7	165,448	.0496	1,690	6,083
9	Asheville (Buncombe Co., N. C.)	137.1	.0767	36.8	43.2	76.3	203,153	.0610	1,482	5,520
	Ashland, Ky. (See Huntington-Ashland)									
188	Ashtabula (Ashtabula Co., Ohio)	96.6	.0540	29.7	32.6	49.2	181,280	.0544	1,877	6,104
10	Atlanta (Clayton, Cobb, De Kalb, Fulton and Gwinnett Cos., Ga.)	974.7	.5456	280.0	335.5	749.8	1,849,800	.5548	1,898	6,606
11	Atlantic City (Atlantic Co., N. J.)	150.9	.0845	47.3	57.7	127.9	296,674	.0890	1,966	6,272
	Auburn, Me. (See Lewiston-Auburn)									
189	Auburn (Cayuga Co., N. Y.)	74.2	.0415	21.9	22.7	38.5	134,134	.0402	1,808	6,125
12	Augusta	246.9	.1382	65.9	83.4	155.4	389,995	.1170	1,580	5,918
	Ga. Portion (Richmond Co., Ga.)	156.9	.0878	41.9	56.8	132.3	254,668	.0764	1,623	6,078
	S. C. Portion (Aiken Co., S. C.)	90.0	.0504	24.0	26.6	23.1	135,327	.0406	1,504	5,639
13	Austin (Travis Co., Tex.)	212.5	.1189	58.3	74.1	203.9	345,014	.1035	1,624	5,818
14	Bakersfield (Kern Co., Cal.)	277.7	.1555	82.5	89.2	203.5	565,103	.1696	2,035	6,850
15	Baltimore (Anne Arundel, Baltimore City, Baltimore, Carroll and Howard Cos., Md.)	1,748.0	.9783	489.9	550.3	1,330.4	3,309,120	.9927	1,893	6,755
190	Bangor (Penobscot Co., Me.)	115.8	.0647	31.0	39.4	64.0	186,976	.0561	1,617	6,031
16	Baton Rouge (East Baton Rouge Parish, La.)	232.8	.1303	64.7	78.2	187.3	439,193	.1317	1,887	6,788
191	Battle Creek (Calhoun Co., Mich.)	143.9	.0805	42.1	50.9	109.5	276,567	.0829	1,922	6,569
17	Bay City (Bay Co., Mich.)	107.2	.0600	30.7	31.7	63.8	186,651	.0560	1,741	6,080
18	Beaumont-Port Arthur (Jefferson and Orange Cos., Tex.)	315.5	.1766	91.4	100.5	269.7	547,449	.1643	1,735	5,990
192	Bellingham (Whatcom Co., Wash.)	74.6	.0417	24.9	26.0	36.9	123,802	.0372	1,660	4,972
193	Beloit-Janesville (Rock Co., Wisc.)	112.1	.0628	34.1	39.0	77.6	220,888	.0663	1,970	6,478
194	Benton Harbor-St. Joseph (Berrien Co., Mich.)	159.1	.0890	49.1	51.5	71.9	284,455	.0854	1,788	5,793
	Bethlehem, Pa. (See Allentown-Bethlehem-Easton)									
195	Billings (Yellowstone Co., Mont.)	78.8	.0441	25.3	25.4	47.4	143,898	.0431	1,826	5,688
196	Biloxi-Gulfport (Harrison Co., Miss.)	115.9	.0649	29.3	51.1	103.3	173,110	.0519	1,494	5,908
19	Binghamton (Broome Co., N. Y.)	207.5	.1161	62.1	64.4	155.5	426,753	.1280	2,057	6,872
20	Birmingham (Jefferson Co., Ala.)	634.1	.3549	179.5	207.1	526.5	1,082,017	.3245	1,706	6,028
197	Bloomington (McLean Co., Ill.)	91.1	.0509	28.3	32.8	47.8	189,753	.0569	2,083	6,705
198	Boise (Ada and Canyon Cos., Idaho)	147.7	.0826	45.1	46.9	82.6	245,704	.0738	1,664	5,448
21	Boston (Essex, Middlesex, Norfolk and Suffolk Cos., Mass.)	3,074.4	1.7205	884.0	1,048.9	2,752.7	6,805,089	2.0413	2,213	7,698
199	Bremerton (Kitsap Co., Wash.)	82.5	.0462	27.1	29.2	31.1	148,094	.0444	1,795	5,465
22	Bridgeport-Stamford-Norwalk (Fairfield Co., Conn.)	633.1	.3543	185.5	204.0	533.6	1,786,615	.5359	2,822	9,631
	Bridgeton, N. J. (See Vineland-Bridgeton)									
200	Bristol-Johnson City-Kingsport	276.3	.1548	70.2	78.1	122.0	371,732	.1116	1,345	5,295
	Tenn. Portion (Carter, Sullivan and Washington Cos., Tenn.)	221.5	.1241	57.4	63.2	98.1	309,156	.0928	1,396	5,386
	Va. Portion (Washington Co., Bristol Independent City, Va.)	54.8	.0307	12.8	14.9	23.9	62,576	.0188	1,142	4,889
23	Brockton (Plymouth Co., Mass.)	228.6	.1280	70.2	76.6	123.5	450,730	.1352	1,972	6,412
201	Brownsville-Harlingen-McAllen (Cameron and Hidalgo Cos., Tex.)	379.5	.2124	89.8	100.7	238.5	398,297	.1194	1,050	4,435
24	Buffalo (Erie and Niagara Cos., N. Y.)	1,338.3	.7490	394.4	412.2	1,079.5	2,728,942	.8185	2,039	6,919
202	Burlington (Alamance Co., N. C.)	82.7	.0463	21.6	23.9	39.8	125,152	.0375	1,513	5,794
203	Burlington (Chittenden Co., Vt.)	70.5	.0395	18.7	23.8	48.7	118,976	.0357	1,688	6,362
204	Butte-Anaconda (Deer Lodge and Silver Bow Cos., Mont.)	79.2	.0443	26.9	27.5	57.4	142,714	.0428	1,802	5,305
25	Canton (Stark Co., Ohio)	332.2	.1859	97.5	110.5	238.2	636,662	.1910	1,917	6,530
205	Casper (Natrona Co., Wyo.)	44.4	.0249	12.7	16.2	38.1	90,511	.0271	2,039	7,127
26	Cedar Rapids (Linn Co., Iowa)	127.3	.0712	40.8	48.0	92.9	246,689	.0740	1,938	6,046
27	Champaign-Urbana (Champaign Co., Ill.)	129.3	.0723	34.2	61.1	88.8	291,184	.0874	2,252	8,514
28	Charleston (Charleston Co., S. C.)	210.5	.1178	57.5	71.4	139.8	276,520	.0829	1,314	4,809
29	Charleston (Kanawha Co., W. Va.)	252.5	.1413	69.5	80.0	168.8	444,599	.1334	1,761	6,397
30	Charlotte (Mecklenburg Co., N. C.)	275.3	.1541	73.9	90.4	203.8	491,540	.1474	1,785	6,651
31	Chattanooga	290.7	.1626	83.5	92.0	198.4	442,603	.1327	1,523	5,301
	Ga. Portion (Walker Co., Ga.)	37.5	.0209	10.2	11.0	12.4	54,737	.0164	1,460	5,366
	Tenn. Portion (Hamilton Co., Tenn.)	253.2	.1417	73.3	80.9	186.0	387,866	.1163	1,532	5,291
206	Cheyenne (Laramie Co., Wyo.)	60.5	.0338	17.2	25.2	42.1	119,858	.0359	1,981	6,968

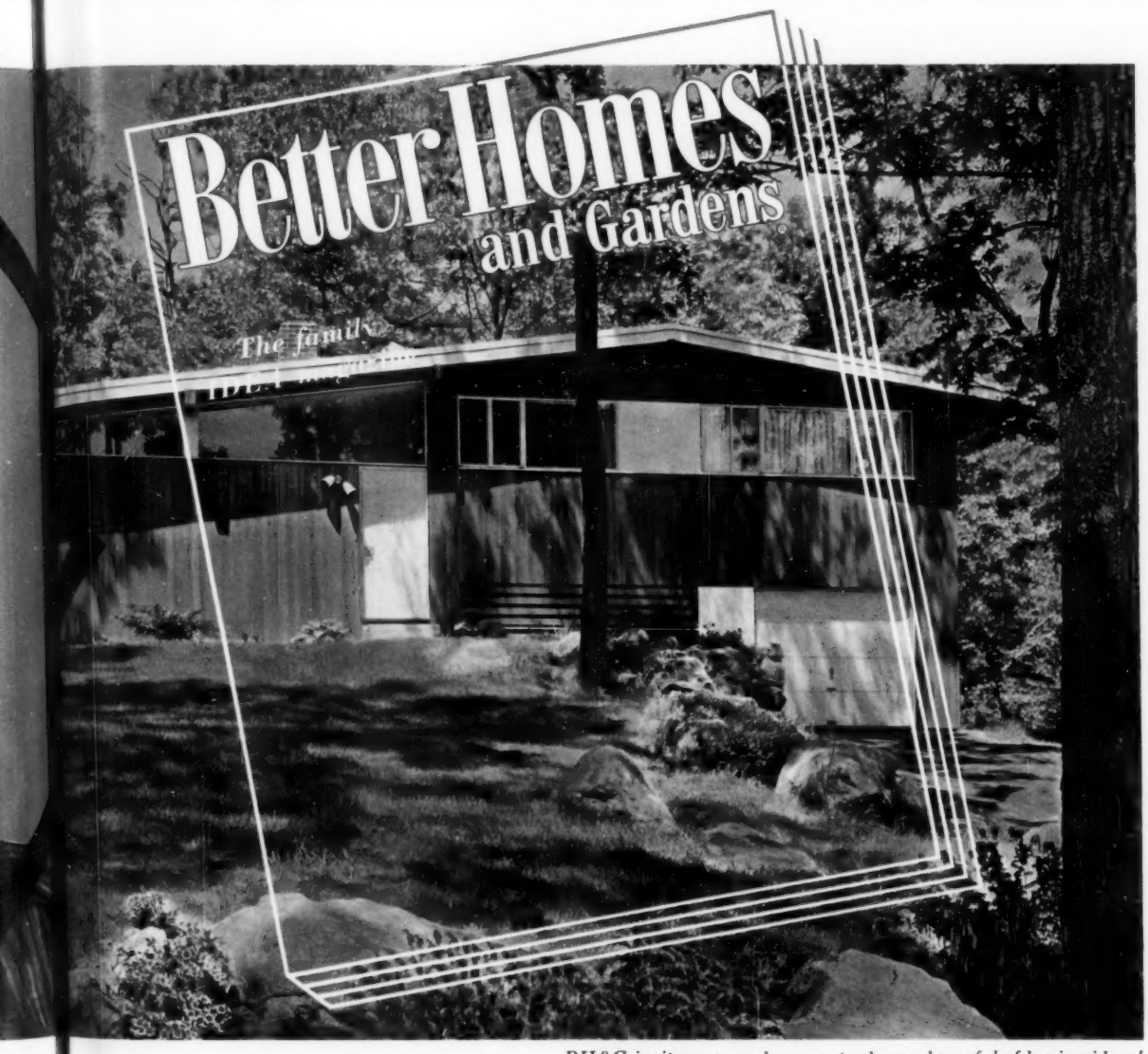
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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREA AND DEFINITION	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME ESTIMATES—1959			
		Total (thousands)	% of U.S.A.	Households (thous.)	Cons. Spend. Units (thous.)	Urbanized Population (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Household
	Greater Chicago Consolidated Area (Cook, DuPage, Kane, Lake, McHenry, Will Cos., Ill. Lake, Porter Cos., Ind.)	*6,674.5*	*3.7355*	*2,046.8*	*2,289.8*	*6,010.7*	*16,259,865*	*4.8771*	*2,436*	*7,946*
32	Chicago (Cook, Du Page, Kane, Lake, McHenry and Will Cos., Ill.)	6,117.9	3.4239	1,885.9	2,101.2	5,530.9	15,128,425	4.5379	2,473	8,022
33	Cincinnati	1,068.8	.5981	338.7	383.6	956.0	2,141,245	.6422	2,003	6,322
	Ky. Portion (Campbell and Kenton Cos., Ky.)	219.7	.1229	68.4	70.5	173.9	367,099	.1101	1,671	5,367
	Ohio Portion (Hamilton Co., Ohio)	849.1	.4752	270.3	313.0	782.1	1,774,146	.5321	2,089	6,564
207	Clarksburg (Harrison Co., W. Va.)	76.8	.0430	21.7	24.4	36.3	126,061	.0387	1,641	5,809
34	Cleveland (Cuyahoga and Lake Cos., Ohio)	1,785.5	.9993	537.5	637.8	1,640.9	4,144,597	1.2432	2,321	7,711
	Clifton, N. J. (See Paterson-Clifton-Passaic)									
208	Clinton (Clinton Co., Iowa)	56.6	.0317	17.5	18.3	37.8	100,022	.0300	1,767	5,716
209	Colorado Springs (El Paso Co., Colo.)	126.0	.0716	35.8	59.3	101.3	245,331	.0736	1,917	6,853
35	Columbia (Lexington and Richland Cos., S. C.)	248.3	.1390	58.1	84.3	158.0	332,601	.0998	1,340	5,725
36	Columbus	245.5	.1374	56.8	104.3	178.7	409,255	.1228	1,667	7,205
	Ala. Portion (Russell Co., Ala.)	46.5	.0260	11.6	12.3	27.9	50,371	.0151	1,083	4,342
	Ga. Portion (Chattahoochee and Muscogee Cos., Ga.)	198.0	.1114	45.2	91.9	150.8	358,884	.1077	1,803	7,940
37	Columbus (Franklin Co., Ohio)	668.2	.3740	198.5	241.2	597.3	1,486,049	.4457	2,224	7,486
38	Corpus Christi (Nueces Co., Tex.)	250.0	.1399	66.6	74.9	216.3	397,240	.1191	1,589	5,965
210	Cumberland (Allegany Co. Md.)	91.8	.0513	26.3	25.8	51.8	141,702	.0425	1,544	5,388
39	Dallas (Collin, Dallas, Denton and Ellis Cos., Tex.)	1,068.4	.5967	324.5	363.5	967.8	2,009,542	.6027	1,884	6,193
211	Danville (Vermilion Co., Ill.)	99.7	.0558	31.8	33.1	55.6	188,212	.0564	1,888	6,233
212	Danville (Pittsylvania Co., and Danville Independent City, Va.)	113.0	.0632	28.7	30.2	55.7	149,060	.0447	1,319	5,194
40	Davenport-Rock Island-Moline	279.7	.1564	85.9	95.4	226.2	562,053	.1746	2,081	6,776
	Ill. Portion (Rock Island Co. Ill.)	150.2	.0890	48.9	53.6	127.0	347,817	.1043	2,185	7,113
	Iowa Portion (Scott Co., Iowa)	129.5	.0674	37.0	41.8	99.2	234,236	.0703	1,944	6,331
41	Dayton (Greene, Miami and Montgomery Cos., Ohio)	683.2	.3879	205.9	246.8	506.1	1,495,325	.4485	2,157	7,262
213	Daytona Beach (Volusia Co., Fla.)	120.7	.0676	39.3	45.7	76.0	207,594	.0622	1,720	5,282
42	Decatur (Macon Co., Ill.)	116.9	.0650	37.1	39.3	92.5	244,428	.0733	2,107	6,588
43	Denver (Adams, Araphoe, Boulder, Denver and Jefferson Cos., Colo.)	895.2	.5011	279.2	315.1	756.9	1,861,579	.5584	2,080	6,668
44	Des Moines (Polk Co., Iowa)	267.6	.1498	88.7	97.7	244.1	544,268	.1632	2,034	6,278
45	Detroit (Macomb, Oakland and Wayne Cos., Mich.)	3,963.5	2.2181	1,135.1	1,279.5	3,372.2	8,618,873	2.5853	2,175	7,593
46	Dubuque (Dubuque Co., Iowa)	82.3	.0461	22.0	27.8	59.9	141,478	.0424	1,719	6,431
47	Duluth-Superior	278.9	.1561	85.8	93.8	208.0	497,704	.1493	1,785	5,801
	Minn. Portion (St. Louis Co., Minn.)	231.0	.1293	71.4	77.1	171.8	416,544	.1249	1,803	5,834
	Wisc. Portion (Douglas Co., Wisc.)	47.9	.0268	14.4	16.7	36.2	81,160	.0244	1,694	5,636
48	Durham (Durham Co., N. C.)	115.5	.0647	29.9	40.5	95.7	190,965	.0573	1,653	6,387
	East Chicago, Ind. (See Gary-Hammond-East Chicago)									
	East Grand Forks Minn. (See Grand Forks-East Grand Forks)									
	Easton, Pa. (See Allentown-Bethlehem-Easton)									
214	Eau Claire (Chippewa and Eau Claire Cos., Wisc.)	111.6	.0624	31.4	35.3	60.7	178,030	.0534	1,595	5,670
49	El Paso (El Paso Co., Tex.)	330.0	.1847	86.9	119.2	304.3	555,280	.1666	1,683	6,390
215	Elkhart (Elkhart Co., Ind.)	101.3	.0567	31.7	35.3	59.5	204,012	.0612	2,014	6,436
216	Elmira (Chemung Co., N. Y.)	98.5	.0551	30.4	31.4	73.0	192,790	.0578	1,957	6,342
	Elyria, Ohio (See Lorain-Elyria)									
217	Enid (Garfield Co., Okla.)	46.8	.0262	14.6	16.5	43.2	83,667	.0251	1,788	5,731
50	Erie (Erie Co., Pa.)	236.8	.1326	68.9	79.3	191.1	466,478	.1400	1,970	6,770
218	Eugene (Lane Co. Ore.)	151.8	.0849	47.7	51.7	73.0	278,828	.0837	1,837	5,845
51	Evansville	214.8	.1203	66.6	72.9	175.9	380,985	.1142	1,774	5,720
	Ind. Portion (Vanderburgh Co., Ind.)	180.4	.1010	56.1	62.3	154.9	335,399	.1006	1,859	5,979
	Ky. Portion (Henderson Co., Ky.)	34.4	.0193	10.5	10.6	21.0	45,586	.0136	1,325	4,342
52	Fall River-New Bedford (Bristol Co., Mass.)	398.4	.2230	120.7	127.8	340.5	748,027	.2237	1,873	6,181
219	Fargo (Cass Co., N. D.)	71.6	.0400	20.2	24.7	49.5	127,735	.0384	1,784	6,324
	Farrell, Pa. (See Sharon-Farrell-Sharpsville)									
220	Fayetteville (Cumberland Co., N. C.)	140.8	.0788	30.7	58.2	56.9	174,545	.0524	1,240	5,686
53	Flint (Genesee Co., Mich.)	393.9	.2204	116.0	125.2	259.3	842,992	.2528	2,140	7,267
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Colbert and Lauderdale Cos., Ala.)	100.0	.0610	28.6	31.9	58.8	146,667	.0440	1,346	5,128
222	Fond du Lac (Fond du Lac Co., Wisc.)	75.4	.0422	21.6	25.1	41.1	129,120	.0387	1,712	5,978
223	Fort Lauderdale (Broward Co., Fla.)	296.5	.1660	91.7	103.1	170.8	548,864	.1646	1,851	5,985
54	Fort Smith (Sebastian Co., Ark.)	66.4	.0371	18.5	28.6	62.7	111,912	.0336	1,685	6,049
55	Fort Wayne (Allen Co., Ind.)	229.2	.1283	71.1	81.3	188.6	479,598	.1439	2,092	6,745
56	Fort Worth (Johnson and Tarrant Cos., Tex.)	611.9	.3425	188.7	211.6	532.5	1,100,240	.3301	1,798	5,293
57	Fresno (Fresno Co., Cal.)	360.9	.1963	107.1	110.2	201.0	669,563	.2009	1,908	6,252
58	Gadsden (Etowah Co., Ala.)	100.2	.0561	27.2	29.4	76.8	145,316	.0436	1,450	5,343
224	Gainesville (Alachua Co., Fla.)	78.6	.0440	19.7	28.5	33.2	112,366	.0337	1,430	5,704
225	Galesburg (Knox Co., Ill.)	57.3	.0321	18.7	20.1	38.6	118,053	.0354	2,060	6,313
59	Galveston (Galveston Co., Tex.)	126.1	.0706	37.3	42.2	123.3	229,482	.0661	1,748	5,911
60	Gary-Hammond-East Chicago (Lake and Porter Cos., Ind.)	556.6	.3113	160.3	188.6	479.8	1,130,840	.3392	2,032	7,055
226	Gastonia (Gaston Co., N. C.)	130.9	.0733	33.2	38.9	71.7	183,185	.0549	1,399	5,518
227	Grand Forks-East Grand Forks	86.6	.0486	23.9	28.2	54.4	141,153	.0422	1,626	5,906
	Minn. Portion (Polk Co., Minn.)	38.4	.0215	10.7	11.6	14.4	59,585	.0178	1,552	5,569
	N. D. Portion (Grand Forks Co., N. D.)	48.4	.0271	13.2	16.6	40.0	81,568	.0244	1,685	6,179
61	Grand Rapids (Kent Co., Mich.)	349.4	.1958	108.7	115.1	262.1	699,721	.2099	2,003	6,558
228	Great Falls (Cascade Co., Mont.)	75.4	.0422	23.1	28.0	54.6	145,810	.0437	1,934	6,312

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREA AND DEFINITION	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME ESTIMATES—1959			
		Total (thousands)	% of U.S.A.	Households (thous.)	Cons. Spend. Units (thous.)	Urbanized Population (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Household
62	Green Bay (Brown Co., Wisc.)	122.1	.0683	33.4	37.9	86.0	208,569	.0626	1,708	6,245
63	Greensboro-High Point (Guilford Co., N. C.)	233.8	.1309	61.5	78.0	183.3	398,642	.1196	1,705	6,482
64	Greenville (Greenville Co., S. C.)	206.4	.1156	56.8	65.6	117.6	310,203	.0930	1,503	5,461
229	Greenville (Washington Co., Miss.)	74.4	.0416	21.1	23.1	44.3	80,317	.0241	1,080	3,806
	Gulfport, Miss. (See Biloxi-Gulfport)									
55	Fort Wayne (Allen Co., Ind.)	229.2	.1283	71.1	81.3	169.6	479,598	.1439	2,092	6,745
230	Hagerstown (Washington Co., Md.)	93.4	.0523	26.6	28.7	40.2	160,371	.0481	1,717	6,029
65	Hamilton-Middletown (Butler Co., Ohio)	187.4	.1049	53.8	65.8	136.7	371,140	.1114	1,980	6,899
	Hammond, Ind. (See Gary-Hammond-East Chicago)									
	Hampton, Va. (See Newport News-Hampton)									
	Harlingen, Tex. (See Brownsville-Harlingen-McAllen)									
66	Harrisburg (Dauphin and Cumberland Cos., Pa.)	345.4	.1933	102.4	120.3	220.8	672,466	.2017	1,947	6,567
67	Hartford-New Britain (Hartford Co., Conn.)	660.1	.3694	191.9	225.8	533.7	1,671,563	.5014	2,532	8,711
	Hazleton, Pa. (See Wilkes-Barre-Hazleton)									
	High Point, N. C. (See Greensboro-High Point)									
	Holyoke, Mass. (See Springfield-Holyoke)									
	Hopewell, Va. (See Petersburg-Hopewell)									
68	Honolulu (Honolulu Co., Hawaii)	520.5	.2913	119.7	177.7	373.6	937,973	.2814	1,802	7,836
69	Houston (Harris Co., Tex.)	1,212.0	.6783	362.4	409.4	1,209.4	2,313,109	.6938	1,909	6,383
70	Huntington-Ashland	270.4	.1513	75.1	83.0	172.5	409,546	.1229	1,515	5,453
	Ky. Portion (Boyd Co., Ky.)	55.7	.0312	15.3	16.4	43.9	81,628	.0245	1,465	5,335
	Ohio Portion (Lawrence Co., Ohio)	55.5	.0311	15.7	16.7	22.7	79,163	.0238	1,426	5,042
	W. Va. Portion (Cabell and Wayne Cos., W. Va.)	159.2	.0890	44.1	49.9	105.9	248,755	.0746	1,563	5,641
231	Huntsville (Madison Co., Ala.)	108.4	.0607	27.8	33.5	74.9	126,209	.9384	1,183	4,612
232	Hutchinson (Reno Co., Kans.)	80.7	.0340	19.8	21.8	38.7	111,038	.0333	1,829	5,608
71	Indianapolis (Marion Co., Ind.)	689.1	.3857	217.8	257.0	588.6	1,516,230	.4548	2,200	6,962
72	Jackson (Jackson Co., Mich.)	130.9	.0733	38.3	41.9	70.6	242,582	.0727	1,853	6,334
73	Jackson (Hinds Co., Miss.)	174.4	.0976	47.9	58.6	134.8	258,168	.0774	1,480	5,390
74	Jacksonville (Duval Co., Fla.)	451.5	.2527	127.4	150.5	340.6	788,027	.2364	1,745	6,185
233	Jamestown (Chautauqua Co., N. Y.)	149.6	.0837	47.5	47.5	86.6	286,612	.0860	1,916	6,034
	Janesville, Wisc. (See Beloit-Janesville)									
	Johnson City, Tenn. (See Bristol-Johnson City-Kingsport)									
75	Jersey City (Hudson Co., N. J.)	646.4	.3617	190.4	218.7	641.1	1,369,295	.4108	2,118	7,192
76	Johnstown (Cambria and Somerset Cos., Pa.)	282.9	.1583	76.2	84.3	147.6	427,531	.1282	1,511	5,611
234	Joplin (Jasper and Newton Cos., Mo.)	113.5	.0636	38.0	39.7	69.9	180,883	.0543	1,594	4,760
77	Kalamazoo (Kalamazoo Co., Mich.)	162.5	.0909	48.7	55.1	109.6	322,008	.0966	1,982	6,612
235	Kankakee (Kankakee Co., Ill.)	93.2	.0521	23.8	35.6	41.8	160,937	.0483	1,727	6,762
78	Kansas City	1,050.7	.5880	344.7	387.2	918.1	2,298,408	.6894	2,188	6,668
	Kans. Portion (Johnson and Wyandotte Cos., Kans.)	334.2	.1870	104.1	106.5	268.9	681,440	.2044	2,039	6,546
	Mo. Portion (Clay and Jackson Cos., Mo.)	716.5	.4010	240.6	280.7	649.2	1,616,968	.4850	2,257	6,721
	Kennewick, Wash. (See Pasco-Kennewick-Richland)									
79	Kenosha (Kenosha Co., Wisc.)	99.1	.0554	30.0	32.0	64.4	194,369	.0583	1,961	6,479
	Kingsport, Tenn. (See Bristol-Johnson City-Kingsport)									
80	Knoxville (Anderson, Blount and Knox Cos., Tenn.)	373.8	.2092	100.9	114.1	215.1	565,919	.1698	1,514	5,609
236	Kokomo (Howard Co., Ind.)	65.0	.0364	20.2	22.4	46.6	123,403	.0370	1,899	6,109
237	La Crosse (La Crosse Co., Wisc.)	73.2	.0409	21.1	24.4	57.3	128,797	.0386	1,760	6,104
238	Lafayette (Tippecanoe Co., Ind.)	91.6	.0513	25.8	39.4	55.5	180,630	.0542	1,972	7,001
239	Lafayette (Lafayette Co., La.)	78.7	.0440	20.7	23.1	50.2	106,537	.0320	1,354	5,147
240	Lake Charles (Calcasieu Parish, La.)	139.4	.0781	39.4	45.5	94.3	242,017	.0726	1,736	6,143
241	Lakeland (Polk Co., Fla.)	186.5	.1044	56.6	57.7	95.3	298,601	.0896	1,601	5,276
81	Lancaster (Lancaster Co., Pa.)	267.5	.1497	76.7	89.1	125.6	552,078	.1656	2,064	7,198
82	Lansing (Clinton, Eaton and Ingham Cos., Mich.)	303.7	.1699	89.4	106.3	204.5	615,848	.1846	2,028	6,889
83	Laredo (Webb Co., Tex.)	72.0	.0403	16.1	18.7	68.0	68,531	.0206	953	4,263
242	Las Vegas (Clark Co., Nev.)	130.8	.0732	41.4	53.9	79.7	290,422	.0871	2,220	7,015
243	Lawton (Comanche Co., Okla.)	79.7	.0446	19.1	34.4	59.1	127,008	.0381	1,594	6,650
244	Lebanon (Lebanon Co., Pa.)	86.9	.0486	25.0	27.5	50.1	153,995	.0462	1,772	6,160
84	Lewiston-Auburn (Androscoggin Co., Me.)	82.7	.0462	23.9	28.1	75.6	151,259	.0453	1,829	6,329
85	Lexington (Fayette Co., Ky.)	125.4	.0702	36.0	44.7	91.3	203,478	.0610	1,623	5,652
86	Lima (Allen Co., Ohio)	103.7	.0580	31.2	35.6	63.2	198,236	.0595	1,912	6,354
87	Lincoln (Lancaster Co., Nebr.)	148.5	.0831	47.3	58.8	133.7	297,382	.0892	2,003	6,287
88	Little Rock-North Little Rock (Pulaski Co., Ark.)	260.0	.1455	78.1	88.7	208.4	420,622	.1262	1,618	5,386
	Long Beach, Cal. (See Los Angeles-Long Beach)									
245	Longview (Gregg Co., Tex.)	73.1	.0409	22.8	23.9	71.6	124,655	.0374	1,705	5,467
89	Lorain-Elyria (Lorain Co., Ohio)	211.7	.1185	61.3	73.5	140.1	432,722	.1298	2,044	7,059
90	Los Angeles-Long Beach (Los Angeles and Orange Cos., Cal.)	6,624.2	3.7072	2,220.8	2,456.4	6,076.2	15,318,459	4.5951	2,312	6,898
91	Louisville	702.4	.3931	211.4	233.0	555.6	1,225,445	.3676	1,745	5,797
	Ind. Portion (Clark and Floyd Cos., Ind.)	119.4	.0668	36.0	37.5	76.2	191,126	.0573	1,601	5,309
	Ky. Portion (Jefferson Co., Ky.)	583.0	.3263	175.4	195.5	479.4	1,034,319	.3103	1,774	5,897
92	Lubbock (Lubbock Co., Tex.)	175.5	.0982	49.3	60.3	157.9	325,913	.0977	1,857	6,611
93	Lynchburg (Amherst and Campbell Cos., and Lynchburg Independent City, Va.)	111.1	.0622	28.3	32.6	61.2	152,450	.0457	1,372	5,387
	McAllen, Tex. (See Brownsville, Harlingen-McAllen)									
94	Macon (Bibb and Houston Cos., Ga.)	178.7	.1000	49.1	61.1	134.5	272,995	.0820	1,528	5,560

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5th in AMERICA in FOOD ADVERTISING

FOR the year 1959 The Kansas City Star ranked 5th in America in Food advertising. This is no new distinction. In each of the past seven years it has been in fifth position or better.

The Star's high rank in food advertising stamps Kansas City as one of the HOTTEST GROCERY MARKETS in the nation. It means Kansas City grocers are wide-awake, intensely competitive—the kind who latch onto newspaper-advertised promotions and march them down the road to success.

For big sales action in America's 18th largest market, schedule The Star!

Leading Newspapers in Food Advertising

(Retail Grocers, Groceries of Department Stores, General Groceries)

	1959 Linage
1. Miami Herald—M & S	6,314,451
2. Chicago Daily News—E	5,014,441
3. Norfolk Virginian-Pilot and Portsmouth Star—M & S	4,764,447
4. Milwaukee Journal—E & S	4,286,219
*5. The Kansas City Star—M & E	4,240,679
6. Tampa Tribune—M & S	4,231,986
7. Salt Lake City Tribune—M & S	4,148,154
8. Toledo Blade—E & S	4,130,626
9. Chicago Tribune—M & S	4,103,300
10. San Diego Union—M & S	4,101,227
11. N. Orleans Times-Picayune—M & S	4,024,643
12. Houston Chronicle—E & S	3,986,909
13. Washington Star—E & S	3,950,936
14. Ft. Worth Star Telegram—E & S	3,936,746
15. Seattle Times—E & S	3,894,622
16. Minneapolis Star & Tribune—E & S	3,882,345
17. Dallas Times Herald—E & S	3,860,744
18. Denver Post—E & S	3,812,462
19. San Diego Tribune—E	3,805,324
20. Washington Post—M & S	3,726,107
21. Portland Oregonian—M & S	3,711,166
22. Grand Rapids Press—E & S	3,696,295
23. Houston Post—M & S	3,621,977
24. St. Paul Pioneer Press & Dispatch—E & S	3,621,421
25. St. Petersburg Times—M & S	3,594,131

*This listing credits The Kansas City Star with the food linage carried in its morning and Sunday issues only. The Star's total linage for morning, evening and Sunday is 5,000,553 lines.

Compiled by Media Records

THE KANSAS CITY STAR

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREA AND DEFINITION	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME ESTIMATES—1959			
		Total (thousands)	% of U.S.A.	Households (thous.)	Cons. Spend. Units (thous.)	Urbanized Population (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Household
95	Madison (Dane Co., Wisc.)	216.5	.1211	61.2	83.5	138.2	442,458	.1328	2,044	7,230
96	Manchester (Hillsborough Co., N. H.)	168.2	.0941	50.3	57.6	128.0	328,193	.0984	1,951	6,525
248	Manitowoc-Two Rivers (Manitowoc Co., Wisc.)	71.7	.0401	20.8	23.6	44.6	122,297	.0367	1,706	5,880
247	Mansfield (Richland Co., Ohio)	111.0	.0622	32.8	37.8	72.2	226,673	.0680	2,040	6,905
248	Marion (Grant Co., Ind.)	78.2	.0426	23.3	26.2	47.0	126,441	.0380	1,659	5,427
249	Marion (Marion Co., Ohio)	58.8	.0329	18.1	19.9	41.1	104,737	.0314	1,781	5,787
250	Mason City (Cerro Gordo Co., Iowa)	53.3	.0298	16.7	18.0	40.2	98,328	.0295	1,845	5,888
97	Memphis (Shelby Co., Tenn.)	590.0	.3302	188.1	206.9	510.6	1,015,759	.3047	1,722	6,043
	Meriden, Conn. (See New Haven-Waterbury-Meriden)									
251	Meridian (Lauderdale Co., Miss.)	66.5	.0372	19.6	20.7	54.2	81,146	.0244	1,220	4,140
98	Miami (Dade Co., Fla.)	915.1	.5121	281.5	335.9	782.7	1,923,074	.5768	2,101	6,832
252	Michigan City (La Porte Co., Ind.)	92.0	.0515	27.4	28.5	56.9	161,473	.0485	1,755	5,893
253	Middletown (Middlesex Co., Conn.)	82.1	.0460	23.2	26.2	44.1	181,404	.0544	2,210	7,819
	Middletown, Ohio (See Hamilton-Middletown)									
254	Midland (Midland Co., Tex.)	62.2	.0348	18.9	20.2	58.1	141,772	.0425	2,279	7,501
99	Milwaukee (Milwaukee and Waukesha Cos., Wisc.)	1,202.0	.6726	368.3	409.1	1,020.6	2,487,963	.7463	2,070	6,983
100	Minneapolis-St. Paul (Anoka, Dakota, Hennepin, Ramsey and Washington Cos., Minn.)	1,410.2	.7894	424.5	481.3	1,178.2	2,878,885	.8638	2,041	6,782
101	Mobile (Mobile Co., Ala.)	262.5	.1581	78.2	88.2	245.1	428,116	.1284	1,515	5,475
255	Modesto (Stanislaus Co., Cal.)	146.5	.0820	45.3	45.8	83.9	269,152	.0808	1,837	5,942
	Moline, Ill. (See Davenport-Rock Island-Moline)									
256	Monroe-West Monroe (Ouachita Parish, La.)	88.1	.0499	25.7	28.9	67.2	141,697	.0425	1,580	5,514
102	Montgomery (Montgomery Co., Ala.)	165.5	.0926	46.4	55.8	134.4	265,069	.0795	1,602	5,713
103	Muncie (Delaware Co., Ind.)	110.0	.0615	34.3	39.5	71.3	210,004	.0630	1,909	6,123
	Muscle Shoals, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)									
104	Muskegon-Muskegon Heights (Muskegon Co., Mich.)	147.9	.0828	43.9	46.8	100.2	256,252	.0769	1,733	5,837
	Muskegon Heights, Mich. (See Muskegon-Muskegon Heights)									
105	Nashville (Davidson Co., Tenn.)	380.1	.2127	107.7	130.6	284.5	648,457	.1945	1,706	6,021
	New Bedford, Mass. (See Fall River-New Bedford)									
	New Britain, Conn. (See Hartford-New Britain)									
239	New Brunswick-Perth Amboy (Middlesex and Somerset Cos., N. J.)	500.0	.2799	142.6	162.9	391.4	1,093,283	.3279	2,187	7,667
260	New Castle (Lawrence Co., Pa.)	107.5	.0602	31.2	34.7	65.2	203,257	.0610	1,891	6,515
107	New Haven-Waterbury-Meriden (New Haven Co., Conn.)	627.6	.3512	184.9	215.6	560.1	1,515,833	.4547	2,415	8,198
261	New London-Norwich (New London Co., Conn.)	178.5	.0999	52.2	63.4	97.6	397,056	.1191	2,224	7,606
108	New Orleans (Jefferson, Orleans and St. Bernard Parish, La.)	838.8	.4700	244.1	272.9	757.6	1,454,682	.4364	1,732	5,960
	Greater New York Consolidated Area (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, Westchester Cos., N. Y. Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Union Cos., N. J.)	*14,679.9*	*8.2155*	*4,479.9*	*4,884.6*	*13,760.1*	*35,170,803*	*10.4598*	*2,396*	*7,863*
110	New York (Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester Cos., N. Y.)	16,626.4	5.9482	3,268.4	3,539.0	10,076.6	25,524,236	7.6563	2,402	7,809
109	Newark (Essex, Morris and Union Cos., N. J.)	1,719.7	.9624	506.6	574.2	1,568.4	4,201,968	1.2604	2,443	8,294
257	Newark (Licking Co., Ohio)	67.7	.0491	27.2	31.7	44.4	160,261	.0480	1,827	5,892
258	Newburgh (Orange Co., N. Y.)	176.5	.0988	52.8	57.2	85.9	337,509	.1013	1,912	6,392
109	Newport News-Hampton (Newport News and Hampton Independent Cities, and York Co., Va.)	215.6	.1206	56.4	76.0	193.5	367,563	.1102	1,705	6,518
111	Norfolk-Portsmouth (Norfolk and Princess Anne Cos., Norfolk, South Norfolk, Portsmouth and Virginia Beach Independent Cities, Va.)	597.1	.3341	168.0	232.7	527.7	1,092,576	.3278	1,830	6,503
	North Little Rock (See Little Rock-North Little Rock)									
	Norwalk, Conn. (See Bridgeport-Stamford-Norwalk)									
	Norwich, Conn. (See New London-Norwich)									
	Oakland, Cal. (See San Francisco-Oakland)									
262	Odessa (Ector Co., Tex.)	91.4	.0511	27.5	28.8	66.9	185,758	.0558	2,032	6,755
112	Ogden (Weber Co., Utah)	108.7	.0608	31.2	33.1	90.4	189,119	.0568	1,740	6,062
113	Oklahoma City (Cleveland and Oklahoma Cos., Okla.)	473.4	.2649	148.1	163.4	420.3	872,906	.2619	1,844	5,894
114	Omaha	444.3	.2485	134.0	159.9	394.0	853,887	.2561	1,922	6,372
	Iowa Portion (Pottawattamie Co., Iowa)	75.0	.0419	23.1	24.5	54.2	127,346	.0382	1,698	5,513
	Nebr. Portion (Douglas and Sarpy Cos., Nebr.)	369.3	.2066	110.9	135.4	339.8	726,541	.2179	1,967	6,551
	Ontario, Cal. (See San Bernardino-Riverside-Ontario)									
115	Orlando (Orange and Seminole Cos., Fla.)	306.1	.1708	96.3	107.4	148.7	533,033	.1599	1,747	5,535
263	Oshkosh (Winnebago Co., Wisc.)	111.1	.0622	32.8	36.0	62.6	195,675	.0587	1,761	5,966
264	Owensboro (Daviess Co., Ky.)	66.5	.0373	19.5	20.7	54.5	95,360	.0286	1,434	4,890
	Oxnard, Cal. (See Ventura-Oxnard)									
265	Paducah (McCracken Co., Ky.)	57.3	.0320	16.2	19.3	46.5	85,510	.0256	1,495	4,698
266	Panama City (Bay Co., Fla.)	68.3	.0382	18.2	21.3	34.2	105,891	.0317	1,550	5,818
267	Parkersburg (Wood Co., W. Va.)	89.2	.0499	26.7	28.3	64.7	140,141	.0420	1,571	5,249
268	Pasco-Kennewick-Richland (Benton and Franklin Cos., Wash.)	94.7	.0531	28.0	35.8	58.4	190,471	.0569	2,106	7,124
	Passaic, N. J. (See Paterson-Clifton-Passaic)									
1118	Paterson-Clifton-Passaic (Bergen and Passaic Cos., N. J.)	1,185.4	.6634	364.9	389.8	1,072.6	2,982,001	.8944	2,516	8,172
117	Pensacola (Escambia and Santa Rosa Cos., Fla.)	205.6	.1150	54.3	72.3	116.4	318,602	.0955	1,550	5,867
118	Peoria (Peoria and Tazewell Cos., Ill.)	294.7	.1649	91.3	99.7	214.5	640,902	.1923	2,175	7,020
	Perth Amboy, N. J. (See New Brunswick-Perth Amboy)									
269	Petersburg-Hopewell (Dinwiddie and Prince George Cos., Petersburg, Hopewell Colonial Heights Independent Cities, Va.)	113.9	.0638	28.1	41.8	88.9	181,075	.0543	1,590	6,444

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREA AND DEFINITION	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME ESTIMATES—1959			
		Total (thousands)	% of U.S.A.	Households (thous.)	Cons. Spend. Units (thous.)	Urbanized Population (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Household
119	Philadelphia	4,439.1	2.4843	1,274.5	1 519.3	3,578.7	9,329,319	2.7983	2,102	7,320
	N. J. Portion (Burlington, Camden and Gloucester Cos., N. J.)	686.3	.3841	195.1	234.4	466.8	1,417,860	.4253	2,066	7,267
	Pa. Portion (Bucks, Chester, Delaware, Montgomery and Philadelphia Cos., Pa.)	3,752.8	2.1002	1,079.4	1,284.9	3,111.9	7,911,459	2.3730	2,108	7,329
120	Phoenix (Maricopa Co., Ariz.)	630.2	.3527	182.8	204.6	595.0	1,083,760	.3251	1,720	5,929
121	Pittsburgh (Allegheny, Beaver, Washington and Westmoreland Cos., Pa.)	2,381.5	1.3329	683.7	783.6	1,859.3	4,668,686	1.4004	1,960	6,829
122	Pittsfield (Berkshire Co., Mass.)	139.6	.0781	41.9	45.8	112.6	284,856	.0855	2,041	6,798
	Port Arthur, Tex. (See Beaumont-Port Arthur)									
270	Port Huron (St. Clair Co., Mich.)	105.0	.0588	31.2	32.4	57.3	183,737	.0551	1,750	5,889
123	Portland (Cumberland Co., Me.)	175.6	.0983	51.8	61.7	143.6	322,512	.0967	1,837	6,226
124	Portland	864.7	.4838	290.7	307.9	583.4	1,646,714	.4939	1,904	5,665
	Ore. Portion (Clackamas, Multnomah and Washington Cos., Ore.)	774.7	.4335	262.1	278.9	534.3	1,492,981	.4478	1,927	5,696
	Wash. Portion (Clark Co., Wash.)	90.0	.0503	28.6	29.0	49.1	153,733	.0461	1,708	5,375
271	Portsmouth (Scioto Co., Ohio)	104.1	.0582	30.4	32.4	55.1	153,976	.0462	1,479	5,065
	Portsmouth, Va. (See Norfolk-Portsmouth)									
272	Poughkeepsie (Dutchess Co., N. Y.)	172.0	.0962	45.6	52.1	93.1	324,760	.0974	1,888	7,122
125	Providence (Bristol, Kent and Providence Cos., R. I.)	715.9	.4006	213.6	240.9	648.5	1,351,420	.4054	1,888	6,327
273	Provo (Utah Co., Utah)	110.1	.0617	28.2	30.8	74.8	154,313	.0463	1,402	5,472
126	Pueblo (Pueblo Co., Colo.)	114.1	.0639	32.4	32.7	102.0	193,271	.0597	1,694	5,965
274	Quincy (Adams Co., Ill.)	66.1	.0370	21.2	22.4	48.5	119,435	.0358	1,807	5,634
127	Racine (Racine Co., Wisc.)	135.1	.0756	40.4	43.9	96.2	279,648	.0839	2,070	6,922
128	Raleigh (Wake Co., N. C.)	166.5	.0932	41.0	56.8	96.7	262,818	.0789	1,578	6,410
275	Rapid City (Pennington Co., S. D.)	58.1	.0325	18.2	20.1	47.5	91,890	.0276	1,582	5,049
129	Reading (Berks Co., Pa.)	271.7	.1520	80.7	93.7	175.9	558,183	.1675	2,054	6,917
276	Reno (Washoe Co., Nev.)	84.6	.0474	28.0	34.7	65.6	207,494	.0622	2,453	7,411
	Richland, Wash. (See Pasco-Kennewick-Richland)									
130	Richmond (Chesterfield and Henrico Cos., Richmond Independent City, Va.)	416.3	.2331	113.8	136.0	306.8	754,051	.2261	1,811	6,626
277	Richmond (Wayne Co., Ind.)	76.6	.0428	23.1	26.2	48.5	138,896	.0417	1,813	6,013
	Riverside, Cal. (See San Bernardino-Riverside-Ontario)									
131	Roanoke (Roanoke Co., Roanoke Independent City, Va.)	160.0	.0895	43.8	50.5	129.3	278,846	.0836	1,742	6,362
132	Rochester (Monroe Co., N. Y.)	585.0	.3274	181.3	190.4	472.3	1,300,314	.3901	2,223	7,172
278	Rochester (Olmsted Co., Minn.)	58.3	.0326	16.2	19.3	39.2	104,343	.0312	1,790	6,441
133	Rockford (Winnebago Co., Ill.)	196.2	.1098	62.0	66.3	149.7	443,488	.1330	2,260	7,153
	Rock Island, Ill. (See Davenport-Rock Island-Moline)									
279	Rocky Mount (Edgecombe Co., N. C.)	116.8	.0653	28.1	30.0	42.3	138,760	.0416	1,188	4,938
	Rome, N. Y. (See Utica-Rome)									
134	Sacramento (Sacramento Co., Cal.)	468.3	.2621	146.6	167.4	322.1	1,086,008	.3258	2,319	7,408
135	Saginaw (Saginaw Co., Mich.)	190.6	.1067	55.0	58.8	128.2	352,815	.1058	1,851	6,415
280	St. Cloud (Stearns Co., Minn.)	84.4	.0472	19.9	24.8	34.0	118,903	.0357	1,409	5,975
	St. Joseph, Mich. (See Benton Harbor-St. Joseph)									
136	St. Joseph (Buchanan Co., Mo.)	103.6	.0580	32.7	37.6	94.0	193,374	.0580	1,867	5,914
137	St. Louis	2,089.3	1.1692	642.5	723.9	1,741.8	4,274,416	1.2822	2,046	6,653
	Ill. Portion (Madison and St. Clair Cos., Ill.)	473.2	.2648	145.1	157.7	330.5	923,728	.2771	1,952	6,366
	Mo. Portion (Jefferson, St. Charles and St. Louis Cos., St. Louis City, Mo.)	1,616.1	.9044	497.4	566.2	1,411.3	3,350,688	1.0051	2,073	6,736
	St. Paul, Minn. (See Minneapolis-St. Paul)									
	St. Petersburg, Fla. (See Tampa-St. Petersburg)									
281	Salem (Marion and Polk Cos., Ore.)	148.1	.0829	45.0	47.3	61.7	237,448	.0712	1,603	5,277
138	Salt Lake City (Salt Lake Co., Utah)	380.1	.2128	110.4	116.3	292.8	698,618	.2096	1,838	6,328
139	San Angelo (Tom Green Co., Tex.)	74.1	.0415	21.5	25.4	67.0	126,898	.0381	1,713	5,902
140	San Antonio (Bexar Co., Tex.)	660.1	.3694	180.0	232.8	602.4	988,900	.2966	1,498	5,494
141	San Bernardino-Riverside-Ontario (Riverside and San Bernardino Cos., Cal.)	755.8	.4229	243.8	264.3	446.3	1,438,416	.4314	1,903	5,900
142	San Diego (San Diego Co., Cal.)	983.6	.5505	290.2	408.2	834.4	2,106,045	.6318	2,141	7,257
143	San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Cos., Cal.)	2,731.2	1.5286	893.0	51.8	2,520.9	6,904,885	2.0712	2,528	7,732
144	San Jose (Santa Clara Co., Cal.)	613.0	.3431	188.6	209.1	471.4	1,308,244	.3924	2,134	6,937
282	Sandusky (Erie Co., Ohio)	69.9	.0391	21.4	23.1	38.5	132,778	.0398	1,900	6,205
145	Santa Barbara (Santa Barbara Co., Cal.)	146.2	.0818	47.4	55.0	88.1	321,495	.0965	2,199	6,783
283	Santa Rosa (Sonoma Co., Cal.)	145.0	.0811	48.4	54.3	56.8	291,315	.0873	2,009	6,019
284	Sarasota (Sarasota Co., Fla.)	67.3	.0377	22.1	24.1	39.8	124,417	.0374	1,849	5,630
146	Savannah (Chatham Co., Ga.)	183.1	.1025	53.9	63.0	151.9	290,159	.0870	1,585	5,383
	Schenectady, N. Y. (See Albany-Schenectady-Troy)									
147	Scranton (Lackawanna Co., Pa.)	246.5	.1379	71.1	78.9	236.5	404,138	.1212	1,640	5,684
148	Seattle (King and Snohomish Cos., Wash.)	1,072.0	.5999	363.2	409.1	774.8	2,291,519	.6874	2,138	6,309
285	Sharon-Farrell-Sharpsville (Mercer Co., Pa.)	116.3	.0651	33.2	37.9	68.9	227,822	.0683	1,959	6,862
	Sharpsville, Pa. (See Sharon-Farrell-Sharpsville)									
286	Sheboygan (Sheboygan Co., Wisc.)	90.6	.0507	27.3	29.3	59.9	164,883	.0495	1,820	6,040
	Sheffield, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)									
149	Shreveport (Bossier and Caddo Parishes, La.)	260.6	.1458	72.7	91.7	199.8	441,019	.1322	1,692	6,066
150	Sioux City (Woodbury Co., Iowa)	107.0	.0599	33.7	37.3	95.3	199,891	.0599	1,868	5,931
151	Sioux Falls (Minnehaha Co., S. D.)	86.5	.0484	26.7	29.8	70.9	154,615	.0464	1,787	5,791
152	South Bend (St. Joseph Co., Ind.)	242.8	.1359	72.2	88.4	194.2	545,349	.1635	2,246	7,553
287	Spartanburg (Spartanburg Co., S. C.)	163.5	.0915	42.7	47.9	62.8	214,561	.0644	1,312	5,025
153	Spokane (Spokane Co., Wash.)	291.1	.1629	95.1	106.3	226.2	578,498	.1735	1,987	6,083

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREA AND DEFINITION	SM POPULATION ESTIMATES, 1/1/60					SM EFFECTIVE BUYING INCOME ESTIMATES—1959			
		Total (thousands)	% of U.S.A.	Households (thous.)	Cons. Spend. Units (thous.)	Urbanized Population (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per Household
154	Springfield (Sangamon Co., Ill.)	145.2	.0812	47.1	50.7	107.7	306,418	.0919	2,110	6,506
155	Springfield-Holyoke (Hampden and Hampshire Cos., Mass.)	472.3	.2643	136.2	169.1	418.2	1,015,329	.3045	2,150	7,455
156	Springfield (Greene Co., Mo.)	127.5	.0714	42.3	46.0	113.8	223,113	.0670	1,750	5,275
157	Springfield (Clark Co., Ohio)	130.4	.0730	39.6	45.2	96.1	255,891	.0767	1,962	6,462
	Stamford, Conn. (See Bridgeport-Stamford-Norwalk)									
158	Steubenville-Weirton	171.4	.0960	47.7	54.7	99.3	314,468	.0944	1,835	6,593
	Ohio Portion (Jefferson Co., Ohio)	105.4	.0590	29.9	34.2	51.1	196,231	.0589	1,862	6,563
	W. Va. Portion (Brooke and Hancock Cos., W. Va.)	66.0	.0370	17.8	20.5	48.2	118,237	.0355	1,791	6,643
159	Stockton (San Joaquin Co., Cal.)	237.2	.1327	74.0	83.0	175.1	490,613	.1471	2,068	6,630
	Superior, Wisc. (See Duluth-Superior)									
160	Syracuse (Madison, Onondaga and Oswego Cos., N. Y.)	547.6	.3065	161.9	190.2	348.0	1,093,734	.3280	1,997	6,756
161	Tacoma (Pierce Co., Wash.)	328.1	.1837	97.9	132.2	207.7	808,404	.1825	1,854	6,215
288	Tallahassee (Leon Co., Fla.)	81.9	.0458	20.0	30.3	54.2	125,537	.0376	1,533	6,277
162	Tampa-St. Petersburg (Hillsborough and Pinellas Cos., Fla.)	717.5	.4016	236.8	258.2	616.7	1,283,871	.3851	1,789	5,422
289	Temple (Bell Co., Tex.)	109.1	.0611	27.5	30.4	68.7	175,949	.0528	1,613	6,398
163	Terre Haute (Vigo Co., Ind.)	106.9	.0599	34.9	40.4	88.4	201,195	.0604	1,882	5,765
290	Texarkana	102.4	.0574	30.0	30.9	54.7	126,338	.0379	1,234	4,211
	Ark. Portion (Miller Co., Ark.)	33.7	.0189	9.7	10.3	20.2	41,395	.0124	1,228	4,268
	Tex. Portion (Bowie Co., Tex.)	68.7	.0385	20.3	20.6	34.5	84,944	.0255	1,236	4,184
164	Toledo (Lucas Co., Ohio)	474.7	.2658	144.7	168.4	429.2	1,105,190	.3315	2,328	7,638
165	Topeka (Shawnee Co., Kans.)	136.5	.0763	44.5	52.0	132.5	269,726	.0809	1,976	6,061
166	Trenton (Mercer Co., N. J.)	272.2	.1524	73.5	92.7	229.4	611,119	.1833	2,245	8,315
	Troy, N. Y. (See Albany-Schenectady-Troy)									
167	Tucson (Pima Co., Ariz.)	265.1	.1484	80.5	93.0	252.5	491,446	.1474	1,854	6,105
168	Tulsa (Creek and Tulsa Cos., Okla.)	381.0	.2123	120.5	128.4	307.9	726,875	.2180	1,908	6,032
	Tuscumbia, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)									
291	Tuscaloosa (Tuscaloosa Co. Ala.)	107.0	.0599	25.5	33.6	63.7	135,810	.0407	1,269	5,326
	Two Rivers, Wisc. (See Manitowoc-Two Rivers)									
292	Tyler (Smith Co., Tex.)	85.0	.0476	24.6	27.0	56.6	123,325	.0370	1,451	5,013
	Urbana, Ill. (See Champaign-Urbana)									
169	Utica-Rome (Herkimer and Oneida Cos., N. Y.)	312.9	.1751	92.3	94.6	216.6	581,935	.1745	1,860	6,305
293	Ventura-Oxnard (Ventura Co., Cal.)	180.2	.1008	53.0	58.4	94.3	363,889	.1091	2,019	6,866
294	Vineland-Bridgeton (Cumberland Co., N. J.)	106.4	.0589	31.5	35.1	79.9	193,567	.0581	1,838	6,145
170	Waco (McLennan Co., Tex.)	149.1	.0835	43.6	49.9	110.2	223,324	.0670	1,498	5,122
171	Washington	2,034.3	1.1385	576.2	734.5	1,566.8	4,722,837	1.4165	2,322	8,197
	District of Columbia Portion (District of Columbia)	830.0	.4645	243.5	345.7	830.0	1,959,318	.5877	2,361	8,046
	Md. Portion (Montgomery and Prince Georges Cos., Md.)	701.1	.3924	190.1	214.3	468.8	1,586,475	.4758	2,263	8,345
	Va. Portion (Arlington and Fairfax Cos., Alexandria and Falls Church Independent Cities, Va.)	503.2	.2816	142.6	174.4	268.0	1,149,783	.3448	2,285	8,063
	Waterbury, Conn. (See New Haven-Waterbury-Meriden)									
172	Waterloo (Black Hawk Co., Iowa)	125.3	.0702	36.0	44.8	103.9	243,719	.0731	1,945	6,414
295	Watertown (Jefferson Co., N. Y.)	88.2	.0493	27.0	28.3	40.6	160,721	.0482	1,822	5,953
296	Wausau (Marathon Co., Wisc.)	92.1	.0516	25.2	27.2	35.3	137,305	.0412	1,491	5,449
	Weirton, W. Va. (See Steubenville-Weirton)									
	West Monroe, La. (See Monroe-West Monroe)									
173	West Palm Beach (Palm Beach Co., Fla.)	229.7	.1286	79.0	85.7	119.5	424,360	.1273	1,847	5,372
174	Wheeling	200.6	.1122	59.4	67.1	132.7	334,473	.1004	1,667	5,631
	Ohio Portion (Belmont Co., Ohio)	90.8	.0508	27.3	29.5	47.2	140,697	.0422	1,550	5,154
	W. Va. Portion (Marshall and Ohio Cos., W. Va.)	109.8	.0614	32.1	37.5	85.5	193,776	.0582	1,765	6,037
175	Wichita (Sedgwick Co., Kans.)	332.8	.1862	109.4	116.4	269.4	652,954	.1958	1,962	5,969
176	Wichita Falls (Wichita Co., Tex.)	133.1	.0745	35.5	53.0	127.5	236,818	.0710	1,779	6,671
177	Wilkes-Barre-Hazleton (Luzerne Co., Pa.)	366.1	.2048	102.7	112.0	315.7	589,590	.1768	1,610	5,741
297	Williamsport (Lycoming Co., Pa.)	107.4	.0602	32.5	36.7	70.7	187,781	.0564	1,748	5,778
178	Wilmington	364.8	.2041	104.9	120.2	255.9	917,894	.2754	2,516	8,750
	Del. Portion (New Castle Co., Del.)	307.3	.1720	87.6	101.0	230.4	802,127	.2406	2,610	9,157
	N. J. Portion (Salem Co., N. J.)	57.5	.0321	17.3	19.1	25.5	115,767	.0348	2,013	6,692
298	Wilmington (New Hanover Co., N. C.)	76.6	.0429	21.4	24.8	55.4	109,533	.0328	1,430	5,118
179	Winston-Salem (Forsyth Co., N. C.)	181.8	.1018	49.6	59.6	123.4	298,956	.0897	1,644	6,027
180	Worcester (Worcester Co., Mass.)	589.5	.3299	171.3	196.0	446.8	1,188,273	.3564	2,016	6,937
299	Yakima (Yakima Co., Wash.)	152.5	.0854	47.1	47.4	73.0	232,515	.0697	1,525	4,937
181	York (York Co., Pa.)	237.0	.1327	71.0	80.0	118.7	440,262	.1320	1,858	6,201
182	Youngstown (Mahoning and Trumbull Cos., Ohio)	501.2	.2806	141.9	162.8	371.4	992,346	.2977	1,980	6,993
300	Zanesville (Muskingum Co., Ohio)	80.0	.0448	24.3	27.3	45.5	135,499	.0407	1,694	5,576
	Total Standard Metropolitan Areas	110,499.5	61.8411	33,161.8	37,994.4	92,193.4	232,253,843	69.6662	2,102	7,004
	Total Potential Metropolitan Areas	12,614.4	7.0600	3,632.2	4,181.8	7,569.0	21,558,148	6.4662	1,709	5,935
	Total All Metropolitan Areas	123,113.9	68.9011	36,794.0	42,176.2	99,762.4	253,811,991	76.1324	2,062	6,898
	U. S. Total	178,683.0	100.0000	52,211.0	59,180.3	118,040.4	333,381,285	100.0000	1,866	6,385

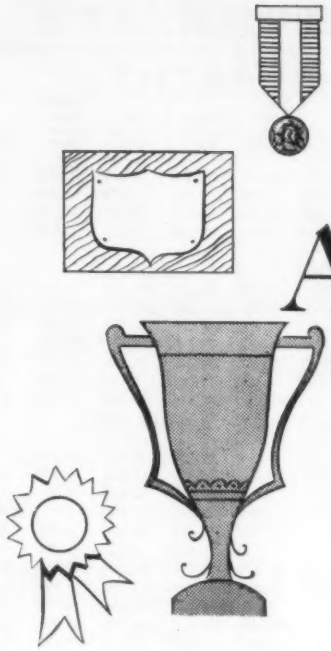
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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREAS	RETAIL SALES—SM ESTIMATES, 1959														
		Total Retail Sales ($000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber Bldg. Hdwre. ($000)	Drugs ($000)
183	Abilene, Tex.	132,257	.0811	5,067	.0815	103	122	25,572	6,142	17,912	9,066	7,253	33,275	10,670	9,885	4,141
1	Akron, Ohio	667,985	.3080	4,324	.3094	107	107	167,490	52,497	115,479	26,843	25,047	124,438	49,540	48,892	21,991
184	Albany, Ga.	78,816	.0365	4,777	.0311	95	112	16,436	3,906	10,558	4,802	4,696	14,256	6,290	6,973	2,541
2	Albany-Schenectady-Troy, N. Y.	881,600	.3865	5,222	.4077	125	122	207,969	72,328	126,675	62,153	41,071	139,203	49,018	38,779	24,777
3	Albuquerque, N. M.	357,611	.1653	5,044	.1490	105	117	74,182	24,745	43,283	20,740	24,382	77,993	27,283	23,714	13,675
185	Alexandria, La.	104,309	.0483	3,398	.0499	78	76	25,119	5,112	18,270	6,242	5,979	19,253	8,513	5,846	2,979
4	Allentown-Bethlehem-Easton, Pa.	600,853	.2779	5,075	.2769	120	120	143,905	43,388	96,981	34,507	37,203	90,520	35,623	35,195	16,577
4	Pa. portion	531,469	.2458	4,489	.2419	105	107	125,210	36,794	93,297	32,881	33,971	79,102	29,002	28,183	14,776
4	N. J. portion	69,384	.0321	3,633	.0350	100	92	18,695	6,594	3,684	1,626	3,232	11,418	6,621	7,042	1,801
5	Altoona, Pa.	140,777	.0651	3,688	.0662	91	89	32,145	9,589	20,230	11,501	8,946	28,019	9,859	6,768	4,179
6	Amarillo, Tex.	240,791	.1114	4,865	.0998	112	125	39,620	13,681	29,393	20,708	11,685	57,637	16,660	16,840	9,232
	Anaconda, Mont. (See Butte Anaconda)															
7	Anderson, Ind.	144,262	.0667	3,899	.0693	100	96	38,005	9,287	16,199	6,844	7,142	23,044	9,660	14,558	6,181
8	Ann Arbor, Mich.	203,090	.0940	4,679	.0941	103	103	46,394	12,525	17,044	14,572	12,879	37,207	17,134	17,888	8,784
186	Anniston, Ala.	85,054	.0394	3,389	.0422	78	73	22,089	3,934	10,864	8,138	5,922	16,138	7,113	4,384	2,896
187	Appleton, Wisc.	120,853	.0559	4,443	.0525	96	102	23,315	7,618	18,063	6,457	7,019	21,128	7,937	14,704	2,960
9	Asheville, N. C.	166,147	.0768	4,515	.0688	90	100	35,348	9,232	27,867	8,317	7,825	25,695	13,272	10,510	6,240
	Ashland, Ky. (See Huntington-Ashland)															
188	Ashtabula, Ohio	109,779	.0508	3,696	.0533	99	94	29,330	6,718	10,079	4,374	4,470	20,375	9,425	10,531	2,926
10	Atlanta, Ga.	1,369,724	.6336	4,892	.5765	106	116	273,825	74,700	319,306	76,355	52,608	240,864	95,345	83,691	44,625
11	Atlantic City, N. J.	253,953	.1174	5,369	.0965	114	139	58,841	41,113	20,489	23,801	12,776	25,559	13,841	11,128	8,419
	Auburn, Me. (See Lewiston-Auburn)															
189	Auburn, N. Y.	83,460	.0386	3,811	.0400	96	93	19,978	5,294	7,173	4,562	3,947	14,731	3,838	8,718	1,783
12	Augusta, Ga.	205,819	.0951	3,123	.1147	83	69	49,809	10,878	27,453	14,501	10,179	38,867	16,786	13,137	6,352
12	Ga. portion	156,007	.0721	3,723	.0774	88	82	32,839	9,077	24,006	12,553	8,000	28,573	11,213	11,083	4,377
12	S. C. portion	49,812	.0230	2,076	.0373	74	48	16,970	1,801	3,447	1,948	2,179	10,294	5,573	2,074	1,975
13	Austin, Tex.	238,918	.1105	4,029	.1087	91	93	51,932	17,566	24,677	21,878	13,322	41,930	18,715	19,862	9,219
14	Bakersfield, Cal.	418,351	.1935	5,071	.1739	112	124	91,103	32,444	47,998	16,056	24,163	71,800	41,867	44,693	12,682
15	Baltimore, Md.	2,013,309	.9311	4,110	.9714	99	95	480,866	200,768	359,842	120,229	91,481	295,806	122,319	90,198	86,233
190	Bangor, Me.	143,708	.0665	4,636	.0610	94	103	35,736	5,690	21,570	8,168	5,090	28,206	10,091	6,767	3,348
16	Baton Rouge, La.	293,758	.1359	4,540	.1327	102	104	58,824	16,403	42,890	19,964	16,777	61,630	22,576	24,947	11,814
191	Battle Creek, Mich.	174,655	.0808	4,149	.0818	102	100	46,064	11,591	19,368	9,700	9,770	29,682	16,159	12,222	6,845
17	Bay City, Mich.	124,260	.0575	4,048	.0572	95	96	32,453	8,817	13,694	7,694	8,928	20,020	9,188	11,641	4,642
18	Beaumont-Port Arthur, Tex.	354,989	.1642	3,884	.1667	94	93	93,539	18,553	40,791	22,780	17,118	66,815	29,293	24,803	12,638
192	Bellingham, Wash.	93,063	.0430	3,737	.0399	96	103	21,978	6,210	11,319	4,767	4,158	13,000	6,532	7,633	3,319
193	Beloit-Janesville, Wisc.	144,383	.0667	4,234	.0657	105	106	32,812	12,097	16,542	7,803	7,077	23,838	10,778	15,699	3,994
194	Benton Harbor-St. Joseph, Mich.	199,751	.0924	4,068	.0882	99	104	49,130	14,105	20,351	7,455	9,320	37,259	17,398	21,869	7,466
	Bethlehem, Pa. (See Allentown-Bethlehem-Easton)															
195	Billings, Mont.	125,932	.0583	4,978	.0479	109	132	23,892	10,145	11,804	7,832	7,978	28,652	9,801	12,274	4,191
196	Biloxi-Gulfport, Miss.	103,959	.0481	3,548	.0534	82	74	25,385	8,124	13,417	6,908	5,921	20,444	8,279	5,111	3,972
19	Binghamton, N. Y.	256,496	.1186	4,130	.1228	106	102	59,550	20,128	39,563	15,344	12,683	48,623	15,439	14,072	7,969
20	Birmingham, Ala.	710,774	.3288	3,960	.3319	94	93	162,035	38,450	120,372	51,312	37,910	130,389	47,812	35,821	24,411
197	Bloomington, Ill.	107,397	.0497	3,795	.0535	105	98	22,568	7,260	13,367	5,062	4,476	14,028	11,242	14,074	4,051
198	Boise, Idaho	220,429	.1018	4,888	.0639	102	123	47,773	12,284	29,261	6,583	11,709	48,268	17,154	18,153	8,238
21	Boston, Mass.	4,288,884	1.9835	4,852	1.9599	114	115	1,003,106	359,207	720,425	302,456	183,422	593,712	207,682	192,376	143,011
199	Bremerton, Wash.	85,410	.0395	3,152	.0433	94	85	25,516	5,027	8,966	2,882	4,548	13,322	5,506	6,274	4,314
22	Bridgeport-Stamford-Norwalk, Conn.	894,574	.4138	4,823	.4828	131	117	229,985	60,393	97,532	66,658	45,651	133,033	54,637	61,563	30,612
	Bridgeton, N. J. (See Vineland-Bridgeton)															
200	Bristol-Johnson City-Kingsport, Tenn.	286,365	.1326	4,079	.1265	82	86	66,279	10,877	37,678	15,751	19,677	58,722	23,340	30,955	8,371
200	Tenn. portion	235,949	.1092	4,111	.1039	84	88	55,713	8,011	32,870	13,540	17,094	49,657	17,286	24,017	7,421
200	Va. portion	50,416	.0234	3,939	.0226	74	76	10,566	2,866	4,808	2,211	2,583	9,065	6,054	6,938	950
23	Brockton, Mass.	295,862	.1368	4,215	.1342	105	107	81,462	22,343	28,659	20,596	9,886	46,499	17,103	16,797	8,687
201	Brownsville-Harlingen-McAllen, Tex.	281,314	.1301	3,133	.1412	86	81	83,566	14,173	31,792	25,134	12,322	48,658	19,097	29,239	8,810
24	Buffalo, N. Y.	1,619,179	.7488	4,105	.7837	105	100	406,397	140,980	231,565	105,737	81,787	277,739	98,653	95,645	60,569
202	Burlington, N. C.	88,345	.0408	4,060	.0402	87	88	21,265	3,940	9,312	6,787	5,559	19,345	6,993	5,769	3,131
203	Burlington, Vt.	100,310	.0464	5,364	.0387	101	117	23,955	5,235	18,522	5,288	4,025	15,336	6,201	5,999	2,045
204	Butte-Anaconda, Mont.	87,382	.0404	3,247	.0423	95	91	26,495	9,636	8,336	6,995	2,640	16,373	5,616	3,436	2,653
25	Canton, Ohio	423,925	.1960	4,348	.1914	103	105	106,622	30,736	52,990	24,037	24,415	71,799	29,833	33,439	14,334
206	Casper, Wyo.	72,621	.0336	5,718	.0286	115	135	15,188	3,359	8,218	3,276	4,484	16,480	6,379	5,181	3,307
26	Cedar Rapids, Iowa	199,104	.0921	4,880	.0789	111	129	44,395	12,241	20,672	16,760	11,827	35,303	15,253	18,542	6,823
27	Champaign-Urbana, Ill.	154,075	.0712	4,505	.0795	110	98	31,179	11,949	21,874	7,881	6,223	26,535	11,298	16,589	4,940
28	Charleston, S. C.	192,576	.0890	3,349	.0917	78	76	48,820	12,615	24,013	14,472	12,445	31,640	14,178	11,617	7,353
29	Charleston, W. Va.	297,132	.1374	4,275	.1362	96	97	75,119	16,012	53,294	17,076	15,303	52,525	20,977	14,558	11,953
30	Charlotte, N. C.	388,812	.1784	5,221	.1580	103	116	75,627	22,688	70,932	24,529	18,515	69,784	28,608	23,570	14,044

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THE AWARD-WINNING VOICE OF AUTHORITY IN THE PIEDMONT CAROLINAS

Collectively, these awards mean that WBT's 38 years of broadcasting have made it the trusted and authoritative radio voice of the multi billion-dollar market in the Piedmont Carolinas.

WBT

CHARLOTTE 50,000 WATTS

AWARD-WINNING VOICE of AUTHORITY in the PIEDMONT CAROLINAS

2,216,600

2,216,600 consumers populate the 75-mile radius around Charlotte . . . a population larger than the comparable area served by Atlanta.

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Radio Spot Sales

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREAS	RETAIL SALES—SM ESTIMATES, 1959														
		Total Retail Sales ($000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber Bldg. Hdwre. ($000)	Drugs ($000)
31	Chattanooga, Tenn.	364,898	.1889	4,379	.1495	92	104	95,165	17,871	47,641	19,635	23,604	61,451	29,880	23,744	12,530
31	Ga. portion	27,937	.0130	2,739	.0163	78	62	7,334	951	1,394	2,479	1,808	4,347	3,153	1,957	1,290
31	Tenn. portion	336,961	.1559	4,597	.1333	94	110	87,831	16,920	46,247	17,156	21,796	57,104	26,727	21,787	11,240
206	Cheyenne, Wyo.	83,996	.0389	4,883	.0364	108	115	15,567	6,481	6,432	5,683	4,610	18,759	8,203	8,769	2,941
	Chicago, Illinois-Northwestern Indiana Standard Consolidated Area	*9,884,480*	*4.4788*	*4,733*	*4.5828*	*121*	*120*	*2,119,758*	*841,900*	*1,918,273*	*687,081*	*478,951*	*1,338,889*	*580,539*	*454,845*	*350,067*
32	Chicago, Ill.	8,986,057	4.1858	4,765	4.2004	123	121	1,932,294	787,603	1,823,754	639,930	438,455	1,237,355	503,631	407,970	326,448
33	Cincinnati, Ohio	1,410,190	.6522	4,164	.6363	106	109	348,235	133,185	238,511	84,945	72,080	218,158	81,662	66,819	49,429
33	Ohio portion	1,202,044	.5559	4,447	.5278	111	117	63,432	25,635	16,733	7,035	9,013	33,546	11,868	11,652	8,376
33	Ky. portion	208,146	.0963	3,043	.1085	88	78	284,803	107,550	221,773	77,910	63,067	184,612	69,794	55,167	41,053
207	Clarksburg, W. Va.	84,793	.0392	3,908	.0393	91	91	21,329	3,910	11,037	6,278	4,185	16,056	5,191	6,308	4,012
34	Cleveland, Ohio	2,495,210	1.1539	4,642	1.1676	117	115	622,847	209,323	430,053	131,955	126,612	382,817	156,709	143,653	97,968
	Clinton, N. J. (See Paterson-Clifton-Passaic)															
208	Clinton, Iowa	78,708	.0364	4,498	.0322	102	115	13,978	4,855	11,139	2,979	3,424	14,069	5,201	9,912	1,832
209	Colorado Springs, Colo.	170,756	.0790	4,770	.0748	104	110	32,765	13,134	20,573	10,536	10,306	31,083	14,532	16,537	6,887
35	Columbia, S. C.	238,747	.1105	4,109	.1108	80	79	46,438	12,390	34,666	17,008	10,993	50,639	21,430	17,164	7,522
36	Columbus, Ga.	188,065	.0870	3,311	.1149	84	63	42,858	9,873	31,951	12,659	12,501	33,947	14,556	9,471	5,162
36	Ga. portion	170,803	.0790	3,779	.0998	90	71	35,795	9,080	31,063	12,333	12,154	32,212	12,352	8,693	4,707
36	Ala. portion	17,262	.0080	1,488	.0151	58	31	7,063	793	888	326	347	1,735	2,204	778	455
37	Columbus, Ohio	917,770	.4244	4,624	.4250	114	113	194,024	76,702	154,844	47,318	45,186	175,241	62,247	59,714	35,331
38	Corpus Christi, Tex.	253,998	.1175	3,814	.1228	88	84	64,188	13,985	33,915	13,299	12,349	50,989	17,771	19,968	8,249
210	Cumberland, Md.	89,496	.0414	3,403	.0439	86	81	24,609	5,270	11,226	5,865	4,757	15,234	6,622	6,226	3,209
39	Dallas, Tex.	1,592,770	.7367	4,908	.6418	108	123	324,200	90,008	292,896	96,627	70,023	329,145	106,537	81,808	59,891
211	Danville, Ill.	124,385	.0575	3,911	.0581	104	103	27,534	7,808	19,549	5,903	4,878	19,298	9,635	11,169	4,997
212	Danville, Va.	87,246	.0404	3,040	.0472	75	64	21,214	5,509	16,705	4,591	3,403	14,754	6,834	5,144	2,444
40	Davenport-Rock Island-Moline, Ill.	359,734	.1664	4,188	.1684	108	106	77,447	34,277	55,574	19,352	20,915	56,539	26,363	27,617	13,300
40	Ill. portion	189,560	.0877	3,876	.0962	108	99	42,957	20,050	25,297	8,664	10,452	29,166	15,394	13,851	7,608
40	Iowa portion	170,174	.0787	4,599	.0722	107	117	34,490	14,227	30,277	10,688	10,463	27,373	10,969	13,766	5,692
41	Dayton, Ohio	899,933	.4162	4,371	.4266	110	107	210,582	74,085	139,487	47,665	45,321	159,858	65,856	61,668	29,289
213	Daytona Beach, Fla.	181,720	.0840	4,624	.0698	103	124	41,944	16,365	18,696	12,602	8,701	33,261	13,867	13,942	6,923
42	Decatur, Ill.	164,737	.0762	4,440	.0725	112	117	35,460	12,830	25,415	8,363	8,271	31,873	12,222	11,333	4,199
43	Denver, Colo.	1,294,246	.5984	4,636	.5588	112	119	259,986	91,375	244,442	56,804	65,917	259,266	85,850	89,289	59,589
44	Des Moines, Iowa	407,987	.1887	4,706	.1682	112	126	85,054	26,075	64,045	26,204	23,435	76,690	29,353	28,358	15,169
45	Detroit, Mich.	4,908,635	2.2702	4,324	2.4174	109	102	1,197,187	372,394	737,564	296,673	248,587	925,415	350,744	254,792	215,034
46	Dubuque, Iowa	102,964	.0476	4,680	.0447	97	103	21,075	7,332	17,357	4,223	5,458	14,656	7,812	10,313	3,157
47	Duluth-Superior, Minn.	311,198	.1439	3,627	.1490	95	92	78,536	23,756	48,109	21,044	12,991	49,025	24,725	19,814	10,831
47	Minn. portion	260,718	.1206	3,652	.1245	96	93	64,618	17,656	43,700	18,162	11,163	40,236	20,870	16,245	9,139
47	Wisc. portion	50,480	.0233	3,506	.0245	91	87	13,918	6,100	4,409	2,882	1,828	8,789	3,855	3,569	1,692
48	Durham, N. C.	122,833	.0568	4,108	.0586	91	88	27,792	5,904	19,744	7,745	6,825	20,594	8,717	8,168	5,181
	East Chicago, Ind. (See Gary-Hammond-East Chicago)															
	East Grand Forks, Minn. (See Grand Forks-East Grand Forks)															
	Easton, Pa. (See Allentown-Bethlehem-Easton)															
214	Eau Claire, Wisc.	125,899	.0581	4,010	.0566	91	93	20,744	10,107	22,446	8,346	5,529	23,627	9,365	12,619	3,038
49	El Paso, Tex.	355,601	.1645	4,092	.1696	92	89	75,609	20,094	58,288	26,473	24,184	77,934	17,719	19,223	11,108
215	Elkhart, Ind.	138,508	.0641	4,369	.0611	108	113	27,832	7,603	14,638	6,729	5,735	28,952	10,796	11,993	4,733
216	Elmira, N. Y.	128,219	.0593	4,218	.0578	105	108	29,247	8,511	22,859	9,054	6,262	24,202	6,475	7,271	2,830
	Elyria, Ohio (See Lorain-Elyria)															
217	Enid, Okla.	67,456	.0312	4,620	.0272	104	119	13,836	3,119	10,393	4,207	3,545	11,474	5,283	8,550	3,305
50	Erie, Pa.	288,400	.1334	4,186	.1365	103	101	69,433	19,891	45,734	15,033	13,605	49,710	19,863	22,684	9,112
218	Eugene, Ore.	196,893	.0911	4,128	.0862	102	107	46,134	11,384	22,856	7,416	10,693	42,961	16,888	12,444	6,602
51	Evansville, Ind.	239,493	.1108	3,596	.1144	95	92	55,929	18,659	33,130	22,952	13,390	40,624	17,780	13,213	10,119
51	Ky. portion	35,535	.0165	3,384	.0156	81	85	45,653	15,968	31,061	21,087	11,838	34,619	15,019	8,683	9,034
51	Ind. portion	203,958	.0943	3,636	.0988	98	93	10,276	2,691	2,069	1,865	1,552	6,005	2,761	4,530	1,085
52	Fall River-New Bedford, Mass.	446,426	.2064	3,699	.2184	98	93	125,139	33,694	46,561	31,133	23,326	64,281	25,371	23,362	14,571
219	Fargo, N. D.	117,877	.0545	5,835	.0436	109	136	15,130	7,557	14,477	9,036	5,996	25,615	7,035	20,471	3,636
	Farrell, Pa. (See Sharon-Farrell-Sharpsville)															
220	Fayetteville, N. C.	140,359	.0649	4,572	.0614	78	82	28,063	7,553	21,662	8,001	9,989	30,421	11,713	6,608	3,576
53	Flint, Mich.	471,136	.2179	4,062	.2358	107	99	111,789	25,773	53,016	28,116	28,189	105,848	37,209	38,181	19,759
221	Florence-Sheffield-Tuscumbia-Muscle Shoals, Ala.	94,503	.0437	3,304	.0473	78	72	24,380	2,771	13,910	6,807	4,831	18,732	6,121	7,396	4,018
222	Fond du Lac, Wisc.	95,694	.0442	4,430	.0410	97	105	20,611	9,353	7,851	6,108	3,769	18,766	6,118	11,394	3,062
223	Fort Lauderdale, Fla.	506,706	.2343	5,526	.1857	112	141	114,774	49,891	46,485	32,857	31,864	102,995	32,621	34,097	17,448
54	Fort Smith, Ark.	100,110	.0463	5,411	.0381	103	125	19,421	5,190	15,008	5,565	5,277	23,032	7,016	9,090	2,876
55	Fort Wayne, Ind.	330,750	.1530	4,652	.1435	112	119	66,255	25,028	64,460	17,875	14,470	61,997	22,398	18,372	10,335
56	Fort Worth, Tex.	798,401	.3692	4,276	.3442	100	108	175,368	41,008	169,445	30,236	28,701	160,265	54,476	52,081	29,899
57	Fresno, Cal.	540,529	.2499	5,047	.2147	109	127	120,229	35,440	62,110	29,245	28,970	95,293	40,514	49,569	18,508

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SEE FOR YOURSELF WHY ONE STATION DOES AROUND 80% OF THE LOCAL BUSINESS IN DES MOINES

Central Surveys Study (Feb. 1960) Ask Katz for the facts

Most Watched Station . . . KRNT-TV!

Most Believable Personalities . . . KRNT-TV!

Most Believable Station . . . KRNT-TV!

Most People Would Prefer KRNT-TV Personalities As Neighbors!

Most People Vote KRNT-TV
The Station Doing the Most to Promote Worthwhile Public Service Projects!

Nielsen (Feb. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where Your Distribution is Concentrated

ARB (Mar. 1960) Ask Katz

Wonderful Ratings on KRNT-TV!

The Points Where the Points Count the Most for You.

Ask Katz about Central Iowa Advertisers

See for yourself the list of local accounts whose strategy is to use this station almost exclusively. It reads like who's who in many classifications—Foods and Financial Institutions, to name a couple.

See for yourself the new, tried and proved power concept of these companies of concentrating on one station. See for yourself how they use this station to get distribution and produce sales. The bold concept used by these companies discards the old strategy of a little here, a little there, a little some place else. Old strategy oftentimes results in a dissipation of efforts.

See for yourself why KRNT-TV regularly carries around 80% of the local business. See for yourself that this station is a big enough sales tool to win your sales battle if it's used in a big enough way.

KRNT-TV
DES MOINES
A COWLES STATION

Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREAS	RETAIL SALES—SM ESTIMATES, 1959														
		Total Retail Sales ($000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber Bldg. Hdwre. ($000)	Drugs ($000)
58	Gadsden, Ala.	89,837	.0415	3,303	.0454	81	74	22,785	3,087	12,836	7,004	5,442	17,793	5,966	7,064	3,022
224	Gainesville, Fla.	76,741	.0354	3,895	.0362	82	80	20,356	4,102	7,161	4,781	3,882	15,498	5,479	6,047	2,797
225	Galesburg, Ill.	82,650	.0382	4,420	.0356	111	119	17,273	5,356	10,397	4,288	3,866	15,546	5,164	8,494	2,794
59	Galveston, Tex.	157,729	.0729	4,229	.0691	98	103	46,389	13,139	15,728	8,127	8,083	21,272	12,926	10,159	7,365
60	Gary-Hammond-East Chicago, Ind.	698,363	.3230	4,357	.3288	106	104	187,468	54,297	94,519	47,091	34,496	101,534	56,396	46,873	23,609
226	Gastonia, N. C.	112,796	.0521	3,396	.0577	79	71	31,635	4,146	13,725	6,737	5,866	21,332	9,379	6,125	7,327
227	Grand Forks-East Grand Forks, N. D.	111,530	.0515	4,667	.0462	95	106	18,778	9,206	8,855	6,871	5,963	18,243	7,914	23,282	2,765
227	Minn. portion	40,304	.0186	3,767	.0187	87	87	9,272	3,541	2,065	1,363	1,199	4,386	3,615	5,866	1,076
227	N. D. portion	71,226	.0329	5,396	.0275	101	121	9,506	5,664	6,790	5,508	4,764	13,857	4,299	14,416	1,689
61	Grand Rapids, Mich.	477,063	.2206	4,471	.2102	107	113	111,140	25,857	68,023	25,938	27,927	88,915	37,812	37,419	21,835
228	Great Falls, Mont.	114,850	.0532	4,972	.0462	109	126	21,915	10,858	15,251	5,916	6,818	22,490	8,066	11,313	3,531
62	Green Bay, Wisc.	158,048	.0731	4,732	.0669	98	107	37,456	12,267	21,824	9,759	9,063	25,345	9,389	11,515	4,233
63	Greensboro-High Point, N. C.	344,778	.1595	5,606	.1338	102	122	65,024	16,519	96,625	20,828	14,599	54,378	22,294	16,332	10,327
64	Greenville, S. C.	227,278	.1051	4,001	.1012	88	91	53,006	8,215	38,519	10,426	12,018	41,832	18,254	19,822	8,235
229	Greenville, Miss.	68,656	.0317	3,254	.0299	72	76	14,575	2,287	8,192	4,670	3,119	12,903	5,092	7,765	2,021
	Gulfport, Miss. (See Biloxi-Gulfport)															
230	Hagerstown, Md.	101,473	.0469	3,815	.0486	93	90	23,840	7,135	15,023	6,628	4,516	16,451	7,029	7,181	3,218
65	Hamilton-Middletown, Ohio	232,111	.1073	4,314	.1089	104	102	58,452	20,358	27,250	13,414	14,632	35,754	17,516	18,028	7,688
	Hammond, Ind. (See Gary-Hammond-East Chicago)															
	Hampton, Va. (See Newport News-Hampton)															
	Harlingen, Tex. (See Brownsville-Harlingen-McAllen)															
66	Harrisburg, Pa.	436,748	.2020	4,265	.2001	104	105	94,922	31,252	63,015	29,342	20,674	84,836	29,142	28,493	14,719
67	Hartford-New Britain, Conn.	948,516	.4387	4,943	.4562	123	119	226,781	71,821	134,070	56,684	52,647	157,990	58,979	46,862	35,753
	Hazleton, Pa. (See Wilkes-Barre-Hazleton)															
	High Point, N. C. (See Greensboro-High Point)															
	Holyoke, Mass. (See Springfield-Holyoke)															
	Hopewell, Va. (See Petersburg-Hopewell)															
68	Honolulu, Hawaii	475,615	.2206	3,982	.2651	91	76	127,686	66,287	63,977	33,384	25,799	69,970	34,975	6,827	15,256
69	Houston, Tex.	1,626,062	.7520	4,487	.7062	104	111	398,046	93,946	225,007	99,976	84,020	314,553	122,412	103,025	61,370
70	Huntington-Ashland, W. Va.	286,371	.1338	3,853	.1319	87	88	71,788	16,532	49,423	18,654	15,072	52,937	18,770	17,361	8,524
70	W. Va. portion	173,582	.0802	3,936	.0792	89	90	38,932	10,129	33,739	12,675	9,775	31,087	9,959	10,613	5,357
70	Ky. portion	62,004	.0287	4,053	.0271	87	92	16,566	2,454	11,190	3,997	3,379	12,135	2,900	4,555	1,815
70	Ohio portion	53,785	.0249	3,426	.0256	82	90	16,290	3,949	4,494	1,982	1,918	9,715	5,911	2,193	1,352
231	Huntsville, Ala.	115,302	.0533	4,148	.0474	78	88	25,180	5,953	14,909	6,108	7,285	23,954	6,999	13,068	3,471
232	Hutchinson, Kans.	83,654	.0386	4,220	.0350	103	114	18,784	3,868	9,763	5,200	5,326	16,944	6,932	8,445	2,414
71	Indianapolis, Ind.	1,007,866	.4662	4,627	.4444	115	121	200,062	77,148	204,139	40,859	52,754	181,523	62,716	51,059	50,127
72	Jackson, Mich.	159,348	.0737	4,160	.0731	100	101	37,161	10,484	21,712	8,524	7,193	28,905	12,798	13,760	6,704
73	Jackson, Miss.	238,867	.1105	4,987	.0913	94	113	52,092	11,577	34,399	19,532	12,089	52,653	16,057	14,638	8,875
74	Jacksonville, Fla.	579,459	.2680	4,548	.2491	99	106	131,756	34,855	68,984	42,042	31,253	126,662	37,648	27,970	20,472
233	Jamestown, N. Y.	181,244	.0838	3,816	.0848	101	100	48,272	13,354	16,786	11,606	7,340	30,821	14,126	14,257	5,521
	Janesville, Wisc. (See Beloit-Janesville)															
	Johnson City, Tenn. (See Bristol-Johnson City-Kingsport)															
75	Jersey City, N. J.	655,370	.3031	3,442	.3687	102	84	185,041	72,053	50,172	64,636	39,612	79,930	38,854	25,024	15,480
76	Johnstown, Pa.	271,606	.1257	3,564	.1335	84	79	66,953	18,325	44,582	13,525	12,876	47,756	18,794	19,745	6,079
234	Joplin, Mo.	147,773	.0683	3,889	.0804	96	107	30,024	7,999	18,468	8,311	5,361	33,195	12,628	10,896	4,858
77	Kalamazoo, Mich.	221,728	.1025	4,553	.0972	107	113	54,510	10,583	27,353	11,527	13,838	37,799	17,391	22,005	9,371
235	Kankakee, Ill.	111,030	.0514	4,665	.0500	96	99	22,502	8,411	18,214	6,071	4,594	17,601	7,587	12,609	3,611
78	Kansas City, Mo.	1,560,337	.7218	4,527	.6790	115	123	320,848	96,548	365,183	98,637	65,455	253,349	92,056	88,149	78,173
78	Kans. portion	313,550	.1451	3,012	.1833	98	78	90,489	15,769	30,345	13,745	11,969	67,231	25,629	25,170	18,377
78	Mo. portion	1,246,787	.5767	5,182	.4957	124	144	230,379	80,779	334,838	84,892	53,486	186,118	66,427	62,979	61,796
	Kennewick, Wash. (See Pasco-Kennewick-Richland)															
79	Kenosha, Wisc.	117,894	.0544	3,920	.0565	102	98	29,801	11,220	12,609	7,037	5,243	19,082	7,878	9,707	3,796
	Kingsport, Tenn. (See Bristol-Johnson City-Kingsport)															
80	Knoxville, Tenn.	381,335	.1764	3,779	.1797	86	84	93,042	19,901	75,053	15,544	15,487	68,558	32,220	21,718	13,951
236	Kokomo, Ind.	73,166	.0339	3,622	.0359	99	93	16,510	4,705	9,641	4,057	3,995	11,774	5,200	6,552	3,029
237	La Crosse, Wisc.	95,630	.0442	4,532	.0407	100	108	19,963	10,088	13,605	5,281	5,554	15,364	7,576	6,314	2,793
238	Lafayette, Ind.	115,135	.0532	4,463	.0533	104	104	24,159	9,292	20,775	6,932	6,277	15,648	9,365	8,717	5,732
239	Lafayette, La.	95,611	.0442	4,619	.0381	87	100	16,256	5,243	17,651	6,695	4,051	19,582	6,786	10,036	2,824
240	Lake Charles, La.	155,352	.0718	3,943	.0735	94	92	35,392	8,610	19,555	8,809	6,331	32,059	12,693	17,799	4,988
241	Lakeland, Fla.	243,349	.1126	4,299	.0995	95	108	52,336	11,388	20,019	13,416	13,438	53,515	20,582	23,618	8,580

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREAS	RETAIL SALES—SM ESTIMATES, 1959														
		Total Retail Sales ($000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber Bldg. Hdwre. ($000)	Drugs ($000)
81	Lancaster, Pa.	349,750	.1618	4,560	.1613	108	108	70,950	20,850	46,710	15,672	17,840	64,410	21,095	26,252	8,843
82	Lansing, Mich.	399,455	.1847	4,468	.1817	107	109	86,201	21,360	52,556	18,023	21,972	78,831	29,957	34,698	12,999
83	Laredo, Tex.	59,051	.0273	3,668	.0266	86	88	12,470	1,582	10,137	10,276	2,481	7,524	4,055	4,268	1,986
242	Las Vegas, Nev.	202,988	.0938	4,903	.0863	118	128	46,663	17,186	18,175	16,097	9,235	42,235	20,106	8,449	8,192
243	Lawton, Okla.	80,104	.0371	4,194	.0391	88	83	15,264	4,866	11,443	3,838	6,065	18,221	5,257	8,547	2,310
244	Lebanon, Pa.	110,719	.0512	4,429	.0481	99	105	27,304	6,533	10,756	6,450	6,837	23,709	7,885	6,910	2,383
84	Lewiston-Auburn, Me.	105,959	.0489	4,433	.0465	101	106	27,724	4,803	13,590	7,319	3,385	19,823	6,374	4,520	2,189
85	Lexington, Ky.	185,428	.0858	5,151	.0703	100	122	35,145	10,354	28,985	15,311	9,749	30,587	11,590	15,301	6,870
86	Lima, Ohio	137,104	.0634	4,384	.0604	104	109	32,837	8,311	22,424	5,994	5,588	23,642	9,065	13,453	3,797
87	Lincoln, Nebr.	198,192	.0917	4,190	.0888	107	110	37,496	11,264	41,037	11,156	8,422	38,130	14,413	14,621	6,797
88	Little Rock-North Little Rock, Ark.	301,103	.1392	3,855	.1340	92	96	65,467	16,339	51,158	15,867	16,621	65,201	22,503	16,616	9,863
	Long Beach, Cal. (See Los Angeles-Long Beach)															
245	Longview, Tex.	111,434	.0515	4,887	.0424	104	126	24,442	5,712	10,773	7,443	6,210	21,813	7,739	6,946	3,579
89	Lorain-Elyria, Ohio	230,782	.1067	3,765	.1206	102	90	62,004	17,017	27,746	11,037	9,590	41,876	18,956	20,126	6,765
90	Los Angeles-Long Beach, Cal.	9,796,184	4.5306	4,411	4.3982	119	122	2,271,874	802,327	1,340,838	583,112	619,944	1,736,638	713,379	495,742	383,724
91	Louisville, Ky.	851,973	.3940	4,030	.3807	97	100	193,009	69,136	118,485	53,156	40,860	163,253	60,289	45,141	37,904
91	Ind. portion	110,504	.0510	3,070	.0574	86	76	29,410	7,294	8,237	5,693	3,419	22,327	14,000	7,805	3,497
91	Ky. portion	741,469	.3430	4,227	.3233	99	105	163,599	61,842	110,248	47,463	37,441	140,926	46,289	37,336	34,497
92	Lubbock, Tex.	247,559	.1145	5,021	.1028	105	117	44,097	10,865	33,100	15,674	14,275	55,162	17,421	32,406	7,543
93	Lynchburg, Va.	119,360	.0552	4,218	.0519	83	89	27,802	6,725	17,955	6,469	5,886	22,784	9,990	6,237	4,984
	McAllen, Tex. (See Brownsville-Harlingen-McAllen)															
94	Macon, Ga.	184,400	.0853	3,756	.0867	87	85	40,876	8,371	27,784	12,576	10,356	33,358	15,769	11,800	6,305
95	Madison, Wisc.	281,040	.1300	4,592	.1296	107	107	53,263	23,757	41,512	18,776	12,941	48,048	17,451	30,389	11,042
96	Manchester, N. H.	239,939	.1110	4,770	.1013	108	118	61,932	11,731	30,340	17,550	9,471	40,882	13,747	14,671	5,967
246	Manitowoc-Two Rivers, Wisc.	75,885	.0351	3,647	.0369	92	88	19,856	6,758	8,453	3,837	2,594	12,424	4,415	8,939	1,870
247	Mansfield, Ohio	151,302	.0700	4,613	.0675	109	113	46,952	11,203	19,630	8,027	6,485	25,435	10,648	9,615	4,139
248	Marion, Ind.	86,281	.0400	3,703	.0395	93	94	20,326	6,043	8,255	5,577	4,589	15,849	7,605	7,957	4,271
249	Marion, Ohio	79,958	.0369	4,418	.0333	101	112	17,695	4,181	8,881	3,249	4,975	10,804	4,953	5,406	2,353
250	Mason City, Iowa	76,985	.0356	4,730	.0317	106	123	14,064	3,921	6,851	6,569	5,149	15,987	5,942	8,991	2,531
97	Memphis, Tenn.	756,755	.3509	4,514	.3236	98	106	161,624	37,000	170,960	45,252	30,202	144,195	51,328	34,081	27,286
	Meriden, Conn. (See New Haven-Waterbury-Meriden)															
251	Meridian, Miss.	71,748	.0332	3,661	.0298	80	89	15,487	3,557	9,121	7,408	3,941	14,948	5,946	3,221	2,033
98	Miami, Fla.	1,504,984	.6960	5,348	.5998	117	136	314,851	155,644	179,094	123,537	82,334	297,977	98,243	79,440	68,878
252	Michigan City, Ind.	114,886	.0531	4,192	.0505	98	103	27,615	9,778	10,715	6,855	3,622	17,799	12,800	7,923	3,541
253	Middletown, Conn.	101,728	.0470	4,385	.0505	110	102	27,595	6,596	9,908	5,703	4,492	17,262	7,609	7,517	3,850
	Middletown, Ohio (See Hamilton-Middletown)															
254	Midland, Tex.	88,496	.0409	4,682	.0405	118	118	22,001	5,184	6,929	6,420	5,580	17,176	8,634	7,020	2,049
99	Milwaukee, Wisc.	1,541,318	.7128	4,326	.7215	107	106	376,669	143,809	244,645	100,314	84,844	252,080	97,473	73,136	50,132
100	Minneapolis-St. Paul, Minn.	2,038,970	.9431	4,803	.8727	111	119	418,673	149,015	437,567	104,871	99,322	354,509	126,026	142,502	73,499
101	Mobile, Ala.	322,178	.1490	4,120	.1406	89	94	75,962	17,192	43,218	23,879	17,761	59,412	22,638	26,092	13,719
255	Modesto, Cal.	246,941	.1142	5,451	.0911	111	139	65,762	14,325	22,806	11,543	9,734	41,424	15,626	22,452	8,434
	Moline, Ill. (See Davenport-Rock Island-Moline)															
256	Monroe-West Monroe, La.	112,326	.0519	4,371	.0468	94	104	21,396	5,521	18,080	7,885	5,702	23,579	8,611	9,557	3,571
102	Montgomery, Ala.	204,006	.0943	4,397	.0866	94	102	39,964	11,738	32,902	16,664	12,029	38,103	13,597	9,722	6,836
103	Muncie, Ind.	128,826	.0595	3,756	.0617	100	97	32,258	8,849	18,020	6,045	6,860	23,203	9,488	9,843	4,708
	Muscle Shoals, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
104	Muskegon-Muskegon Heights, Mich.	169,409	.0783	3,859	.0794	95	95	45,433	9,773	23,293	6,810	8,677	33,430	13,560	12,963	7,338
	Muskegon Heights, Mich. (See Muskegon-Muskegon Heights)															
105	Nashville, Tenn.	511,640	.2366	4,751	.2108	99	111	124,620	26,400	89,883	30,164	25,213	90,375	39,405	26,988	16,399
	New Bedford, Mass. (See Fall River-New Bedford)															
	New Britain, Conn. (See Hartford-New Britain)															
259	New Brunswick-Perth Amboy, N. J.	648,881	.3001	4,550	.3100	111	107	168,657	60,787	58,530	47,693	36,704	103,094	45,307	44,553	18,397
260	New Castle, Pa.	118,951	.0550	3,813	.0591	98	91	27,255	8,335	22,694	7,434	5,741	21,581	8,485	8,715	3,448
107	New Haven-Waterbury-Meriden, Conn.	868,985	.4010	4,589	.4179	119	114	224,376	65,976	90,723	70,330	54,786	134,464	51,388	50,180	29,520
261	New London-Norwich, Conn.	216,697	.1002	4,151	.1096	110	100	51,693	13,511	21,038	14,583	10,753	35,982	12,071	15,351	6,511
108	New Orleans, La.	1,035,875	.4791	4,244	.4558	97	102	268,551	101,809	193,109	77,162	58,274	146,819	54,288	37,686	40,913
	Greater New York Consolidated Area	*19,588,856*	*9.1061*	*4,408*	*9.6498*	*117*	*111*	*5,011,447*	*2,186,850*	*2,648,350*	*2,088,038*	*1,188,733*	*3,088,666*	*836,855*	*754,240*	*559,994*
110	New York, N. Y.	14,388,298	6.6547	4,403	7.0141	118	112	3,698,656	1,674,370	1,958,805	1,586,953	842,113	1,348,026	531,753	475,163	411,754
109	Newark, N. J.	2,414,298	1.1166	4,768	1.1577	120	116	570,794	196,665	359,021	197,609	159,309	337,010	124,578	127,196	68,815

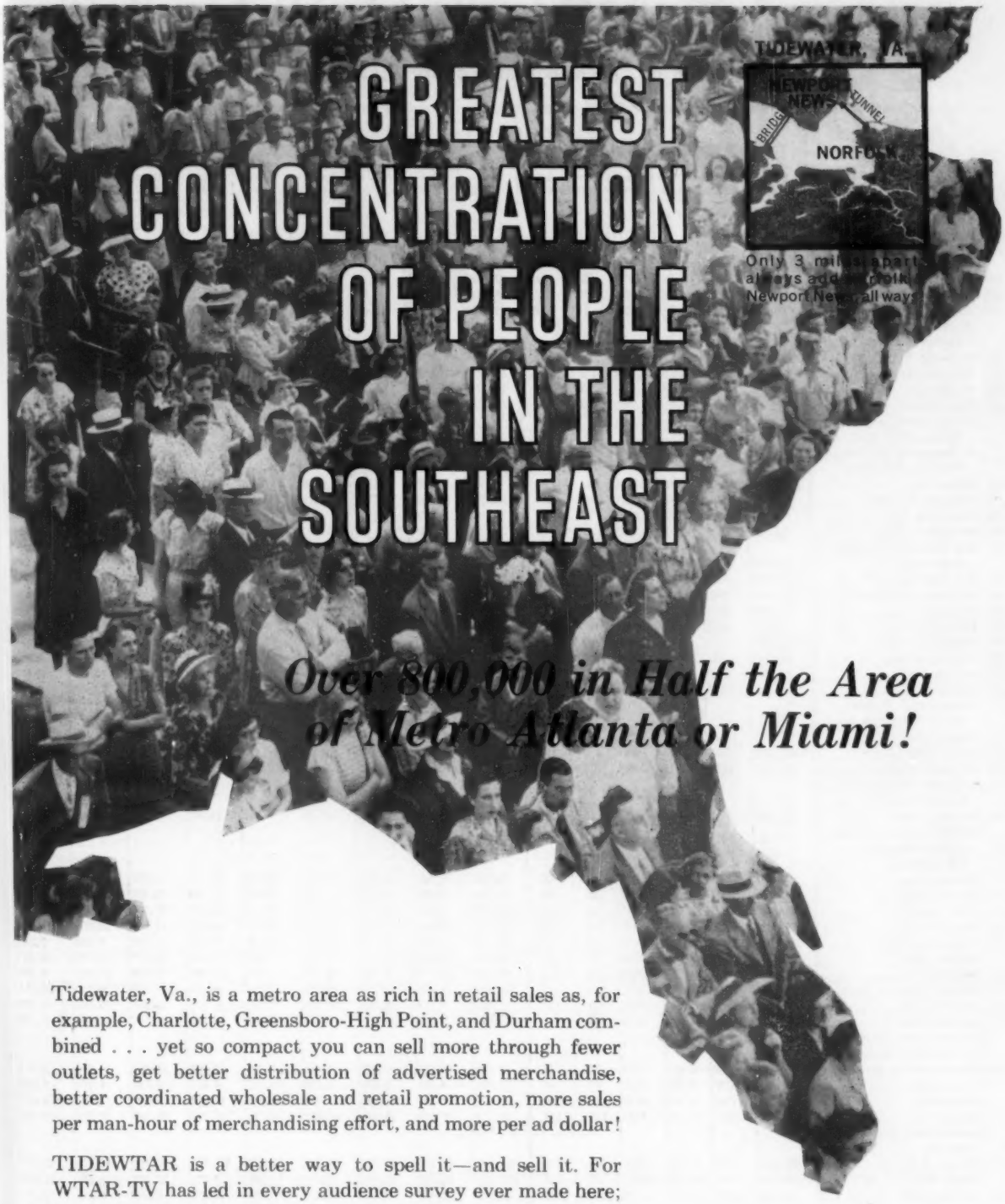
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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREAS	RETAIL SALES—SM ESTIMATES, 1959													
		Total Retail Sales ($000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber Bldg. Hdwre. ($000)	Drugs ($000)
257	Newark, Ohio	94,910	.0439	3,489	.0470	96	89	22,755	6,832	8,683	4,225	3,839	18,314	7,939	8,156	2,717
258	Newburgh, N. Y.	239,170	.1106	4,530	.1036	105	112	63,043	17,828	20,326	15,343	11,155	45,484	13,003	17,745	6,965
109	Newport News-Hampton, Va.	223,247	.1033	3,958	.1103	91	96	54,847	12,292	27,412	14,483	17,698	45,751	17,504	7,722	7,748
111	Norfolk-Portsmouth, Va.	589,193	.2725	3,507	.3124	94	82	153,928	40,535	76,598	45,365	35,649	97,588	35,561	27,053	20,946
	North Little Rock, Ark. (See Little Rock-North Little Rock)															
	Norwalk, Conn. (See Bridgeport-Stamford-Norwalk)															
	Norwich, Conn. (See New London-Norwich)															
	Oakland, Cal. (See San Francisco-Oakland)															
262	Odessa, Tex.	146,766	.0679	5,337	.0585	114	133	32,855	6,641	12,047	10,656	8,370	35,804	12,494	8,750	4,958
112	Ogden, Utah	126,515	.0586	4,055	.0582	98	96	29,278	7,564	14,971	9,274	8,003	19,523	9,138	11,881	5,597
113	Oklahoma City, Okla.	608,551	.2814	4,109	.2683	101	106	133,645	43,443	85,625	43,184	35,894	119,007	46,376	39,820	23,529
114	Omaha, Nebr.	588,036	.2719	4,388	.2593	104	109	124,443	50,195	81,438	33,888	35,730	109,420	40,532	48,887	20,873
114	Nebr. portion	508,127	.2350	4,582	.2207	107	114	103,930	44,346	75,132	30,152	32,988	95,902	31,296	39,435	17,612
114	Iowa portion	79,909	.0369	3,459	.0386	82	88	20,513	5,849	6,306	3,736	2,762	13,518	9,236	9,452	3,261
	Ontario, Cal. (See San Bernardino-Riverside-Ontario)															
115	Orlando, Fla.	436,580	.2020	4,534	.1748	102	118	90,407	22,683	66,205	21,199	23,916	94,758	26,724	39,452	15,023
263	Oshkosh, Wisc.	136,310	.0631	4,156	.0608	98	101	33,128	13,803	23,140	6,096	6,424	16,952	9,471	9,849	3,396
264	Owensboro, Ky.	80,510	.0373	4,129	.0329	88	100	17,956	5,377	14,778	4,878	3,062	14,989	4,183	6,018	2,725
	Oxnard, Cal. (See Ventura-Oxnard)															
265	Paducah, Ky.	71,565	.0331	3,932	.0291	91	103	16,334	4,249	10,682	5,141	3,190	14,579	4,954	3,265	2,682
266	Panama City, Fla.	80,254	.0371	4,410	.0347	91	97	17,515	4,887	10,145	4,845	4,739	18,656	7,216	2,932	2,686
267	Parkersburg, W. Va.	91,301	.0422	3,420	.0437	88	95	21,585	5,555	16,640	5,876	5,121	15,191	5,749	5,850	3,033
268	Pasco-Kennewick-Richland, Wash.	105,043	.0486	3,752	.0551	104	92	25,415	5,702	9,121	4,077	6,665	19,601	8,135	13,629	5,078
	Passaic, N. J. (See Paterson-Clifton-Passaic)															
116	Paterson-Clifton-Passaic, N. J.	1,582,011	.7316	4,335	.7993	120	110	388,299	120,975	221,822	131,111	104,995	230,506	98,363	82,308	42,548
117	Pensacola, Fla.	227,817	.1053	4,196	.1023	89	92	51,215	10,958	26,868	14,102	14,113	60,025	14,485	12,759	8,173
118	Peoria, Ill.	391,350	.1811	4,286	.1834	111	110	87,142	28,854	57,114	19,397	22,249	72,323	27,328	30,671	13,391
	Perth Amboy, N. J. (See New Brunswick-Perth Amboy)															
269	Petersburg-Hopewell, Va.	99,095	.0459	3,527	.0536	84	72	26,504	5,170	10,632	7,387	4,893	15,020	9,037	7,758	3,359
119	Philadelphia, Pa.	5,177,021	2.3943	4,062	2.6143	105	96	1,196,584	452,919	885,587	361,758	230,297	807,120	259,327	231,107	163,185
119	N. J. portion	792,928	.3667	4,064	.3995	104	95	205,518	68,015	67,435	39,907	35,633	156,489	58,594	47,395	21,000
119	Pa. portion	4,384,093	2.0276	4,062	2.2148	105	97	991,066	384,904	818,152	321,851	194,664	650,631	200,733	183,712	142,185
120	Phoenix, Ariz.	836,893	.3871	4,578	.3492	99	110	178,598	68,367	86,715	45,411	52,059	185,961	63,109	62,319	35,785
121	Pittsburgh, Pa.	2,775,277	1.2835	4,059	1.3519	101	96	756,637	212,676	454,992	170,558	140,807	423,077	168,627	149,001	100,142
122	Pittsfield, Mass.	175,606	.0813	4,191	.0828	106	104	44,647	11,785	20,214	11,822	9,329	26,619	10,204	9,590	5,238
	Port Arthur, Tex. (See Beaumont-Port Arthur)															
270	Port Huron, Mich.	121,944	.0564	3,908	.0562	96	98	32,336	8,638	14,252	5,838	5,188	21,490	9,222	11,212	4,172
123	Portland, Me.	254,488	.1177	4,913	.1033	105	120	61,483	11,990	35,883	16,839	8,759	45,983	15,245	11,925	7,122
124	Portland, Ore.	1,129,234	.5222	3,885	.5004	103	108	276,410	83,658	191,097	53,863	51,500	206,936	73,633	61,466	30,751
124	Ore. portion	1,040,730	.4813	3,971	.4550	105	111	251,720	77,644	184,411	50,801	46,870	189,243	67,106	55,557	26,939
124	Wash. portion	88,504	.0409	3,095	.0454	90	81	24,690	6,014	6,686	3,062	4,630	17,693	6,525	5,909	3,812
271	Portsmouth, Ohio	95,506	.0441	3,142	.0480	82	78	23,451	6,350	13,076	4,637	6,087	18,702	8,482	3,961	2,851
	Portsmouth, Va. (See Norfolk-Portsmouth)															
272	Poughkeepsie, N. Y.	210,100	.0971	4,607	.0971	101	101	52,452	16,365	23,993	11,564	7,873	34,505	12,074	13,443	6,950
125	Providence, R. I.	868,135	.4014	4,064	.4033	101	100	206,252	61,720	123,599	68,852	40,203	132,251	49,848	44,073	32,543
273	Provo, Utah	99,860	.0461	3,541	.0493	90	75	22,407	5,141	14,425	4,130	4,529	19,749	10,654	6,739	4,081
126	Pueblo, Colo.	121,586	.0562	3,753	.0566	92	88	29,353	8,689	15,882	6,720	6,395	26,231	8,513	8,329	4,101
274	Quincy, Ill.	83,453	.0386	3,936	.0368	98	104	16,712	6,686	11,453	3,998	6,584	9,955	4,940	11,378	3,017
127	Racine, Wisc.	176,801	.0818	4,376	.0816	103	108	51,494	13,120	18,402	8,635	11,528	28,828	11,952	14,469	5,526
128	Raleigh, N. C.	203,980	.0944	4,975	.0864	93	101	44,106	10,338	34,049	12,366	9,816	39,816	16,020	13,186	6,582
275	Rapid City, S. D.	92,791	.0429	5,098	.0332	102	132	16,575	5,463	8,080	4,811	5,563	22,505	7,598	12,223	3,308
129	Reading, Pa.	320,513	.1482	3,972	.1586	104	98	72,026	24,430	44,784	19,167	17,939	60,033	16,717	19,995	7,252
276	Reno, Nev.	148,341	.0686	5,298	.0612	129	145	30,834	14,824	18,336	9,499	7,672	24,062	13,979	5,717	11,856
	Richland, Wash. (See Pasco-Kennewick-Richland)															
130	Richmond, Va.	591,774	.2737	5,200	.2418	104	117	128,169	37,530	115,935	31,193	26,144	102,796	39,443	21,993	24,737
277	Richmond, Ind.	87,496	.0405	3,788	.0415	97	95	19,673	6,016	8,086	5,409	4,378	17,270	7,176	6,470	2,510
	Riverside, Cal. (See San Bernardino-Riverside-Ontario)															
131	Roanoke, Va.	204,666	.0946	4,873	.0981	98	108	44,998	11,874	32,558	14,169	11,372	36,595	14,267	12,264	7,417
132	Rochester, N. Y.	760,439	.3517	4,194	.3660	112	107	182,038	54,319	120,517	51,497	35,375	143,718	38,181	39,320	26,371
278	Rochester, Minn.	93,362	.0431	5,763	.0350	107	132	16,696	6,775	11,068	6,730	3,927	16,382	6,284	10,946	4,336
133	Rockford, Ill.	280,945	.1300	4,531	.1275	116	118	64,047	21,897	38,606	17,578	14,221	48,842	19,732	24,686	10,580

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREAS	RETAIL SALES—SM ESTIMATES, 1959														
		Total Retail Sales ($000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber Bldg. Hdwre. ($000)	Drugs ($000)
	Rock Island, Ill. (See Davenport-Rock Island-Moline)															
279	Rocky Mount, N. C.	90,550	.0419	3,222	.0465	71	64	20,092	3,935	15,749	6,747	3,402	14,209	7,268	7,289	2,551
	Rome, N. Y. (See Utica-Rome)															
134	Sacramento, Cal.	738,865	.3417	5,040	.3178	121	130	170,294	56,629	94,170	39,716	54,782	130,947	52,902	53,335	28,904
135	Saginaw, Mich.	232,549	.1076	4,228	.1065	100	101	53,654	14,560	26,877	14,923	13,329	49,281	15,752	22,422	8,754
280	St. Cloud, Minn.	90,106	.0417	4,529	.0388	94	88	17,248	6,554	10,697	4,827	2,762	14,224	7,211	14,644	2,996
	St. Joseph, Mich. (See Benton Harbor-St. Joseph)															
136	St. Joseph, Mo.	120,692	.0558	3,691	.0574	99	96	27,900	7,776	17,667	8,537	5,819	18,995	7,427	9,203	6,246
137	St. Louis, Mo.	2,527,105	1.1687	3,933	1.2258	105	100	623,785	197,209	408,773	150,584	125,895	411,263	184,020	137,221	96,147
137	Ill. portion	507,383	.2346	3,497	.2619	99	99	138,069	43,193	41,192	28,935	27,528	88,902	39,260	40,619	17,240
137	Mo. portion	2,019,722	.9341	4,061	.9637	107	103	485,696	154,015	367,581	121,659	98,367	322,361	144,760	96,602	78,907
	St. Paul, Minn. (See Minneapolis-St. Paul)															
	St. Petersburg, Fla. (See Tampa-St. Petersburg)															
281	Salem, Ore.	177,564	.0821	3,946	.0768	93	99	43,414	9,437	28,570	5,453	7,698	31,978	12,879	16,892	5,731
138	Salt Lake City, Utah	506,869	.2344	4,581	.2177	102	110	109,269	29,455	82,623	22,506	28,492	101,372	37,902	36,048	24,213
139	San Angelo, Tex.	86,025	.0398	4,001	.0383	95	96	18,650	4,740	10,957	4,714	4,514	17,907	6,743	5,866	,2811
140	San Antonio, Tex.	721,421	.3337	4,008	.3223	97	90	170,722	46,001	118,162	42,283	30,123	158,262	49,014	33,603	22,050
141	San Bernardino-Riverside-Ontario, Cal.	976,163	.4515	4,004	.4357	103	107	243,011	76,102	94,687	43,454	55,752	189,846	101,001	73,317	31,473
142	San Diego, Cal.	1,283,812	.5938	4,424	.6042	110	106	297,586	100,305	152,474	76,226	86,586	245,286	89,295	83,466	46,034
143	San Francisco-Oakland, Cal.	3,901,614	1.8043	4,369	1.8828	123	119	913,361	392,659	543,339	261,095	230,071	623,878	315,059	152,813	139,935
144	San Jose, Cal.	856,645	.3971	4,553	.3838	112	116	199,039	58,358	116,245	53,773	52,747	142,653	65,150	66,026	30,036
282	Sandusky, Ohio	85,282	.0395	3,965	.0395	101	101	21,253	8,107	8,594	4,457	6,692	14,096	6,908	6,086	3,293
145	Santa Barbara, Cal.	243,501	.1127	5,137	.0984	120	139	50,433	19,825	14,265	17,601	18,270	42,101	21,921	26,943	9,056
283	Santa Rosa, Cal.	216,940	.1003	4,462	.0899	111	124	51,952	16,230	21,334	8,796	9,024	31,514	13,739	18,925	8,147
284	Sarasota, Fla.	126,582	.0585	5,818	.0441	117	158	29,483	9,826	12,330	7,268	10,561	22,692	8,283	13,996	4,432
146	Savannah, Ga.	204,683	.0947	3,797	.0924	90	92	45,364	11,368	28,193	20,669	11,722	36,725	15,486	12,361	6,985
	Schenectady, N. Y. (See Albany-Schenectady-Troy)															
147	Scranton, Pa.	272,255	.1259	3,829	.1259	91	91	77,455	20,667	39,957	19,257	13,295	41,447	13,555	9,275	7,615
148	Seattle, Wash.	1,607,945	.7436	4,427	.6867	114	124	387,682	126,198	300,960	73,415	77,492	231,383	103,494	83,531	54,199
285	Sharon-Farrell-Sharpsville, Pa.	143,359	.0663	4,310	.0670	103	102	37,785	8,349	15,013	8,797	7,674	29,143	10,728	11,049	4,026
	Sharpsville, Pa. (See Sharon-Farrell-Sharpsville)															
286	Sheboygan, Wisc.	102,240	.0473	3,745	.0491	97	93	26,300	8,658	20,508	3,184	4,032	14,147	8,020	9,811	2,558
	Sheffield, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
149	Shreveport, La.	332,071	.1536	4,568	.1413	97	106	71,683	18,541	38,927	31,331	19,630	69,575	23,947	23,287	11,575
150	Sioux City, Iowa	157,238	.0727	4,866	.0637	106	121	31,479	10,077	29,243	9,235	6,824	29,218	10,294	13,517	5,529
151	Sioux Falls, S. D.	134,207	.0621	5,026	.0515	106	128	24,331	8,525	18,134	6,919	6,164	24,898	10,468	15,963	6,572
152	South Bend, Ind.	293,929	.1359	4,071	.1497	110	100	62,081	20,883	43,109	19,445	18,111	52,988	21,346	23,024	11,003
287	Spartanburg, S. C.	135,643	.0627	3,177	.0683	78	89	31,539	5,398	20,147	7,362	6,727	27,624	11,102	9,935	5,212
153	Spokane, Wash.	379,688	.1756	3,993	.1720	106	108	85,839	20,936	72,334	17,364	17,635	70,533	23,077	23,080	13,748
154	Springfield, Ill.	221,988	.1026	4,713	.0930	115	126	49,609	20,717	28,747	16,422	12,922	31,630	18,569	17,353	8,148
155	Springfield-Holyoke, Mass.	641,813	.2969	4,712	.2942	111	112	159,042	42,909	83,779	45,974	32,526	92,816	36,700	36,794	24,474
156	Springfield, Mo.	176,871	.0818	4,181	.0723	101	115	31,900	8,669	29,262	10,313	9,235	34,073	13,364	16,689	8,589
157	Springfield, Ohio	158,848	.0734	4,011	.0749	103	101	38,911	9,858	16,505	8,318	8,313	30,865	11,541	14,548	5,260
	Stamford, Conn. (See Bridgeport-Stamford-Norwalk)															
158	Steubenville-Weirton, Ohio	174,215	.0806	3,652	.0905	94	94	48,041	12,687	25,831	8,696	9,590	27,029	13,088	11,919	5,402
	W. Va. portion	51,197	.0237	2,878	.0322	87	84	12,665	4,899	3,556	2,868	3,045	9,925	4,432	4,173	1,885
	Ohio portion	123,018	.0569	4,114	.0583	99	98	35,376	7,988	22,275	5,828	6,545	17,104	8,656	7,746	3,517
159	Stockton, Cal.	329,063	.1522	4,447	.1457	110	115	72,518	29,245	33,623	18,990	18,701	57,717	23,490	26,956	10,335
	Superior, Wisc. (See Duluth-Superior)															
160	Syracuse, N. Y.	683,680	.3209	4,285	.3216	105	105	165,107	99,546	96,234	43,212	30,074	128,818	38,940	41,204	22,592
161	Tacoma, Wash.	357,965	.1695	3,686	.1779	97	90	91,113	26,730	82,439	16,857	19,594	60,752	26,173	16,047	12,299
288	Tallahassee, Fla.	89,459	.0414	4,473	.0404	88	90	19,736	6,430	9,833	7,424	5,287	16,375	8,953	6,727	2,320
162	Tampa-St. Petersburg, Fla.	1,060,035	.4902	4,476	.4199	105	122	223,901	78,766	153,905	54,501	59,594	213,760	71,268	77,051	36,491
289	Temple, Tex.	88,436	.0409	3,216	.0509	83	67	19,799	4,954	10,406	4,513	4,546	21,312	8,378	6,836	2,568
163	Terre Haute, Ind.	144,805	.0670	4,149	.0622	104	112	29,115	10,636	29,496	4,937	7,911	28,393	11,061	9,688	5,994
290	Texarkana, Ark.	105,767	.0489	3,526	.0451	79	85	24,184	5,251	13,722	5,745	3,873	21,549	8,665	6,468	3,203
290	Ark. portion	41,199	.0190	4,244	.0157	83	101	7,461	2,965	4,978	3,733	1,830	6,973	3,243	2,559	768
290	Tex. portion	64,568	.0298	3,182	.0294	78	78	16,723	2,286	8,744	2,012	2,043	14,576	5,422	3,909	2,435
164	Toledo, Ohio	615,617	.2847	4,254	.3043	115	107	152,906	53,395	95,179	30,802	32,112	96,550	47,702	32,799	24,784
165	Topeka, Kans.	182,658	.0844	4,106	.0810	106	111	40,785	9,930	28,394	11,073	12,516	29,776	15,514	14,501	6,543
166	Trenton, N. J.	377,273	.1745	5,133	.1744	114	115	87,161	33,563	49,560	27,799	21,960	59,684	21,335	19,065	9,490
	Troy, N. Y. (See Albany-Schenectady-Troy)															
167	Tucson, Ariz.	339,976	.1572	4,223	.1508	101	106	79,956	25,968	39,905	22,612	21,838	69,339	30,090	24,807	15,271

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Summary of Data for Metropolitan County Areas—(Cont'd)

See explanation of "Metropolitan County Areas," pages 745-749

	AREAS	RETAIL SALES—SM ESTIMATES, 1959														
		Total Retail Sales ($000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Activity	Food ($000)	Eating & Drink. Places ($000)	General Mdse. ($000)	Apparel ($000)	Furn.-House-Appl. ($000)	Automotive ($000)	Gas Stations ($000)	Lumber Bldg. Hdwre. ($000)	Drugs ($000)
168	Tulsa, Okla.	492,491	.2278	4,087	.2200	103	107	112,514	26,535	74,195	30,688	24,253	103,238	41,219	36,030	18,722
	Tuscumbia, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)															
291	Tuscaloosa, Ala.	85,977	.0398	3,372	.0443	74	86	22,046	3,747	9,852	6,665	5,302	16,935	7,981	3,838	3,331
	Two Rivers, Wisc. (See Manitowoc-Two Rivers)															
292	Tyler, Tex.	99,545	.0460	4,047	.0418	88	97	26,232	2,671	8,956	9,505	6,653	19,299	7,161	6,249	3,873
	Urbana, Ill. (See Champaign-Urbana)															
169	Utica-Rome, N. Y.	397,901	.1840	4,311	.1775	101	105	94,608	30,687	51,509	24,976	18,799	67,383	23,366	24,548	11,505
293	Ventura-Oxnard, Cal.	214,334	.0991	4,044	.1044	104	98	50,522	15,384	23,822	11,228	11,244	42,992	16,891	15,470	7,512
294	Vineland-Bridgeton, N. J.	141,895	.0656	4,505	.0605	103	111	33,109	7,140	14,387	10,179	9,250	24,111	7,964	10,365	3,022
170	Waco, Tex.	181,776	.0840	4,169	.0754	90	101	40,670	11,011	27,058	7,356	9,601	38,874	12,917	11,501	6,058
171	Washington, D. C.	2,825,891	1.3069	4,904	1.3281	117	115	658,868	218,379	410,278	197,857	151,042	486,362	181,256	115,027	138,800
171	D. C. portion	1,411,414	.6527	5,796	.5868	126	141	244,640	133,454	228,926	126,975	96,191	215,801	67,905	36,631	65,586
171	Md. portion	798,430	.3693	4,200	.4271	109	94	258,756	44,026	95,059	35,697	25,827	137,701	64,328	47,511	40,113
171	Va. portion	616,047	.2849	4,320	.3142	112	101	155,492	40,899	86,293	35,185	29,024	112,860	49,023	30,885	33,101
	Waterbury, Conn. (See New Haven-Waterbury-Meriden)															
172	Waterloo, Iowa	158,865	.0735	4,181	.0726	103	105	34,409	9,461	21,884	9,077	7,852	29,755	11,483	15,278	4,748
295	Watertown, N. Y.	121,916	.0564	4,515	.0509	103	114	26,206	9,386	15,034	8,513	4,035	21,289	6,989	8,296	4,179
296	Wausau, Wisc.	94,514	.0437	3,751	.0440	85	85	19,754	8,538	12,059	3,526	4,634	22,542	5,113	8,894	2,210
	Weirton, W. Va. (See Steubenville-Weirton)															
	West Monroe, La. (See Monroe-West Monroe)															
173	West Palm Beach, Fla.	348,236	.1610	4,408	.1377	107	125	77,164	28,443	36,390	24,471	21,460	64,126	23,442	25,137	10 603
174	Wheeling, W. Va.	214,825	.0991	3,617	.1024	91	88	55,012	15,850	31,770	13,300	12,933	34,790	14,541	13,970	5,988
	W. Va. portion	139,204	.0642	4,337	.0607	99	105	30,915	10,635	27,328	10,572	9,014	22,133	8,959	7,636	4,293
	Ohio portion	75,621	.0349	2,770	.0417	82	68	24,097	5,215	4,442	2,728	3,919	12,657	7,582	6,334	1,695
175	Wichita, Kans.	454,234	.2101	4,152	.1981	108	113	99,681	25,193	63,495	26,329	23,050	92,456	36,643	35,286	17,249
176	Wichita Falls, Tex.	175,385	.0812	4,940	.0748	100	109	32,580	8,967	22,056	9,905	7,453	43,730	12,660	10,680	7,192
177	Wilkes-Barre-Hazleton, Pa.	383,817	.1775	3,737	.1827	89	87	102,937	27,905	56,884	29,119	18,781	57,775	21,077	18,161	8,890
297	Williamsport, Pa.	131,576	.0609	4,048	.0585	97	101	32,449	8,567	21,161	8,483	7,049	21,547	8,410	7,149	3 191
178	Wilmington, Del.	497,683	.2302	4,744	.2476	121	113	112,799	32,350	65,285	29,873	29,313	81,674	36,182	26,884	16,359
178	Del. portion	429,534	.1987	4,903	.2143	125	116	96,427	27,906	61,736	26,906	26,087	67,715	31,344	22,750	14,902
178	N. J. section	68,149	.0315	3,939	.0333	104	98	16,372	4,453	3,549	2,967	3,226	13,959	4,838	4,134	1,457
298	Wilmington, N. C.	92,852	.0430	4,339	.0379	88	100	22,368	5,184	12,077	5,344	5,346	14,868	7,520	5,114	3,873
179	Winston-Salem, N. C.	219,367	.1015	4,423	.0957	94	100	45,572	11,238	34,028	16,651	14,411	41,123	15,190	13,943	7,596
180	Worcester, Mass.	666,519	.3084	3,891	.3367	102	93	172,233	48,899	63,147	46,452	31,797	101,980	42,586	44,051	22,485
299	Yakima, Wash	184,301	.0853	3,913	.0775	91	100	42,041	11,012	23,716	5,147	8,519	32,077	14,172	20,232	6,059
181	York, Pa.	299,593	.1386	4,220	.1341	101	104	61,101	16,605	46,559	19,783	22,972	61,322	17,678	15,884	5,412
182	Youngstown, Ohio	628,516	.2907	4,429	.2922	104	104	162,425	39,859	107,154	32,943	30,860	104,165	47,557	39,352	20,218
300	Zanesville, Ohio	90,817	.0420	3,737	.0419	94	94	22,413	7,268	8,894	4,015	5,963	16,519	6,957	7,817	2,853
	Total Standard Metropolitan Areas	145,544,107	67.3120	4,389	67.3942	109	109	34,164162	11,721005	22,420529	9,857,996	7,744,035	23,670890	9,205,642	7,946,629	5,187,422
	Total Potential Metropolitan Areas	15,216,281	7.0370	4,189	6.7561	96	100	3,523,951	1,008,034	1,821,956	895,121	781,910	2,822,992	1,139,360	1,257,855	506,748
	Total All Metropolitan Areas	160,760,388	74.3490	4,389	74.1503	108	108	37,688113	12,729039	24,242485	10,753117	8,525,945	26,493882	10,345002	9,204,484	5,694,168
	U. S. Total	216,221,217	1000000	4,141	1000000	100	100	50,399861	16,031482	29,328178	13,230834	10,775393	37,049815	15,175572	15,781623	7,345,288

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Population Ranking of Metropolitan County Areas

SM Estimates, 1/1/60, for POPULATION in Descending Order

Code No.	AREA and STATE	Estimates (thous)	Group Rank
110	New York (N. Y.)	10,628.4	1
90	Los Angeles-Long Beach (Cal.)	6,624.2	2
32	Chicago (Ill.)	6,117.9	3
119	Philadelphia (Pa.)	4,439.1	4
45	Detroit (Mich.)	3,963.5	5
21	Boston (Mass.)	3,074.4	6
143	San Francisco-Oakland (Cal.)	2,731.2	7
121	Pittsburgh (Pa.)	2,381.5	8
137	St. Louis (Mo.)	2,089.3	9
171	Washington (D. C.)	2,034.3	10
34	Cleveland (Ohio)	1,785.5	11
15	Baltimore (Md.)	1,748.0	12
106	Newark (N. J.)	1,719.7	13
100	Minneapolis-St. Paul (Minn.)	1,410.2	14
24	Buffalo (N. Y.)	1,338.3	15
69	Houston (Tex.)	1,212.0	16
99	Milwaukee (Wisc.)	1,202.0	17
116	Paterson-Clifton-Passaic (N. J.)	1,185.4	18
148	Seattle (Wash.)	1,072.0	19
33	Cincinnati (Ohio)	1,068.8	20
39	Dallas (Tex.)	1,066.4	21
78	Kansas City (Mo.)	1,050.7	22
142	San Diego (Cal.)	983.6	23
10	Atlanta (Ga.)	974.7	24
98	Miami (Fla.)	915.1	25
43	Denver (Colo.)	895.2	26
124	Portland (Ore.)	864.7	27
108	New Orleans (La.)	839.8	28
141	San Bernardino-Riverside-Ontario (Cal.)	755.8	29
162	Tampa-St. Petersburg (Fla.)	717.5	30
125	Providence (R. I.)	715.9	31
91	Louisville (Ky.)	702.4	32
41	Dayton (Ohio)	693.2	33
71	Indianapolis (Ind.)	689.1	34
2	Albany-Schenectady-Troy (N. Y.)	668.6	35
37	Columbus (Ohio)	668.2	36
67	Hartford-New Britain (Conn.)	660.1	37
140	San Antonio (Tex.)	660.1	37
75	Jersey City (N. J.)	646.4	39
20	Birmingham (Ala.)	634.1	40
22	Bridgeport-Stamford-Norwalk (Conn.)	633.1	41
120	Phoenix (Ariz.)	630.2	42
107	New Haven-Waterbury-Meriden (Conn.)	627.6	43
144	San Jose (Cal.)	613.0	44
56	Fort Worth (Tex.)	611.9	45
111	Norfolk-Portsmouth (Va.)	597.1	46
97	Memphis (Tenn.)	590.0	47
180	Worcester (Mass.)	589.5	48
132	Rochester (N. Y.)	585.0	49
60	Gary-Hammond-East Chicago (Ind.)	556.6	50
160	Syracuse (N. Y.)	547.6	51
68	Honolulu (Hawaii)	520.5	52
1	Akron (Ohio)	515.0	53
182	Youngstown (Ohio)	501.2	54
259	New Brunswick-Perth Amboy (N. J.)	500.0	55
164	Toledo (Ohio)	474.7	56
4	Allentown-Bethlehem-Easton (Pa.)	474.2	57
113	Oklahoma City (Okla.)	473.4	58
155	Springfield-Holyoke (Mass.)	472.3	59
134	Sacramento (Cal.)	468.3	60
74	Jacksonville (Fla.)	451.5	61
114	Omaha (Nebr.)	444.3	62
130	Richmond (Va.)	416.3	63
52	Fall River-New Bedford (Mass.)	398.4	64
53	Flint (Mich.)	393.9	65
168	Tulsa (Okla.)	381.0	66
105	Nashville (Tenn.)	380.1	67
138	Salt Lake City (Utah)	380.1	67
201	Brownsville-Harlingen-McAllen (Tex.)	379.5	69
80	Knoxville (Tenn.)	373.8	70
177	Wilkes-Barre-Hazleton (Pa.)	368.1	71
178	Wilmington (Del.)	364.8	72
57	Fresno (Cal.)	350.9	73
61	Grand Rapids (Mich.)	349.4	74
66	Harrisburg (Pa.)	345.4	75
175	Wichita (Kans.)	332.8	76
25	Canton (Ohio)	332.2	77
49	El Paso (Tex.)	330.0	78
161	Tacoma (Wash.)	328.1	79
18	Beaumont-Port Arthur (Tex.)	315.5	80
169	Utica-Rome (N. Y.)	312.9	81
115	Orlando (Fla.)	305.1	82
82	Lansing (Mich.)	303.7	83
223	Fort Lauderdale (Fla.)	296.5	84
118	Peoria (Ill.)	294.7	85
153	Spokane (Wash.)	291.1	86
31	Chattanooga (Tenn.)	290.7	87
76	Johnstown (Pa.)	282.9	88
101	Mobile (Ala.)	282.5	89
40	Davenport-Rock Island-Moline (Iowa-Ill.)	279.7	90
47	Duluth-Superior (Minn.-Wisc.)	278.9	91
14	Bakersfield (Cal.)	277.7	92
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	276.3	93
30	Charlotte (N. C.)	275.3	94
166	Trenton (N. J.)	272.2	95
129	Reading (Pa.)	271.7	96
70	Huntington-Ashland (W. Va.-Ky.)	270.4	97
44	Des Moines (Iowa)	267.6	98
81	Lancaster (Pa.)	267.5	99
167	Tucson (Ariz.)	265.1	100
149	Shreveport (La.)	260.6	101
88	Little Rock-North Little Rock (Ark.)	260.0	102
3	Albuquerque (N. M.)	252.8	103
29	Charleston (W. Va.)	252.5	104
38	Corpus Christi (Tex.)	250.0	105
35	Columbia (S. C.)	248.3	106
12	Augusta (Ga.)	246.9	107
147	Scranton (Pa.)	246.5	108
36	Columbus (Ga.)	245.5	109
152	South Bend (Ind.)	242.6	110
159	Stockton (Cal.)	237.2	111
181	York (Pa.)	237.0	112
50	Erie (Pa.)	236.8	113
63	Greensboro-High Point (N. C.)	233.8	114
16	Baton Rouge (La.)	232.8	115
173	West Palm Beach (Fla.)	229.7	116
55	Fort Wayne (Ind.)	229.2	117
23	Brockton (Mass.)	228.6	118
95	Madison (Wisc.)	216.5	119
109	Newport News-Hampton (Va.)	215.6	120
51	Evansville (Ind.)	214.8	121
13	Austin (Tex.)	212.5	122
89	Lorain-Elyria (Ohio)	211.7	123
28	Charleston (S. C.)	210.5	124
19	Binghamton (N. Y.)	207.5	125
64	Greenville (S. C.)	206.4	126
117	Pensacola (Fla.)	205.6	127
174	Wheeling (W. Va.)	200.6	128
133	Rockford (Ill.)	196.2	129
135	Saginaw (Mich.)	190.6	130
65	Hamilton-Middletown (Ohio)	187.4	131
241	Lakeland (Fla.)	186.5	132
146	Savannah (Ga.)	183.1	133
179	Winston-Salem (N. C.)	181.8	134
293	Ventura-Oxnard (Cal.)	180.2	135
94	Macon (Ga.)	178.7	136
261	New London-Norwich (Conn.)	178.5	137
258	Newburgh (N. Y.)	176.5	138
123	Portland (Me.)	175.6	139
92	Lubbock (Tex.)	175.5	140
73	Jackson (Miss.)	174.4	141
272	Poughkeepsie (N. Y.)	172.0	142
158	Steubenville-Weirton (Ohio-W. Va.)	171.4	143
96	Manchester (N. H.)	168.2	144
128	Raleigh (N. C.)	166.5	145
102	Montgomery (Ala.)	165.5	146
287	Spartanburg (S. C.)	163.5	147
8	Ann Arbor (Mich.)	162.6	148
77	Kalamazoo (Mich.)	162.5	149
131	Roanoke (Va.)	160.0	150
194	Benton Harbor-St. Joseph (Mich.)	159.1	151
6	Amarillo (Tex.)	159.1	151
299	Yakima (Wash.)	152.5	153
218	Eugene (Ore.)	151.8	154
11	Atlantic City (N. J.)	150.9	155
233	Jamestown (N. Y.)	149.8	156
170	Waco (Tex.)	149.1	157
87	Lincoln (Nebr.)	148.5	158
281	Salem (Ore.)	148.1	159
104	Muskegon-Muskegon Heights (Mich.)	147.9	160
188	Boise (Idaho)	147.7	161
255	Modesto (Cal.)	146.5	162
145	Santa Barbara (Cal.)	146.2	163
154	Springfield (Ill.)	145.2	164
283	Santa Rosa (Cal.)	145.0	165
191	Battle Creek (Mich.)	143.9	166
220	Fayetteville (N. C.)	140.8	167
122	Pittsfield (Mass.)	139.6	168
240	Lake Charles (La.)	139.4	169
9	Asheville (N. C.)	137.1	170
165	Topeka (Kans.)	136.5	171
127	Racine (Wisc.)	135.1	172
176	Wichita Falls (Tex.)	133.1	173
72	Jackson (Mich.)	130.9	174
226	Gastonia (N. C.)	130.9	174
242	Las Vegas (Nev.)	130.8	176
157	Springfield (Ohio)	130.4	177
5	Altoona (Pa.)	130.4	177
27	Champaign-Urbana (Ill.)	129.3	179
209	Colorado Springs (Colo.)	128.0	180
156	Springfield (Mo.)	127.5	181
26	Cedar Rapids (Iowa)	127.3	182
59	Galveston (Tex.)	126.1	183
85	Lexington (Ky.)	125.4	184
172	Waterloo (Iowa)	125.3	185
7	Anderson (Ind.)	123.9	186
62	Green Bay (Wisc.)	122.1	187
213	Daytona Beach (Fla.)	120.7	188
279	Rocky Mount (N. C.)	116.8	189
285	Sharon-Farrell-Sharpsville (Pa.)	116.3	190
42	Decatur (Ill.)	116.0	191
196	Biloxi-Gulfport (Miss.)	115.9	192
190	Bangor (Me.)	115.6	193
48	Durham (N. C.)	115.5	194
126	Pueblo (Colo.)	114.1	195
185	Alexandria (La.)	113.9	196
269	Petersburg (Va.)	113.9	196
234	Joplin (Mo.)	113.5	198
212	Danville (Va.)	113.0	199
193	Beloit-Janesville (Wisc.)	112.1	200
214	Eau Claire (Wisc.)	111.6	201
93	Lynchburg (Va.)	111.1	202
263	Oshkosh (Wisc.)	111.1	202
247	Mansfield (Ohio)	111.0	204
273	Provo (Utah)	110.1	205
103	Muncie (Ind.)	110.0	206
289	Temple (Tex.)	109.1	207
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	109.0	208
112	Ogden (Utah)	108.7	209
231	Huntsville (Ala.)	108.4	210
260	New Castle (Pa.)	107.5	211
297	Williamsport (Pa.)	107.4	212
17	Bay City (Mich.)	107.2	213
291	Tuscaloosa (Ala.)	107.0	214
150	Sioux City (Iowa)	107.0	214
163	Terre Haute (Ind.)	106.9	216
294	Vineland-Bridgeton (N. J.)	105.4	217
270	Port Huron (Mich.)	105.0	218
271	Portsmouth (Ohio)	104.1	219
86	Lima (Ohio)	103.7	220
136	St. Joseph (Mo.)	103.6	221
290	Texarkana (Ark.-Tex.)	102.4	222
215	Elkhart (Ind.)	101.3	223
58	Gadsden (Ala.)	100.2	224
211	Danville (Ill.)	99.7	225
79	Kenosha (Wisc.)	99.1	226
216	Elmira (N. Y.)	98.5	227
187	Appleton (Wisc.)	97.9	228
188	Ashtabula (Ohio)	96.6	229
186	Anniston (Ala.)	96.1	230
268	Pasco-Kennewick-Richland (Wash.)	94.7	231
230	Hagerstown (Md.)	93.4	232
235	Kankakee (Ill.)	93.2	233
296	Wausau (Wisc.)	92.1	234
252	Michigan City (Ind.)	92.0	235
210	Cumberland (Md.)	91.8	236
238	Lafayette (Ind.)	91.6	237
262	Odessa (Tex.)	91.4	238
197	Bloomington (Ill.)	91.1	239
286	Sheboygan (Wisc.)	90.6	240
183	Abilene (Tex.)	89.6	241
267	Parkersburg (W. Va.)	89.2	242
256	Monroe-West Monroe (La.)	89.1	243
295	Watertown (N. Y.)	88.2	244
257	Newark (Ohio)	87.7	245
244	Lebanon (Pa.)	86.9	246
227	Grand Forks-East Grand Forks (N. D.-Minn.)	86.8	247
151	Sioux Falls (S. D.)	86.5	248
292	Tyler (Tex.)	85.0	249
276	Reno (Nev.)	84.6	250
280	St. Cloud (Minn.)	84.4	251
84	Lewiston-Auburn (Me.)	82.7	252
202	Burlington (N. C.)	82.7	252
199	Bremerton (Wash.)	82.5	254
46	Dubuque (Iowa)	82.3	255
253	Middletown (Conn.)	82.1	256
288	Tallahassee (Fla.)	81.9	257
300	Zanesville (Ohio)	80.0	258
243	Lawton (Okla.)	79.7	259
204	Butte-Anaconda (Mont.)	79.2	260
195	Billings (Mont.)	78.8	261
239	Lafayette (La.)	78.7	262
224	Gainesville (Fla.)	78.6	263
207	Clarksburg (W. Va.)	76.8	264
277	Richmond (Ind.)	76.6	265
298	Wilmington (N. C.)	76.6	265
248	Marion (Ind.)	76.2	267
228	Great Falls (Mont.)	75.4	268
222	Fond du Lac (Wisc.)	75.4	268
192	Bellingham (Wash.)	74.6	270
229	Greenville (Miss.)	74.4	271
189	Auburn (N. Y.)	74.2	272
139	San Angelo (Tex.)	74.1	273
237	La Crosse (Wisc.)	73.2	274
245	Longview (Tex.)	73.1	275
83	Laredo (Tex.)	72.0	276
246	Manitowoc-Two Rivers (Wisc.)	71.7	277
219	Fargo (N. D.)	71.6	278
203	Burlington (Vt.)	70.5	279
282	Sandusky (Ohio)	69.9	280
266	Panama City (Fla.)	68.3	281
284	Sarasota (Fla.)	67.3	282
264	Owensboro (Ky.)	66.5	283
251	Meridian (Miss.)	66.5	283
54	Fort Smith (Ark.)	66.4	285
274	Quincy (Ill.)	66.1	286
236	Kokomo (Ind.)	65.0	287
254	Midland (Tex.)	62.2	288
232	Hutchinson (Kans.)	60.7	289
208	Cheyenne (Wyo.)	60.5	290
249	Marion (Ohio)	58.6	291
278	Rochester (Minn.)	58.3	292
184	Albany (Ga.)	58.2	293
275	Rapid City (S. D.)	58.1	294
225	Galesburg (Ill.)	57.3	295
265	Paducah (Ky.)	57.2	296
208	Clinton (Iowa)	56.6	297
250	Mason City (Iowa)	53.3	298
217	Enid (Okla.)	46.8	299
205	Casper (Wyo.)	44.4	300
	Total Above Metropolitan Areas	123,113.9	

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INDUSTRY IN ACTION... IN THE GREENSBORO METROPOLITAN MARKET!

THE CITY....

- ...which has over 1,000,000 people within a fifty mile radius!
- ...which is one of the top distributing centers in the South!
- ...which is the center of the greatest manufacturing area in the South.

THE METROPOLITAN MARKET...

- ...which is the 95th best market in the nation in Total Retail Sales!
- ...which is the 18th best market in the South in Total Retail Sales!
- ...which is the 2nd best market in the South and the 5th best in the nation in per family retail sales!

Figures from Federal Reserve Bank of Richmond and Sales Management Survey of Buying Power, 1960

GREENSBORO GREEN THUMB OF THE NEW SOUTH



IN THE TOP 20 RETAIL MARKETS OF THE *South* ....AND IN THE TOP 100 OF THE *Nation*

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Households Ranking of Metropolitan County Areas

SM Estimates, 1/1/60, for Number of HOUSEHOLDS, in Descending Order

Code No.	AREA and STATE	Estimates (thous.)	Group Rank
110	New York (N. Y.)	3,268.4	1
90	Los Angeles-Long Beach (Cal.)	2,220.8	2
32	Chicago (Ill.)	1,885.9	3
119	Philadelphia (Pa.)	1,274.5	4
45	Detroit (Mich.)	1,136.1	5
143	San Francisco-Oakland (Cal.)	893.0	6
21	Boston (Mass.)	884.0	7
121	Pittsburgh (Pa.)	683.7	8
137	St. Louis (Mo.)	642.5	9
171	Washington (D. C.)	576.2	10
34	Cleveland (Ohio)	537.5	11
106	Newark (N. J.)	506.6	12
15	Baltimore (Md.)	489.9	13
100	Minneapolis-St. Paul (Minn.)	424.5	14
24	Buffalo (N. Y.)	394.4	15
116	Paterson-Clifton-Passaic (N. J.)	364.9	16
148	Seattle (Wash.)	363.2	17
69	Houston (Tex.)	362.4	18
99	Milwaukee (Wisc.)	358.3	19
78	Kansas City (Mo.)	344.7	20
33	Cincinnati (Ohio)	338.7	21
39	Dallas (Tex.)	324.5	22
124	Portland (Ore.)	290.7	23
142	San Diego (Cal.)	290.2	24
98	Miami (Fla.)	281.5	25
10	Atlanta (Ga.)	280.0	26
43	Denver (Colo.)	279.2	27
108	New Orleans (La.)	244.1	28
141	San Bernardino-Riverside-Ontario (Cal.)	243.8	29
162	Tampa-St. Petersburg (Fla.)	236.8	30
71	Indianapolis (Ind.)	217.8	31
125	Providence (R. I.)	213.6	32
91	Louisville (Ky.)	211.4	33
2	Albany-Schenectady-Troy (N. Y.)	208.8	34
41	Dayton (Ohio)	205.9	35
37	Columbus (Ohio)	198.5	36
67	Hartford (Conn.)	191.9	37
75	Jersey City (N. J.)	190.4	38
144	San Jose (Cal.)	188.6	39
68	Fort Worth (Tex.)	188.7	40
22	Bridgeport-Stamford-Norwalk (Conn.)	185.5	41
107	New Haven-Waterbury-Meriden (Conn.)	184.9	42
120	Phoenix (Ariz.)	182.8	43
132	Rochester (N. Y.)	181.3	44
140	San Antonio (Tex.)	180.0	45
20	Birmingham (Ala.)	179.5	46
180	Worcester (Mass.)	171.3	47
97	Memphis (Tenn.)	168.1	48
111	Norfolk-Portsmouth (Va.)	168.0	49
160	Syracuse (N. Y.)	161.9	50
60	Gary-Hammond-East Chicago (Ind.)	160.3	51
1	Akron (Ohio)	154.5	52
113	Oklahoma City (Okla.)	148.1	53
134	Sacramento (Cal.)	146.6	54
164	Toledo (Ohio)	144.7	55
259	New Brunswick-Perth Amboy (N. J.)	142.6	56
182	Youngstown (Ohio)	141.9	57
4	Allentown-Bethlehem-Easton (Pa.)	137.5	58
155	Springfield-Holyoke (Mass.)	136.2	59
114	Omaha (Nebr.)	134.0	60
74	Jacksonville (Fla.)	127.4	61
52	Fall River-New Bedford (Mass.)	120.7	62
168	Tulsa (Okla.)	120.5	63
66	Honolulu (Hawaii)	119.7	64
53	Flint (Mich.)	116.0	65
130	Richmond (Va.)	113.8	66
138	Salt Lake City (Utah)	110.4	67
175	Wichita (Kans.)	108.4	68
108	Nashville (Tenn.)	107.7	69
57	Fresno (Cal.)	107.1	70
61	Grand Rapids (Mich.)	106.7	71
178	Wilmington (Del.)	104.9	72
177	Wilkes-Barre-Hazleton (Pa.)	102.7	73
66	Harrisburg (Pa.)	102.4	74
80	Knoxville (Tenn.)	100.9	75
161	Tacoma (Wash.)	97.9	76
26	Canton (Ohio)	97.5	77
119	Orlando (Fla.)	96.3	78
153	Spokane (Wash.)	95.1	79
109	Utica-Rome (N. Y.)	92.3	80
223	Fort Lauderdale (Fla.)	91.7	81
18	Beaumont-Port Arthur (Tex.)	91.4	82
118	Peoria (Ill.)	91.3	83
201	Brownsville-Harlingen-McAllen (Tex.)	89.8	84
82	Lansing (Mich.)	89.4	85
48	El Paso (Tex.)	86.9	86
44	Des Moines (Iowa)	86.7	87
40	Davenport-Rock Island-Moline (Iowa-Ill.)	85.9	88
47	Duluth-Superior (Minn.-Wisc.)	85.8	89
31	Chattanooga (Tenn.)	83.5	90
14	Bakersfield (Cal.)	82.5	91
129	Reading (Pa.)	80.7	92
167	Tucson (Ariz.)	80.5	93
173	West Palm Beach (Fla.)	79.0	94
101	Mobile (Ala.)	78.2	95
88	Little Rock-North Little Rock (Ark.)	78.1	96
81	Lancaster (Pa.)	76.7	97
76	Johnstown (Pa.)	76.2	98
70	Huntington-Ashland (W. Va.-Ky.)	75.1	99
159	Stockton (Cal.)	74.0	100
30	Charlotte (N. C.)	73.9	101
166	Trenton (N. J.)	73.5	102
149	Shreveport (La.)	72.7	103
152	South Bend (Ind.)	72.2	104
147	Scranton (Pa.)	71.1	105
55	Fort Wayne (Ind.)	71.1	105
181	York (Pa.)	71.0	107
3	Albuquerque (N. M.)	70.9	108
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	70.2	109
23	Brockton (Mass.)	70.2	109
29	Charleston (W. Va.)	69.5	111
50	Erie (Pa.)	68.9	112
38	Corpus Christi (Tex.)	66.8	113
51	Evansville (Ind.)	66.6	113
12	Augusta (Ga.)	65.9	115
16	Baton Rouge (La.)	64.7	116
19	Binghamton (N. Y.)	62.1	117
133	Rockford (Ill.)	62.0	118
63	Greensboro-High Point (N. C.)	61.5	119
89	Lorain-Elyria (Ohio)	61.3	120
95	Madison (Wisc.)	61.2	121
174	Wheeling (W. Va.)	59.4	122
13	Austin (Tex.)	59.3	123
35	Columbia (S. C.)	58.1	124
28	Charleston (S. C.)	57.5	125
36	Columbus (Ga.)	56.8	126
64	Greenville (S. C.)	56.8	126
241	Lakeland (Fla.)	56.6	128
109	Newport News-Hampton (Va.)	56.4	129
135	Saginaw (Mich.)	55.0	130
117	Pensacola (Fla.)	54.3	131
146	Savannah (Ga.)	53.9	132
65	Hamilton-Middletown (Ohio)	53.8	133
293	Ventura-Oxnard (Cal.)	53.0	134
258	Newburgh (N. Y.)	52.8	135
261	New London-Norwich (Conn.)	52.2	136
123	Portland (Me.)	51.8	137
96	Manchester (N. H.)	50.3	138
179	Winston-Salem (N. C.)	49.6	139
6	Amarillo (Tex.)	49.5	140
92	Lubbock (Tex.)	49.3	141
94	Macon (Ga.)	49.1	142
194	Benton Harbor-St. Joseph (Mich.)	49.1	142
77	Kalamazoo (Mich.)	48.7	144
283	Santa Rosa (Cal.)	48.4	145
73	Jackson (Miss.)	47.9	146
158	Steubenville-Weirton (Ohio-W. Va.)	47.7	147
218	Eugene (Ore.)	47.7	147
233	Jamestown (N. Y.)	47.5	149
145	Santa Barbara (Cal.)	47.4	150
11	Atlantic City (N. J.)	47.3	151
87	Lincoln (Nebr.)	47.3	151
299	Yakima (Wash.)	47.1	153
154	Springfield (Ill.)	47.1	153
102	Montgomery (Ala.)	46.4	155
272	Poughkeepsie (N. Y.)	45.6	156
255	Modesto (Cal.)	45.3	157
196	Boise (Idaho)	45.1	158
231	Salem (Ore.)	45.0	159
165	Topeka (Kans.)	44.5	160
104	Muskegon-Muskegon Heights (Mich.)	43.9	161
131	Roanoke (Va.)	43.8	162
170	Waco (Tex.)	43.6	163
9	Ann Arbor (Mich.)	43.4	164
287	Spartanburg (S. C.)	42.7	165
156	Springfield (Mo.)	42.3	166
191	Battle Creek (Mich.)	42.1	167
122	Pittsfield (Mass.)	41.9	168
242	Las Vegas (Nev.)	41.4	169
128	Raleigh (N. C.)	41.0	170
26	Cedar Rapids (Iowa)	40.8	171
127	Racine (Wisc.)	40.4	172
157	Springfield (Ohio)	39.6	173
240	Lake Charles (La.)	39.4	174
213	Daytona Beach (Fla.)	39.3	175
7	Anderson (Ind.)	39.0	176
72	Jackson (Mich.)	38.3	177
5	Altoona (Pa.)	38.2	178
172	Waterloo (Iowa)	38.0	179
234	Joplin (Mo.)	38.0	179
59	Galveston (Tex.)	37.3	181
42	Decatur (Ill.)	37.1	182
9	Asheville (N. C.)	36.8	183
85	Lexington (Ky.)	36.0	184
266	Colorado Springs (Colo.)	35.8	185
176	Wichita Falls (Tex.)	35.5	186
163	Terre Haute (Ind.)	34.9	187
103	Muncie (Ind.)	34.3	188
27	Champaign-Urbana (Ill.)	34.2	189
193	Beloit-Janesville (Wisc.)	34.1	190
169	Sioux City (Iowa)	33.7	191
62	Green Bay (Wisc.)	33.4	192
226	Gastonia (N. C.)	33.2	193
295	Sharon-Farrell-Sharpsville (Pa.)	33.2	193
253	Oshkosh (Wisc.)	32.8	195
247	Mansfield (Ohio)	32.8	195
136	St. Joseph (Mo.)	32.7	197
297	Williamsport (Pa.)	32.5	198
126	Pueblo (Colo.)	32.4	199
211	Danville (Ill.)	31.8	200
215	Elkhart (Ind.)	31.7	201
294	Vineland-Bridgeton (N. J.)	31.5	202
214	Eau Claire (Wisc.)	31.4	203
112	Ogden (Utah)	31.2	204
260	New Castle (Pa.)	31.2	204
270	Port Huron (Mich.)	31.2	204
88	Lima (Ohio)	31.2	204
190	Bangor (Me.)	31.0	208
220	Fayetteville (N. C.)	30.7	209
185	Alexandria (La.)	30.7	209
17	Bay City (Mich.)	30.7	209
271	Portsmouth (Ohio)	30.4	212
216	Elmira (N. Y.)	30.4	212
290	Texarkana (Ark.-Tex.)	30.0	214
79	Kenosha (Wisc.)	30.0	214
48	Durham (N. C.)	29.9	216
188	Ashtabula (Ohio)	29.7	217
196	Biloxi-Gulfport (Miss.)	29.3	218
212	Danville (Va.)	28.7	219
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	28.6	220
93	Lynchburg (Va.)	28.3	221
197	Bloomington (Ill.)	28.3	221
273	Provo (Utah)	28.2	223
279	Rocky Mount (N. C.)	28.1	224
269	Petersburg (Va.)	28.1	224
268	Pasco-Kennewick-Richland (Wash.)	28.0	226
276	Reno (Nev.)	28.0	226
231	Huntsville (Ala.)	27.8	228
289	Temple (Tex.)	27.5	229
262	Odessa (Tex.)	27.5	229
252	Michigan City (Ind.)	27.4	231
286	Sheboygan (Wisc.)	27.3	232
58	Gadsden (Ala.)	27.2	233
187	Appleton (Wisc.)	27.2	233
257	Newark (Ohio)	27.2	233
199	Bremerton (Wash.)	27.1	236
295	Watertown (N. Y.)	27.0	237
204	Butte-Anaconda (Mont.)	26.9	238
267	Parkersburg (W. Va.)	26.7	239
151	Sioux Falls (S. D.)	26.7	239
230	Hagerstown (Md.)	26.6	241
210	Cumberland (Md.)	26.3	242
183	Abilene (Tex.)	26.1	243
238	Lafayette (Ind.)	25.8	244
256	Monroe-West Monroe (La.)	25.7	245
291	Tuscaloosa (Ala.)	25.5	246
195	Billings (Mont.)	25.3	247
296	Wausau (Wisc.)	25.2	248
186	Anniston (Ala.)	25.1	249
244	Lebanon (Pa.)	25.0	250
192	Bellingham (Wash.)	24.9	251
292	Tyler (Tex.)	24.6	252
300	Zanesville (Ohio)	24.3	253
227	Grand Forks-East Grand Forks (N. D.-Minn.)	23.9	254
84	Lewiston-Auburn (Me.)	23.9	254
235	Kankakee (Ill.)	23.8	256
248	Marion (Ind.)	23.3	257
253	Middletown (Conn.)	23.2	258
277	Richmond (Ind.)	23.1	259
228	Great Falls (Mont.)	23.1	259
245	Longview (Tex.)	22.8	261
284	Sarasota (Fla.)	22.1	262
46	Dubuque (Iowa)	22.0	263
189	Auburn (N. Y.)	21.9	264
207	Clarksburg (W. Va.)	21.7	265
202	Burlington (N. C.)	21.6	266
222	Fond du Lac (Wisc.)	21.6	266
139	San Angelo (Tex.)	21.5	268
298	Wilmington (N. C.)	21.4	269
282	Sandusky (Ohio)	21.4	269
274	Quincy (Ill.)	21.2	271
229	Greenville (Miss.)	21.1	272
237	La Crosse (Wisc.)	21.1	272
246	Manitowoc-Two Rivers (Wisc.)	20.8	274
239	Lafayette (La.)	20.7	275
219	Fargo (N. D.)	20.2	276
236	Kokomo (Ind.)	20.2	276
288	Tallahassee (Fla.)	20.0	278
280	St. Cloud (Minn.)	19.9	279
232	Hutchinson (Kans.)	19.8	280
224	Gainesville (Fla.)	19.7	281
251	Meridian (Miss.)	19.6	282
264	Owensboro (Ky.)	19.5	283
243	Lawton (Okla.)	19.1	284
254	Midland (Tex.)	18.9	285
203	Burlington (Vt.)	18.7	286
225	Galesburg (Ill.)	18.7	286
54	Fort Smith (Ark.)	18.5	288
266	Panama City (Fla.)	18.2	289
275	Rapid City (S. D.)	18.2	289
265	Paducah (Ky.)	18.2	289
249	Marion (Ohio)	18.1	292
208	Clinton (Iowa)	17.5	293
206	Cheyenne (Wyo.)	17.2	294
250	Mason City (Iowa)	16.7	295
194	Albany (Ga.)	16.6	296
278	Rochester (Minn.)	16.2	297
83	Laredo (Tex.)	16.1	298
217	Enid (Okla.)	14.6	299
205	Casper (Wyo.)	12.7	300
	Total Above Metropolitan Areas	38,754.0	

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FAMILIES IN ACTION . . . IN THE GREENSBORO METROPOLITAN MARKET!

ranks in the nation...

119th in number of families!

117th in total income!

95th in total retail sales!

ranks in the south...

24th in number of families!

21st in total income!

18th in total retail sales!

Figures from Sales Management Survey of Buying Power, 1960

GREENSBORO GREEN THUMB OF THE NEW SOUTH



IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . . AND IN THE TOP 100 OF THE *Nation*

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Per Hshld. Retail Sales Ranking of Metropolitan County Areas

SM Estimates, 1959, for PER HOUSEHOLD RETAIL SALES, in Descending Order

Code No.	AREA and STATE	Estimates	Group Rank
219	Fargo (N. D.)	5,835	1
284	Sarasota (Fla.)	5,818	1
278	Rochester (Minn.)	5,763	3
205	Casper (Wyo.)	5,718	4
63	Greensboro-High Point (N. C.)	5,606	5
223	Fort Lauderdale (Fla.)	5,526	6
255	Modesto (Cal.)	5,451	7
54	Fort Smith (Ark.)	5,411	8
11	Atlantic City (N. J.)	5,369	9
203	Burlington (Vt.)	5,364	10
98	Miami (Fla.)	5,346	11
262	Odessa (Tex.)	5,337	12
276	Reno (Nev.)	5,298	13
2	Albany-Schenectady-Troy (N. Y.)	5,222	14
30	Charlotte (N. C.)	5,221	15
130	Richmond (Va.)	5,200	16
85	Lexington	5,151	17
145	Santa Barbara (Cal.)	5,137	18
166	Trenton (N. J.)	5,133	19
275	Rapid City (S. D.)	5,098	20
4	Allentown-Bethlehem-Easton (Pa.)	5,075	21
14	Bakersfield (Cal.)	5,071	22
183	Abilene (Tex.)	5,067	23
57	Fresno (Cal.)	5,047	24
3	Albuquerque (N. M.)	5,044	25
134	Sacramento (Cal.)	5,040	26
151	Sioux Falls (S. D.)	5,026	27
92	Lubbock (Tex.)	5,021	28
73	Jackson (Miss.)	4,987	29
195	Billings (Mont.)	4,978	30
128	Raleigh (N. C.)	4,975	31
228	Great Falls (Mont.)	4,972	32
67	Hartford-New Britain (Conn.)	4,943	33
178	Wichita Falls (Tex.)	4,940	34
123	Portland (Me.)	4,913	35
39	Dallas (Tex.)	4,908	36
171	Washington (D. C.)	4,904	37
242	Las Vegas (Nev.)	4,903	38
10	Atlanta (Ga.)	4,892	39
198	Boise (Idaho)	4,888	40
245	Longview (Tex.)	4,887	41
206	Cheyenne (Wyo.)	4,883	42
26	Cedar Rapids (Iowa)	4,880	43
6	Amarillo (Tex.)	4,865	44
21	Boston (Mass.)	4,862	45
22	Bridgeport-Stamford-Norwalk (Conn.)	4,823	46
100	Minneapolis-St. Paul (Minn.)	4,803	47
184	Albany (Ga.)	4,777	48
96	Manchester (N. H.)	4,770	49
209	Colorado Springs (Colo.)	4,770	49
106	Newark (N. J.)	4,766	51
32	Chicago (Ill.)	4,765	52
105	Nashville (Tenn.)	4,751	53
178	Wilmington (Del.)	4,744	54
62	Green Bay (Wisc.)	4,732	55
250	Mason City (Iowa)	4,730	56
154	Springfield (Ill.)	4,713	57
155	Springfield-Holyoke (Mass.)	4,712	58
44	Des Moines (Iowa)	4,706	59
107	New Haven-Waterbury-Meriden (Conn.)	4,689	60
254	Midland (Tex.)	4,682	61
46	Dubuque (Iowa)	4,680	62
8	Ann Arbor (Mich.)	4,679	63
131	Roanoke (Va.)	4,673	64
227	Grand Forks-East Grand Forks (N. D.-Minn.)	4,667	65
150	Sioux City (Iowa)	4,666	66
235	Kankakee (Ill.)	4,665	67
55	Fort Wayne (Ind.)	4,652	68
34	Cleveland (Ohio)	4,642	69
43	Denver (Colo.)	4,636	70
190	Bangor (Me.)	4,636	70
71	Indianapolis (Ind.)	4,672	72
37	Columbus (Ohio)	4,624	73
213	Daytona Beach (Fla.)	4,624	73
217	Enid (Okla.)	4,620	75
239	Lafayette (La.)	4,619	76
247	Mansfield (Ohio)	4,613	77
272	Poughkeepsie (N. Y.)	4,607	78
95	Madison (Wisc.)	4,592	79
138	Salt Lake City (Utah)	4,561	80
120	Phoenix (Ariz.)	4,578	81
220	Fayetteville (N. C.)	4,572	82
149	Shreveport (La.)	4,568	83
81	Lancaster (Pa.)	4,560	84
144	San Jose (Cal.)	4,553	85
77	Kalamazoo (Mich.)	4,553	85
256	New Brunswick-Perth Amboy (N. J.)	4,550	87
74	Jacksonville (Fla.)	4,548	88
16	Baton Rouge (La.)	4,540	89
115	Orlando (Fla.)	4,534	90
237	La Crosse (Wisc.)	4,532	91
133	Rockford (Ill.)	4,531	92
258	Newburgh (N. Y.)	4,530	93
280	St. Cloud (Minn.)	4,526	94
78	Kansas City (Mo.)	4,527	95
9	Asheville (N. C.)	4,515	96
236	Watertown (N. Y.)	4,515	96
97	Memphis (Tenn.)	4,514	98
27	Champaign-Urbana (Ill.)	4,508	99
294	Vineland-Bridgeton (N. J.)	4,505	99
208	Clinton (Iowa)	4,498	101
69	Houston (Tex.)	4,487	102
283	Santa Rosa (Cal.)	4,482	103
162	Tampa-St. Petersburg (Fla.)	4,476	104
288	Tallahassee (Fla.)	4,473	105
61	Grand Rapids (Mich.)	4,471	106
82	Lansing (Mich.)	4,468	107
238	Lafayette (Ind.)	4,463	108
159	Stockton (Cal.)	4,447	109
187	Appleton (Wisc.)	4,443	110
42	Decatur (Ill.)	4,440	111
84	Lewiston-Auburn (Me.)	4,433	112
222	Fond du Lac (Wisc.)	4,430	113
182	Youngstown (Ohio)	4,429	114
244	Lebanon (Pa.)	4,429	114
148	Seattle (Wash.)	4,427	116
142	San Diego (Cal.)	4,424	117
179	Winston-Salem (N. C.)	4,423	118
225	Galesburg (Ill.)	4,420	119
249	Marion (Ohio)	4,418	120
90	Los Angeles-Long Beach (Cal.)	4,411	121
266	Panama City (Fla.)	4,410	122
173	West Palm Beach (Fla.)	4,408	123
110	New York (N. Y.)	4,403	124
102	Montgomery (Ala.)	4,397	125
86	Lima (Ohio)	4,394	126
114	Omaha (Nebr.)	4,388	127
253	Middletown (Conn.)	4,385	128
127	Racine (Wisc.)	4,376	129
41	Dayton (Ohio)	4,371	130
256	Monroe-West Monroe (La.)	4,371	130
31	Chattanooga (Tenn.)	4,370	132
143	San Francisco-Oakland (Cal.)	4,369	133
215	Elkhart (Ind.)	4,369	133
60	Gary-Hammond-E.Chicago(Ind.)	4,357	135
25	Canton (Ohio)	4,348	136
298	Wilmington (N. C.)	4,339	137
116	Paterson-Clifton-Passaic (N. J.)	4,335	138
99	Milwaukee (Wisc.)	4,328	139
45	Detroit (Mich.)	4,324	140
1	Akron (Ohio)	4,324	140
285	Sharon-Farrell-Sharpsville (Pa.)	4,318	142
65	Hamilton-Middletown (Ohio)	4,314	143
169	Utica-Rome (N. Y.)	4,311	144
241	Lakeland (Fla.)	4,299	145
118	Peoria (Ill.)	4,286	146
160	Syracuse (N. Y.)	4,285	147
56	Fort Worth (Tex.)	4,276	148
29	Charleston (W. Va.)	4,275	149
66	Harrisburg (Pa.)	4,265	150
164	Toledo (Ohio)	4,254	151
108	New Orleans (La.)	4,244	152
103	Beloit-Janesville (Wisc.)	4,234	153
59	Galveston (Tex.)	4,229	154
135	Saginaw (Mich.)	4,228	155
167	Tucson (Ariz.)	4,223	156
181	York (Pa.)	4,220	157
232	Hutchinson (Kans.)	4,220	157
216	Elmira (N. Y.)	4,218	159
93	Lynchburg (Va.)	4,218	159
23	Brockton (Mass.)	4,215	161
117	Pensacola (Fla.)	4,196	162
132	Rochester (N. Y.)	4,194	163
243	Lawton (Okla.)	4,194	163
252	Michigan City (Ind.)	4,192	165
122	Pittsfield (Mass.)	4,191	166
87	Lincoln (Nebr.)	4,190	167
40	Davenport-Rock Island Moline (Iowa-Ill.)	4,188	168
50	Erie (Pa.)	4,186	169
156	Springfield (Mo.)	4,181	170
172	Waterloo (Iowa)	4,181	170
170	Waco (Tex.)	4,169	172
33	Cincinnati (Ohio)	4,164	173
72	Jackson (Mich.)	4,160	174
263	Oshkosh (Wisc.)	4,156	175
175	Wichita (Kans.)	4,152	176
261	New London-Norwich (Conn.)	4,151	177
191	Battle Creek (Mich.)	4,149	178
163	Terre Haute (Ind.)	4,149	178
231	Huntsville (Ala.)	4,148	180
19	Binghamton (N. Y.)	4,130	181
264	Owensboro (Ky.)	4,129	182
218	Eugene (Ore.)	4,128	183
101	Mobile (Ala.)	4,120	184
15	Baltimore (Md.)	4,110	185
113	Oklahoma City (Okla.)	4,109	186
35	Columbia (S. C.)	4,109	186
48	Durham (N. C.)	4,108	188
24	Buffalo (N. Y.)	4,105	189
168	Topeka (Kans.)	4,105	189
49	El Paso (Tex.)	4,092	191
202	Burlington (N. C.)	4,090	192
188	Tulsa (Okla.)	4,087	193
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	4,079	194
152	South Bend (Ind.)	4,071	195
194	Benton Harbor-St. Joseph (Mich.)	4,068	196
125	Providence (R. I.)	4,064	197
119	Philadelphia (Pa.)	4,062	198
53	Flint (Mich.)	4,062	198
121	Pittsburgh (Pa.)	4,059	200
112	Ogden (Utah)	4,055	201
297	Williamsport (Pa.)	4,048	202
17	Bay City (Mich.)	4,048	202
292	Tyler (Tex.)	4,047	204
293	Ventura-Oxnard (Cal.)	4,044	205
91	Louisville (Ky.)	4,030	206
13	Austin (Tex.)	4,029	207
157	Springfield (Ohio)	4,011	208
214	Eau Claire (Wisc.)	4,010	209
104	San Antonio (Tex.)	4,008	210
141	San Bernardino-Riverside Ontario (Cal.)	4,004	211
64	Greenville (S. C.)	4,001	212
139	San Angelo (Tex.)	4,001	212
153	Spokane (Wash.)	3,993	214
282	Sandusky (Ohio)	3,985	215
68	Honolulu (Hawaii)	3,982	216
129	Reading (Pa.)	3,972	217
20	Birmingham (Ala.)	3,960	218
109	Newport News-Hampton (Va.)	3,958	219
281	Salem (Ore.)	3,946	220
240	Lake Charles (La.)	3,943	221
274	Quincy (Ill.)	3,936	222
137	St. Louis (Mo.)	3,933	223
265	Paducah (Ky.)	3,932	224
79	Kenosha (Wisc.)	3,920	225
299	Yakima (Wash.)	3,913	226
211	Danville (Ill.)	3,911	227
270	Port Huron (Mich.)	3,908	228
207	Clarksburg (W. Va.)	3,908	228
224	Gainesville (Fla.)	3,895	230
180	Worcester (Mass.)	3,891	231
234	Joplin (Mo.)	3,889	232
124	Portland (Ore.)	3,885	233
18	Beaumont-Port Arthur (Tex.)	3,884	234
104	Muskegon-Muskegon Heights (Mich.)	3,859	235
88	Little Rock-North Little Rock (Ark.)	3,855	236
70	Huntington-Ashland (W. Va.-Ky.)	3,853	237
147	Scranton (Pa.)	3,829	238
233	Jamestown (N. Y.)	3,816	239
230	Hagerstown (Md.)	3,815	240
38	Corpus Christi (Tex.)	3,814	241
260	New Castle (Pa.)	3,813	242
189	Auburn (N. Y.)	3,811	243
148	Savannah (Ga.)	3,797	244
197	Bloomington (Ill.)	3,795	245
277	Richmond (Ind.)	3,788	246
80	Knoxville (Tenn.)	3,779	247
89	Lorain-Elyria (Ohio)	3,765	248
94	Macon (Ga.)	3,756	249
103	Muncie (Ind.)	3,756	249
126	Pueblo (Colo.)	3,753	251
268	Pasco-Kennewick-Richland (Wash.)	3,752	252
296	Wausau (Wisc.)	3,751	253
286	Sheboygan (Wisc.)	3,745	254
177	Wilkes-Barre-Hazleton (Pa.)	3,737	255
192	Bellingham (Wash.)	3,737	255
300	Zanesville (Ohio)	3,737	255
248	Marion (Ind.)	3,703	258
52	Fall River-New Bedford (Mass.)	3,699	259
7	Anderson (Ind.)	3,699	259
188	Ashtabula (Ohio)	3,696	261
136	St. Joseph (Mo.)	3,691	262
5	Altoona (Pa.)	3,685	263
83	Laredo (Tex.)	3,668	264
251	Meridian (Miss.)	3,661	265
161	Tacoma (Wash.)	3,656	266
158	Steubenville-Weirton (Ohio-W. Va.)	3,652	267
246	Manitowoc-Two Rivers (Wisc.)	3,647	268
47	Duluth-Superior (Minn.-Wisc.)	3,627	269
236	Kokomo (Ind.)	3,522	270
174	Wheeling (W. Va.)	3,617	271
51	Evansville (Ind.)	3,596	272
76	Johnstown (Pa.)	3,564	273
196	Biloxi-Gulfport (Miss.)	3,548	274
273	Provo (Utah)	3,541	275
269	Petersburg-Hopewell (Va.)	3,527	276
290	Texarkana (Tex.-Ark.)	3,526	277
111	Norfolk-Portsmouth (Va.)	3,507	278
257	Newark (Ohio)	3,489	279
75	Jersey City (N. J.)	3,442	280
267	Parkersburg (W. Va.)	3,420	281
210	Cumberland (Md.)	3,403	282
226	Gastonia (N. C.)	3,398	283
185	Alexandria (La.)	3,398	283
186	Anniston (Ala.)	3,389	285
291	Tuscaloosa (Ala.)	3,372	286
28	Charleston (S. C.)	3,349	287
36	Columbus (Ga.)	3,311	288
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	3,304	289
58	Gadsden (Ala.)	3,303	290
229	Greenville (Miss.)	3,254	291
204	Butte-Anaconda (Mont.)	3,247	292
279	Rocky Mount (N. C.)	3,222	293
289	Temple (Tex.)	3,216	294
287	Spartanburg (S. C.)	3,177	295
199	Bremerton (Wash.)	3,152	296
271	Portsmouth (Ohio)	3,142	297
201	Brownsville-Harlingen-McAllen (Tex.)	3,133	298
12	Augusta (Ga.)	3,123	299
212	Danville (Va.)	3,040	300

Average Above Metropolitan Areas 4,369

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BUYERS IN ACTION . . . IN THE GREENSBORO METROPOLITAN MARKET!

In Per Family Sales GREENSBORO Ranks

5th IN THE NATION

. . . outranking Boston, Pittsburgh and Houston

2nd IN THE SOUTH

. . . outranking Atlanta, Miami and Louisville

1st IN THE CAROLINAS

. . . outranking Charlotte and Raleigh!

Figures from Sales Management Survey of Buying Power, 1960

GREENSBORO GREEN THUMB OF THE NEW SOUTH



IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . . AND IN THE TOP 100 OF THE *Nation*

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for TOTAL RETAIL SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
110	New York (N. Y.)	14,388,296	1
80	Los Angeles-Long Beach (Cal.)	9,786,194	2
32	Chicago (Ill.)	8,986,037	3
119	Philadelphia (Pa.)	5,177,021	4
45	Detroit (Mich.)	4,908,635	5
21	Boston (Mass.)	4,288,884	6
143	San Francisco-Oakland (Cal.)	3,901,614	7
171	Washington (D. C.)	2,825,981	8
121	Pittsburgh (Pa.)	2,775,277	9
137	St. Louis (Mo.)	2,527,105	10
34	Cleveland (Ohio)	2,495,210	11
106	Newark (N. J.)	2,414,298	12
100	Minneapolis-St. Paul (Minn.)	2,038,970	13
15	Baltimore (Md.)	2,013,309	14
69	Houston (Tex.)	1,626,062	15
24	Buffalo (N. Y.)	1,619,179	16
148	Seattle (Wash.)	1,607,945	17
39	Dallas (Tex.)	1,592,770	18
116	Paterson-Clifton-Passaic (N. J.)	1,562,011	19
78	Kansas City (Mo.)	1,560,337	20
99	Milwaukee (Wisc.)	1,541,318	21
98	Miami (Fla.)	1,504,984	22
33	Cincinnati (Ohio)	1,410,190	23
10	Atlanta (Ga.)	1,369,724	24
43	Denver (Colo.)	1,294,246	25
142	San Diego (Cal.)	1,283,812	26
124	Portland (Ore.)	1,129,234	27
162	Tampa-St. Petersburg (Fla.)	1,060,035	28
108	New Orleans (La.)	1,035,875	29
71	Indianapolis (Ind.)	1,007,866	30
141	San Bernardino-Riverside-Ontario (Cal.)	976,163	31
67	Hartford-New Britain (Conn.)	948,516	32
37	Columbus (Ohio)	917,770	33
41	Dayton (Ohio)	899,933	34
22	Bridgeport-Stamford-Norwalk (Conn.)	894,574	35
125	Providence (R. I.)	868,135	36
107	New Haven-Waterbury-Meriden (Conn.)	866,985	37
2	Albany-Schenectady-Troy (N. Y.)	861,600	38
144	San Jose (Cal.)	858,645	39
91	Louisville (Ky.)	851,973	40
120	Phoenix (Ariz.)	836,893	41
56	Fort Worth (Tex.)	798,401	42
132	Rochester (N. Y.)	760,439	43
97	Memphis (Tenn.)	758,756	44
134	Sacramento (Cal.)	738,865	45
140	San Antonio (Tex.)	721,421	46
20	Birmingham (Ala.)	710,774	47
60	Gary-Hammond-East Chicago (Ind.)	698,383	48
160	Syracuse (N. Y.)	693,660	49
1	Akron (Ohio)	667,985	50
180	Worcester (Mass.)	666,519	51
75	Jersey City (N. J.)	655,370	52
239	New Brunswick-Perth Amboy (N. J.)	648,881	53
155	Springfield-Holyoke (Mass.)	641,813	54
182	Youngstown (Ohio)	628,516	55
164	Toledo (Ohio)	615,617	56
113	Oklahoma City (Okla.)	606,551	57
4	Allentown-Bethlehem-Easton (Pa.)	600,853	58
130	Richmond (Va.)	591,774	59
111	Norfolk-Portsmouth (Va.)	589,193	60
114	Omaha (Nebr.)	588,036	61
74	Jacksonville (Fla.)	579,459	62
57	Fresno (Cal.)	540,526	63
105	Nashville (Tenn.)	511,640	64
138	Salt Lake City (Utah)	505,569	65
223	Fort Lauderdale (Fla.)	506,706	66
178	Wilmington (Del.)	497,683	67
168	Tulsa (Okla.)	492,491	68
61	Grand Rapids (Mich.)	477,063	69
88	Honolulu (Hawaii)	476,615	70
53	Flint (Mich.)	471,138	71
175	Wichita (Kans.)	454,234	72
82	Fall River-New Bedford (Mass.)	446,426	73
66	Harrisburg (Pa.)	435,748	74
115	Orlando (Fla.)	436,580	75
25	Canton (Ohio)	423,925	76
14	Bakersfield (Cal.)	418,351	77
44	Des Moines (Iowa)	407,987	78
82	Lansing (Mich.)	399,455	79
169	Utica-Rome (N. Y.)	397,901	80
118	Peoria (Ill.)	391,350	81
30	Charlotte (N. C.)	385,812	82
177	Wilkes-Barre-Hazleton (Pa.)	383,817	83
80	Knoxville (Tenn.)	381,335	84
158	Spokane (Wash.)	379,688	85
166	Trenton (N. J.)	377,273	86
31	Chattanooga (Tenn.)	364,893	87
49	Davenport-Rock Island-Moline (Iowa-Ill.)	359,734	88
181	Tacoma (Wash.)	357,965	89
3	Albuquerque (N. M.)	357,611	90
48	El Paso (Tex.)	355,601	91
18	Beaumont-Port Arthur (Tex.)	354,989	92
81	Lancaster (Pa.)	349,750	93
173	West Palm Beach (Fla.)	348,236	94
63	Greensboro-High Point (N. C.)	344,778	95
167	Tucson (Ariz.)	339,976	96
149	Shreveport (La.)	332,071	97
85	Fort Wayne (Ind.)	330,750	98
150	Stockton (Cal.)	329,063	99
101	Mobile (Ala.)	322,178	100
129	Reading (Pa.)	320,513	101
47	Duluth-Superior (Minn.-Wisc.)	311,198	102
98	Little Rock-North Little Rock (Ark.)	301,103	103
181	York (Pa.)	299,893	104
29	Charleston (W. Va.)	297,132	105
23	Brockton (Mass.)	295,862	106
182	South Bend (Ind.)	293,928	107
16	Baton Rouge (La.)	293,756	108
70	Huntington-Ashland (W. Va.-Ky.)	289,371	109
50	Erie (Pa.)	288,400	110
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	286,385	111
201	Brownsville-Harlingen-McAllen (Tex.)	281,314	112
95	Madison (Wisc.)	281,040	113
133	Rockford (Ill.)	280,945	114
147	Scranton (Pa.)	272,255	115
76	Johnstown (Pa.)	271,606	116
19	Binghamton (N. Y.)	256,496	117
123	Portland (Me.)	254,498	118
38	Corpus Christi (Tex.)	253,998	119
11	Atlantic City (N. J.)	253,953	120
92	Lubbock (Tex.)	247,559	121
255	Modesto (Cal.)	246,941	122
145	Santa Barbara (Cal.)	243,501	123
241	Lakeland (Fla.)	243,349	124
8	Amarillo (Tex.)	240,796	125
96	Manchester (N. H.)	239,939	126
51	Evansville (Ind.)	239,493	127
258	Newburgh (N. Y.)	239,170	128
13	Austin (Tex.)	238,918	129
73	Jackson (Miss.)	238,867	130
35	Columbia (S. C.)	238,747	131
135	Saginaw (Mich.)	232,548	132
65	Hamilton-Middletown (Ohio)	232,111	133
89	Lorain-Elyria (Ohio)	230,782	134
117	Pensacola (Fla.)	227,817	135
84	Greenville (S. C.)	227,278	136
109	Newport News-Hampton (Va.)	223,247	137
154	Springfield (Ill.)	221,988	138
77	Kalamazoo (Mich.)	221,728	139
195	Boise (Idaho)	220,429	140
179	Winston-Salem (N. C.)	219,367	141
283	Santa Rosa (Cal.)	216,940	142
261	New London-Norwich (Conn.)	216,697	143
174	Wheeling (W. Va.)	214,825	144
293	Ventura-Oxnard (Cal.)	214,334	145
272	Poughkeepsie (N. Y.)	210,100	146
12	Augusta (Ga.)	205,819	147
148	Savannah (Ga.)	204,683	148
131	Roanoke (Va.)	204,666	149
102	Montgomery (Ala.)	204,002	150
126	Raleigh (N. C.)	203,860	151
8	Ann Arbor (Mich.)	203,090	152
242	Las Vegas (Nev.)	202,988	153
194	Benton Harbor-St. Joseph (Mich.)	199,751	154
26	Cedar Rapids (Iowa	199,104	155
87	Lincoln (Nebr.)	198,192	156
218	Eugene (Ore.)	196,883	157
28	Charleston (S. C.)	192,576	158
36	Columbus (Ga.)	188,086	159
85	Lexington (Ky.)	186,428	160
94	Macon (Ga.)	184,406	161
299	Yakima (Wash.)	184,301	162
165	Topeka (Kans.)	182,658	163
170	Waco (Tex.)	181,776	164
213	Daytona Beach (Fla.)	181,720	165
233	Jamestown (N. Y.)	181,244	166
281	Salem (Ore.)	177,584	167
156	Springfield (Me.)	176,571	168
127	Racine (Wisc.)	176,501	169
122	Pittsfield (Mass.)	175,606	170
176	Wichita Falls (Tex.)	175,385	171
191	Battle Creek (Mich.)	174,655	172
186	Steubenville-Weirton (Ohio-W. Va.)	174,215	173
209	Colorado Springs (Colo.)	170,786	174
104	Muskegon-Muskegon Heights (Mich.)	169,409	175
9	Asheville (N. C.)	166,147	176
42	Decatur (Ill.)	164,737	177
72	Jackson (Mich.)	159,346	178
172	Waterloo (Iowa)	158,565	179
157	Springfield (Ohio)	158,548	180
62	Green Bay (Wisc.)	158,048	181
59	Galveston (Tex.)	157,729	182
150	Sioux City (Iowa)	157,236	183
240	Lake Charles (La.)	155,352	184
27	Champaign-Urbana (Ill.)	154,075	185
247	Mansfield (Ohio)	151,302	186
276	Reno (Nev.)	148,341	187
234	Joplin (Mo.)	147,773	188
262	Odessa (Tex.)	146,766	189
163	Terre Haute, Ind.)	144,905	190
193	Beloit-Janesville (Wisc.)	144,383	191
7	Anderson (Ind.)	144,262	192
190	Bangor (Me.)	143,708	193
285	Sharon-Farrell-Sharpsville (Pa.)	143,359	194
294	Vineland-Bridgeton (N. J.)	141,995	195
5	Altoona (Pa.)	140,777	196
220	Fayetteville (N. C.)	140,359	197
215	Elkhart (Ind.)	138,508	198
86	Lima (Ohio)	137,104	199
263	Oshkosh (Wisc.)	136,310	200
285	Spartanburg (S. C.)	135,643	201
151	Sioux Falls (S. D.)	134,207	202
183	Abilene (Tex.)	132,257	203
287	Williamsport (Pa.)	131,576	204
103	Muncie (Ind.)	129,926	205
284	Sarasota (Fla.)	128,582	206
216	Elmira (N. Y.)	128,219	207
112	Ogden (Utah)	126,515	208
196	Billings (Mont.)	125,932	209
214	Eau Claire (Wisc.)	125,899	210
211	Danville (Ill.)	124,395	211
17	Bay City (Mich.)	124,260	212
48	Durham (N. C.)	122,833	213
270	Port Huron (Mich.)	121,944	214
295	Watertown (N. Y.)	121,916	215
128	Pueblo (Colo.)	121,588	216
187	Appleton (Wisc.)	120,853	217
136	St. Joseph (Mo.)	120,692	218
93	Lynchburg (Va.)	119,360	219
260	New Castle (Pa.)	118,861	220
219	Fargo (N. D.)	117,877	221
79	Kenosha (Wisc.)	117,584	222
231	Huntsville (Ala.)	115,302	223
238	Lafayette (Ind.)	115,136	224
252	Michigan City (Ind.)	114,886	225
228	Great Falls (Mont.)	114,850	226
226	Gastonia (N. C.)	112,798	227
256	Monroe-West Monroe (La.)	112,326	228
227	Grand Forks-East Grand Forks (N. D.-Minn.)	111,530	229
245	Longview (Tex.)	111,434	230
235	Kankakee (Ill.)	111,030	231
244	Lebanon (Pa.)	110,719	232
188	Ashtabula (Ohio)	109,779	233
197	Bloomington (Ill.)	107,397	234
84	Lewiston-Auburn (Me.)	106,959	235
290	Texarkana (Tex.-Ark.)	105,767	236
268	Pasco-Kennewick-Richland (Wash.)	105,043	237
185	Alexandria (La.)	104,309	238
198	Biloxi-Gulfport (Miss.)	103,959	239
46	Dubuque (Iowa)	102,964	240
286	Sheboygan (Wisc.)	102,240	241
253	Middletown (Conn.)	101,728	242
230	Hagerstown (Md.)	101,473	243
208	Burlington (Vt.)	100,316	244
54	Fort Smith (Ark.)	100,110	245
273	Provo (Utah)	99,880	246
292	Tyler (Tex.)	99,545	247
269	Petersburg-Hopewell (Va.)	99,095	248
222	Fond du Lac (Wisc.)	95,694	249
237	La Crosse (Wisc.)	95,630	250
239	Lafayette (La.)	95,611	251
271	Portsmouth (Ohio)	95,506	252
257	Newark (Ohio)	94,918	253
296	Wausau (Wisc.)	94,514	254
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	94,503	255
278	Rochester (Minn.)	93,362	256
192	Bellingham (Wash.)	93,063	257
298	Wilmington (N. C.)	92,852	258
275	Rapid City (S. D.)	92,791	259
267	Parkersburg (W. Va.)	91,301	260
300	Zanesville (Ohio)	90,817	261
279	Rocky Mount (N. C.)	90,550	262
280	St. Cloud (Minn.)	90,108	263
58	Gadsden (Ala.)	89,837	264
210	Cumberland (Md.)	89,496	265
288	Tallahassee (Fla.)	89,459	266
254	Midland (Tex.)	88,496	267
289	Temple (Tex.)	88,436	268
202	Burlington (N. C.)	88,345	269
277	Richmond (Ind.)	87,496	270
204	Butte-Anaconda (Mont.)	87,352	271
212	Danville (Va.)	87,246	272
248	Marion (Ind.)	86,281	273
139	San Angelo (Tex.)	86,025	274
291	Tuscaloosa (Ala.)	85,977	275
190	Bremerton (Wash.)	85,410	276
282	Sandusky (Ohio)	85,282	277
186	Anniston (Ala.)	85,054	278
207	Clarksburg (W. Va.)	84,793	279
206	Cheyenne (Wyo.)	83,986	280
232	Hutchinson (Kans.)	83,564	281
189	Auburn (N. Y.)	83,460	282
274	Quincy (Ill.)	83,453	283
225	Galesburg (Ill.)	82,650	284
264	Owensboro (Ky.)	80,510	285
266	Panama City (Fla.)	80,254	286
243	Lawton (Okla.)	80,104	287
249	Marion (Ohio)	79,958	288
250	Mason City (Iowa)	78,985	289
184	Albany (Ga.)	78,816	290
208	Clinton (Iowa)	78,708	291
224	Gainesville (Fla.)	76,741	292
246	Manitowoc-Two Rivers (Wisc.)	75,865	293
236	Kokomo (Ind.)	73,166	294
205	Casper (Wyo.)	72,621	295
251	Meridian (Miss.)	71,746	296
265	Paducah (Ky.)	71,565	297
229	Greenville (Miss.)	68,656	298
217	Enid (Okla.)	67,455	299
83	Laredo (Tex.)	59,051	300
	Total Above Metropolitan Areas	160,760,388	

© SM, 1960.

Total Retail Sales come easier in the GREENSBORO Metropolitan Market

LEADS 24 LARGER and 181 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Total Retail Sales (000)	Total Retail Sales Rank	1959 Over 1954* Gain (000)	Per. Fam. Total Retail Sales
119	61.5	GREENSBORO, N. C.	$344,778	95	$ 98,054	$5,606
93	80.5	Tucson, Ariz.	339,976	96	135,770	4,223
103	72.7	Shreveport, La.	332,071	97	85,341	4,568
106	71.1	Ft. Wayne, Ind.	330,750	98	91,079	4,652
100	74.0	Stockton, Calif.	329,083	99	70,071	4,447
95	78.2	Mobile, Ala.	322,178	100	87,096	4,120
92	80.7	Reading, Pa.	320,513	101	48,829	3,972
88	85.9	Duluth-Superior, Minn.-Wis.	311,198	102	31,311	3,627
96	78.1	Little Rock-N. Little Rock, Ark.	301,103	103	77,035	3,855
107	71.0	York, Pa.	299,593	104	60,341	4,220

. . . and 15 other Larger Metropolitan Markets, including Charleston and Huntington-Ashland, W. Va.-Ky.; Brockton, Mass.; South Bend, Ind.; Baton Rouge, La.; Erie, Scranton and Johnstown, Pa.; Bristol-Johnson City, Tenn.; Brownsville-Harlingen-McAllen and Corpus Christi, Texas; Rockford, Ill.; Binghamton, N. Y.; Evansville, Ind. and Augusta, Ga.

GREENSBORO GREEN THUMB OF THE NEW SOUTH



. . . 2nd in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Total Retail Sales (000)	Total Retail Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
101	73.9	Charlotte, N. C.	$385,812	82	$121,554	5,221
119	61.5	GREENSBORO, N. C.	344,778	95	98,054	5,606
124	57.5	Columbia, S. C.	238,747	131	48,704	4,109
127	56.8	Greenville, S. C.	227,278	136	53,610	4,001
139	49.6	Winston-Salem, N. C.	219,367	141	63,973	4,423
170	41.0	Raleigh, N. C.	203,980	151	50,727	4,975
125	57.5	Charleston, S. C.	192,576	158	33,953	3,349
183	36.8	Asheville, N. C.	166,147	176	46,854	4,515
209	30.7	Fayetteville, N. C.	140,359	197	40,516	4,572
165	42.7	Spartanburg, S. C.	135,643	201	25,242	3,177
216	29.9	Durham, N. C.	122,833	213	20,545	4,108
193	33.2	Gastonia, N. C.	112,798	227	28,923	3,398
269	21.4	Wilmington, N. C.	95,852	258	17,022	4,339
224	28.1	Rocky Mount, N. C.	90,550	262	7,026	3,222
266	21.6	Burlington, N. C.	88,345	269	22,950	4,090

*U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . . AND IN THE TOP 100 OF THE *Nation*

. . . $824,675,000 RETAIL SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for FOOD STORE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
110	New York (N. Y.)	3,698,656	1
90	Los Angeles-Long Beach (Cal.)	2,271,874	2
32	Chicago (Ill.)	1,932,294	3
45	Detroit (Mich.)	1,197,187	4
119	Philadelphia (Pa.)	1,196,584	5
21	Boston (Mass.)	1,003,106	6
143	San Francisco-Oakland (Cal.)	913,361	7
121	Pittsburgh (Pa.)	756,637	8
171	Washington (D. C.)	658,888	9
137	St. Louis (Mo.)	623,785	10
34	Cleveland (Ohio)	622,847	11
106	Newark (N. J.)	570,794	12
15	Baltimore (Md.)	480,866	13
100	Minneapolis-St. Paul (Minn.)	418,673	14
24	Buffalo (N. Y.)	406,397	15
69	Houston (Tex.)	398,046	16
116	Paterson-Clifton-Passaic (N. J.)	388,299	17
148	Seattle (Wash.)	387,682	18
98	Milwaukee (Wisc.)	376,669	19
33	Cincinnati (Ohio)	348,235	20
39	Dallas (Tex.)	324,200	21
78	Kansas City (Mo.)	320,848	22
98	Miami (Fla.)	314,851	23
142	San Diego (Cal.)	287,586	24
124	Portland (Ore.)	276,410	25
10	Atlanta (Ga.)	273,825	26
108	New Orleans (La.)	268,551	27
43	Denver (Colo.)	259,986	28
141	San Bernardino-Riverside-Ontario (Cal.)	243,011	29
22	Bridgeport-Stamford-Norwalk (Conn.)	229,985	30
67	Hartford-New Britain (Conn.)	225,781	31
107	New Haven-Waterbury-Meriden (Conn.)	224,376	32
182	Tampa-St. Petersburg (Fla.)	223,901	33
41	Dayton (Ohio)	210,582	34
2	Albany-Schenectady-Troy (N. Y.)	207,989	35
125	Providence (R. I.)	206,252	36
71	Indianapolis (Ind.)	200,082	37
144	San Jose (Cal.)	198,039	38
37	Columbus (Ohio)	194,024	39
91	Louisville (Ky.)	193,009	40
60	Gary-Hammond-East Chicago (Ind.)	187,468	41
75	Jersey City (N. J.)	186,041	42
132	Rochester (N. Y.)	182,038	43
120	Phoenix (Ariz.)	178,566	44
56	Fort Worth (Tex.)	175,368	45
150	Worcester (Mass.)	172,233	46
140	San Antonio (Tex.)	170,722	47
134	Sacramento (Cal.)	170,254	48
259	New Brunswick-Perth Amboy (N. J.)	168,657	49
1	Akron (Ohio)	167,490	50
160	Syracuse (N. Y.)	165,107	51
182	Youngstown (Ohio)	162,425	52
20	Birmingham (Ala.)	162,035	53
97	Memphis (Tenn.)	161,624	54
155	Springfield-Holyoke (Mass.)	159,042	55
111	Norfolk-Portsmouth (Va.)	153,926	56
164	Toledo (Ohio)	152,908	57
4	Allentown-Bethlehem-Easton (Pa.)	143,905	58
113	Oklahoma City (Okla.)	133,645	59
74	Jacksonville (Fla.)	131,756	60
130	Richmond (Va.)	128,169	61
68	Honolulu (Hawaii)	127,686	62
52	Fall River-New Bedford (Mass.)	125,139	63
105	Nashville (Tenn.)	124,820	64
114	Omaha (Nebr.)	124,443	65
57	Fresno (Cal.)	120,228	66
223	Fort Lauderdale (Fla.)	114,774	67
178	Wilmington (Del.)	112,799	68
168	Tulsa (Okla.)	112,514	69
63	Flint (Mich.)	111,799	70
61	Grand Rapids (Mich.)	111,140	71
138	Salt Lake City (Utah)	109,269	72
26	Canton (Ohio)	106,622	73
177	Wilkes-Barre-Hazleton (Pa.)	102,937	74
175	Wichita (Kans.)	99,691	75
31	Chattanooga (Tenn.)	96,165	76
66	Harrisburg (Pa.)	94,922	77
169	Utica-Rome (N. Y.)	94,608	78
18	Beaumont-Port Arthur (Tex.)	93,539	79
80	Knoxville (Tenn.)	93,042	80
161	Tacoma (Wash.)	91,113	81
14	Bakersfield (Cal.)	91,103	82
115	Orlando (Fla.)	90,407	83
166	Trenton (N. J.)	87,161	84
118	Peoria (Ill.)	87,142	85
82	Lansing (Mich.)	86,201	86
153	Spokane (Wash.)	85,839	87
44	Des Moines (Iowa)	85,054	88
23	Brockton (Mass.)	81,462	89
167	Tucson (Ariz.)	79,956	90
47	Duluth-Superior (Minn.-Wisc.)	78,536	91
147	Scranton (Pa.)	77,455	92
40	Davenport-Rock Island-Moline (Iowa-Ill.)	77,447	93
173	West Palm Beach (Fla.)	77,164	94
101	Mobile (Ala.)	75,362	95
30	Charlotte (N. C.)	75,627	96
49	El Paso (Tex.)	75,609	97
29	Charleston (W. Va.)	75,119	98
3	Albuquerque (N. M.)	74,182	99
159	Stockton (Cal.)	72,518	100
129	Reading (Pa.)	72,026	101
70	Huntington-Ashland (W. Va.-Ky.)	71,788	102
149	Shreveport (La.)	71,683	103
81	Lancaster (Pa.)	70,950	104
50	Erie (Pa.)	69,433	105
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	68,279	106
55	Fort Wayne (Ind.)	68,256	107
76	Johnstown (Pa.)	65,953	108
255	Modesto (Cal.)	65,782	109
88	Little Rock-North Little Rock (Ark.)	65,467	110
63	Greensboro-High Point (N. C.)	65,024	111
38	Corpus Christi (Tex.)	64,188	112
133	Rockford (Ill.)	64,047	113
201	Brownsville-Harlingen-McAllen (Tex.)	63,566	114
258	Newburgh (N. Y.)	63,043	115
241	Lakeland (Fla.)	62,336	116
152	South Bend (Ind.)	62,081	117
99	Lorain-Elyria (Ohio)	62,004	118
96	Manchester (N. H.)	61,932	119
123	Portland (Me.)	61,493	120
181	York (Pa.)	61,161	121
19	Binghamton (N. Y.)	59,550	122
11	Atlantic City (N. J.)	58,841	123
16	Baton Rouge (La.)	58,824	124
65	Hamilton-Middletown (Ohio)	58,452	125
51	Evansville (Ind.)	55,929	126
174	Wheeling (W. Va.)	55,012	127
109	Newport News-Hampton (Va.)	54,847	128
77	Kalamazoo (Mich.)	54,510	129
135	Saginaw (Mich.)	53,654	130
95	Madison (Wisc.)	53,263	131
64	Greenville (S. C.)	53,006	132
272	Poughkeepsie (N. Y.)	52,452	133
73	Jackson (Miss.)	52,092	134
283	Santa Rosa (Cal.)	51,952	135
13	Austin (Tex.)	51,932	136
261	New London-Norwich (Conn.)	51,693	137
127	Racine (Wisc.)	51,494	138
117	Pensacola (Fla.)	51,215	139
293	Ventura-Oxnard (Cal.)	50,522	140
145	Santa Barbara (Cal.)	50,433	141
12	Augusta (Ga.)	49,809	142
154	Springfield (Ill.)	49,608	143
194	Benton Harbor-St. Joseph (Mich.)	49,130	144
28	Charleston (S. C.)	48,820	145
233	Jamestown (N. Y.)	48,272	146
158	Steubenville-Weirton (Ohio-W. Va.)	48,041	147
198	Boise (Idaho)	47,773	148
247	Mansfield (Ohio)	46,952	149
242	Las Vegas (Nev.)	46,663	150
35	Columbia (S. C.)	46,438	151
6	Ann Arbor (Mich.)	46,396	152
59	Galveston (Tex.)	46,389	153
218	Eugene (Ore.)	46,134	154
191	Battle Creek (Mich.)	46,084	155
179	Winston-Salem (N. C.)	45,572	156
184	Muskegon-Muskegon Heights (Mich.)	45,433	157
146	Savannah (Ga.)	45,364	158
131	Roanoke (Va.)	44,998	159
122	Pittsfield (Mass.)	44,647	160
26	Cedar Rapids (Iowa)	44,395	161
128	Raleigh (N. C.)	44,106	162
92	Lubbock (Tex.)	44,097	163
281	Salem (Ore.)	43,414	164
36	Columbus (Ga.)	42,858	165
299	Yakima (Wash.)	42,041	166
213	Daytona Beach (Fla.)	41,944	167
94	Macon (Ga.)	40,876	168
165	Topeka (Kans.)	40,785	169
170	Waco (Tex.)	40,670	170
102	Montgomery (Ala.)	39,964	171
6	Amarillo (Tex.)	39,620	172
157	Springfield (Ohio)	38,911	173
7	Anderson (Ind.)	38,005	174
286	Sharon-Farrell-Sharpsville (Pa.)	37,765	175
87	Lincoln (Nebr.)	37,496	176
62	Green Bay (Wisc.)	37,456	177
72	Jackson (Mich.)	37,161	178
190	Bangor (Me.)	35,736	179
42	Decatur (Ill.)	35,480	180
240	Lake Charles (La.)	35,392	181
9	Asheville (N. C.)	35,348	182
85	Lexington (Ky.)	35,145	183
172	Waterloo (Iowa)	34,409	184
263	Oshkosh (Wisc.)	33,129	185
294	Vineland-Bridgeton (N. J.)	33,109	186
262	Odessa (Tex.)	32,855	187
36	Lima (Ohio)	32,537	188
193	Beloit-Janesville (Wisc.)	32,812	189
209	Colorado Springs (Colo.)	32,765	190
176	Wichita Falls (Tex.)	32,580	191
17	Bay City (Mich.)	32,453	192
297	Williamsport (Pa.)	32,449	193
270	Port Huron (Mich.)	32,336	194
103	Muncie (Ind.)	32,258	195
5	Altoona (Pa.)	32,145	196
156	Springfield (Mo.)	31,900	197
226	Gastonia (N. C.)	31,635	198
287	Spartanburg (S. C.)	31,539	199
150	Sioux City (Iowa)	31,479	200
27	Champaign-Urbana (Ill.)	31,179	201
278	Reno (Nev.)	30,834	202
234	Joplin (Mo.)	30,024	203
79	Kenosha (Wisc.)	29,801	204
126	Pueblo (Colo.)	29,353	205
188	Ashtabula (Ohio)	29,330	206
112	Ogden (Utah)	29,278	207
216	Elmira (N. Y.)	29,247	208
284	Midland (Tex.)	22,001	209
284	Sarasota (Fla.)	28,483	210
163	Terre Haute (Ind.)	28,115	211
220	Fayetteville (N. C.)	28,063	212
136	St. Joseph (Mo.)	27,900	213
215	Elkhart (Ind.)	27,832	214
93	Lynchburg (Va.)	27,802	215
48	Durham (N. C.)	27,792	216
84	Lewiston-Auburn (Me.)	27,724	217
252	Michigan City (Ind.)	27,615	218
253	Middletown (Conn.)	27,595	219
211	Danville (Ill.)	27,534	220
244	Lebanon (Pa.)	27,304	221
260	New Castle (Pa.)	27,265	222
269	Petersburg-Hopewell (Va.)	26,504	223
204	Butte-Anaconda (Mont.)	26,495	224
286	Sheboygan (Wisc.)	26,300	225
292	Tyler (Tex.)	26,232	226
295	Watertown (N. Y.)	26,206	227
183	Abilene (Tex.)	25,572	228
199	Bremerton (Wash.)	25,516	229
268	Pasco-Kennewick-Richland (Wash.)	25,415	230
196	Biloxi-Gulfport (Miss.)	25,385	231
231	Huntsville (Ala.)	25,180	232
185	Alexandria (La.)	25,110	233
210	Cumberland (Md.)	24,609	234
245	Longview (Tex.)	24,442	235
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	24,360	236
151	Sioux Falls (S. D.)	24,331	237
290	Texarkana (Tex.-Ark.)	24,184	238
238	Lafayette (Ind.)	24,159	239
293	Burlington (Vt.)	23,955	240
195	Billings (Mont.)	23,892	241
230	Hagerstown (Md.)	23,840	242
271	Portsmouth (Ohio)	23,451	243
187	Appleton (Wisc.)	23,315	244
58	Gadsden (Ala.)	22,785	245
257	Newark (Ohio)	22,755	246
197	Bloomington (Ill.)	22,568	247
235	Kankakee (Ill.)	22,502	248
300	Zanesville (Ohio)	22,413	249
273	Provo (Utah)	22,407	250
298	Wilmington (N. C.)	22,398	251
186	Anniston (Ala.)	22,089	252
291	Tuscaloosa (Ala.)	22,040	253
192	Bellingham (Wash.)	21,976	254
228	Great Falls (Mont.)	21,915	255
267	Parkersburg (W. Va.)	21,585	256
256	Monroe-West Monroe (La.)	21,396	257
207	Clarksburg (W. Va.)	21,329	258
202	Burlington (N. C.)	21,265	259
282	Sandusky (Ohio)	21,253	260
212	Danville (Va.)	21,214	261
46	Dubuque (Iowa)	21,075	262
214	Eau Claire (Wisc.)	20,744	263
222	Fond du Lac (Wisc.)	20,611	264
224	Gainesville (Fla.)	20,358	265
248	Marion (Ind.)	20,325	266
279	Rocky Mount (N. C.)	20,002	267
189	Auburn (N. Y.)	19,978	268
237	La Crosse (Wisc.)	19,963	269
246	Manitowoc-Two Rivers (Wisc.)	19,856	270
289	Temple (Tex.)	19,799	271
296	Wausau (Wisc.)	19,754	272
288	Tallahassee (Fla.)	19,735	273
277	Richmond (Ind.)	19,673	274
54	Fort Smith (Ark.)	19,421	275
232	Hutchinson (Kans.)	18,784	276
227	Grand Forks-East Grand Forks (N. D.-Minn.)	18,778	277
139	San Angelo (Tex.)	18,650	278
264	Owensboro (Ky.)	17,956	279
249	Marion (Ohio)	17,695	280
266	Panama City (Fla.)	17,515	281
225	Galesburg (Ill.)	17,273	282
280	St. Cloud (Minn.)	17,248	283
274	Quincy (Ill.)	16,712	284
278	Rochester (Minn.)	16,696	285
275	Rapid City (S. D.)	16,575	286
236	Kokomo (Ind.)	16,510	287
184	Albany (Ga.)	16,436	288
265	Paducah (Ky.)	16,334	289
239	Lafayette (La.)	16,286	290
206	Cheyenne (Wyo.)	15,567	291
251	Meridian (Miss.)	15,487	292
243	Lawton (Okla.)	15,284	293
205	Casper (Wyo.)	15,188	294
219	Fargo (N. D.)	15,130	295
229	Greenville (Miss.)	14,575	296
250	Mason City (Iowa)	14,064	297
208	Clinton (Iowa)	13,978	298
217	Enid (Okla.)	13,836	299
83	Laredo (Tex.)	12,470	300
	Total Above Metropolitan Areas	37,688,113	

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Food Store Sales come easier in the GREENSBORO Metropolitan Market

LEADS 9 LARGER and 180 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Food Store Sales (000)	Food Store Sales Rank	1959 Over 1954* Gain (000)	Per Family Food Sales
119	61.5	GREENSBORO, N. C.	$65,024	111	$16,643	$1,057
115	65.9	Augusta, Ga.	49,809	142	— 2,020	756
116	64.7	Baton Rouge, La.	58,824	124	20,044	909
113	66.6	Corpus Christi, Tex.	64,188	112	12,647	964
118	62.0	Rockford, Ill.	64,047	113	22,072	1,033
84	89.8	Brownsville-Hrlg.-McAllen, Tex.	63,566	114	11,869	708
104	72.2	South Bend, Ind.	62,081	117	7,856	860
107	71.0	York, Pa.	61,101	121	13,220	861
117	62.1	Binghamton, N. Y.	59.550	122	6,895	959
114	66.6	Evansville, Ind.	55,929	126	9,015	840

GREENSBORO GREEN THUMB OF THE NEW SOUTH



. . . 2nd in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Food Store Sales (000)	Food Store Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
101	73.9	Charlotte, N. C.	$75,627	96	$32,026	$1,023
119	61.5	GREENSBORO, N. C.	65,024	111	16,643	1,057
127	56.8	Greenville, S. C.	53,006	132	13,719	933
125	57.5	Charleston, S. C.	48,820	145	10,098	849
124	57.5	Columbia, S. C.	46.438	151	6,080	799
139	49.6	Winston-Salem, N. C.	45.572	156	13,001	919
170	41.0	Raleigh, N. C.	44,106	162	11,766	1,076
183	36.8	Asheville, N. C.	35,348	182	9,230	961
193	33.2	Gastonia, N. C.	31,635	198	9,052	953
165	42.7	Spartanburg, S. C.	31,539	199	4,308	739
209	30.7	Fayetteville, N. C.	28.063	212	7,371	914
216	29.9	Durham, N. C.	27.792	216	6,459	929
269	21.4	Wilmington, N. C.	22,368	251	5.516	1,045
266	21.6	Burlington, N. C.	21.265	259	5,353	984
224	28.1	Rocky Mount, N. C.	20,002	267	2,515	712

*U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . . AND IN THE TOP 100 OF THE *Nation*

. . . $182,497,000 FOOD SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for GEN'L. MDSE. STORE SALES, in Descending ORDER

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
110	New York (N. Y.)	1,958,805	1
32	Chicago (Ill.)	1,823,754	2
109	Los Angeles-Long Beach (Cal.)	1,340,938	3
119	Philadelphia (Pa.)	885,587	4
45	Detroit (Mich.)	737,564	5
21	Boston (Mass.)	720,425	6
143	San Francisco-Oakland (Cal.)	543,339	7
121	Pittsburgh (Pa.)	464,992	8
100	Minneapolis-St. Paul (Minn.)	437,587	9
34	Cleveland (Ohio)	430,063	10
171	Washington (D. C.)	410,278	11
137	St. Louis (Mo.)	408,773	12
78	Kansas City (Mo.)	365,183	13
15	Baltimore (Md.)	359,842	14
106	Newark (N. J.)	359,021	15
10	Atlanta (Ga.)	319,306	16
148	Seattle (Wash.)	300,960	17
39	Dallas (Tex.)	292,896	18
99	Milwaukee (Wisc.)	244,845	19
43	Denver (Colo.)	244,442	20
33	Cincinnati (Ohio)	238,511	21
24	Buffalo (N. Y.)	231,565	22
69	Houston (Tex.)	229,007	23
116	Paterson-Clifton-Passaic (N. J.)	221,822	24
71	Indianapolis (Ind.)	204,139	25
108	New Orleans (La.)	193,109	26
124	Portland (Ore.)	191,087	27
98	Miami (Fla.)	179,094	28
97	Memphis (Tenn.)	170,960	29
56	Fort Worth (Tex.)	169,445	30
162	Tampa-St. Petersburg (Fla.)	163,906	31
37	Columbus (Ohio)	154,644	32
142	San Diego (Cal.)	152,474	33
41	Dayton (Ohio)	139,487	34
67	Hartford-New Britain (Conn.)	134,070	35
2	Albany-Schenectady-Troy (N. Y.)	126,675	36
125	Providence (R. I.)	123,599	37
132	Rochester (N. Y.)	120,517	38
20	Birmingham (Ala.)	120,372	39
91	Louisville (Ky.)	118,485	40
140	San Antonio (Tex.)	118,162	41
144	San Jose (Cal.)	116,246	42
130	Richmond (Va.)	115,935	43
1	Akron (Ohio)	115,479	44
182	Youngstown (Ohio)	107,184	45
22	Bridgeport-Stamford-Norwalk (Conn.)	97,532	46
4	Allentown-Bethlehem-Easton (Pa.)	96,991	47
63	Greensboro-High Point (N. C.)	96,625	48
160	Syracuse (N. Y.)	96,234	49
164	Toledo (Ohio)	95,178	50
141	San Bernardino-Riverside-Ontario (Cal.)	94,687	51
60	Gary-Hammond-East Chicago (Ind.)	94,519	52
134	Sacramento (Cal.)	94,170	53
107	New Haven-Waterbury-Meriden (Conn.)	90,723	54
105	Nashville (Tenn.)	89,883	55
120	Phoenix (Ariz.)	88,715	56
113	Oklahoma City (Okla.)	85,625	57
155	Springfield-Holyoke (Mass.)	83,779	58
138	Salt Lake City (Utah)	82,623	59
114	Omaha (Nebr.)	81,438	60
111	Norfolk-Portsmouth (Va.)	78,598	61
90	Knoxville (Tenn.)	75,053	62
168	Tulsa (Okla.)	74,195	63
153	Spokane (Wash.)	72,334	64
30	Charlotte (N. C.)	70,932	65
74	Jacksonville (Fla.)	68,984	66
81	Grand Rapids (Mich.)	68,023	67
115	Orlando (Fla.)	66,205	68
178	Wilmington (Del.)	65,255	69
55	Fort Wayne (Ind.)	64,460	70
44	Des Moines (Iowa)	64,045	71
66	Honolulu (Hawaii)	63,877	72
175	Wichita (Kans.)	63,495	73
180	Worcester (Mass.)	63,147	74
66	Harrisburg (Pa.)	63,015	75
57	Fresno (Cal.)	62,110	76
298	New Brunswick-Perth Amboy (N. J.)	58,530	77
49	El Paso (Tex.)	58,288	78
118	Peoria (Ill.)	57,114	79
177	Wilkes-Barre-Hazleton (Pa.)	56,884	80
40	Davenport-Rock Island-Moline (Iowa-Ill.)	55,574	81
29	Charleston (W. Va.)	53,294	82
53	Flint (Mich.)	53,016	83
25	Canton (Ohio)	52,980	84
82	Lansing (Mich.)	52,556	85
181	Tacoma (Wash.)	52,439	86
169	Utica-Rome (N. Y.)	51,509	87
88	Little Rock-North Little Rock (Ark.)	51,158	88
75	Jersey City (N. J.)	50,172	89
166	Trenton (N. J.)	49,590	90
70	Huntington-Ashland (W. Va.-Ky.)	49,423	91
47	Duluth-Superior (Minn.-Wisc.)	48,108	92
14	Bakersfield (Cal.)	47,998	93
31	Chattanooga (Tenn.)	47,841	94
61	Lancaster (Pa.)	46,710	95
92	Fall River-New Bedford (Mass.)	46,561	96
181	York (Pa.)	46,569	97
223	Fort Lauderdale (Fla.)	46,485	98
50	Erie (Pa.)	45,734	99
129	Reading (Pa.)	44,784	100
76	Johnstown (Pa.)	44,582	101
3	Albuquerque (N. M.)	43,283	102
101	Mobile (Ala.)	43,218	103
152	South Bend (Ind.)	43,108	104
16	Baton Rouge (La.)	42,800	105
95	Madison (Wisc.)	41,512	106
87	Lincoln (Nebr.)	41,037	107
18	Beaumont-Port Arthur (Tex.)	40,791	108
147	Scranton (Pa.)	39,957	109
167	Tucson (Ariz.)	39,805	110
19	Binghamton (N. Y.)	39,563	111
149	Shreveport (La.)	38,927	112
133	Rockford (Ill.)	38,806	113
64	Greenville (S. C.)	38,519	114
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	37,678	115
173	West Palm Beach (Fla.)	36,390	116
123	Portland (Me.)	35,883	117
35	Columbia (S. C.)	34,666	118
72	Jackson (Miss.)	34,399	119
128	Raleigh (N. C.)	34,049	120
179	Winston-Salem (N. C.)	34,028	121
36	Corpus Christi (Tex.)	33,915	122
150	Stockton (Cal.)	33,823	123
51	Evansville (Ind.)	33,130	124
92	Lubbock (Tex.)	33,100	125
102	Montgomery (Ala.)	32,902	126
131	Roanoke (Va.)	32,858	127
36	Columbus (Ga.)	31,951	128
201	Brownsville-Harlingen-McAllen (Tex.)	31,792	129
174	Wheeling (W. Va.)	31,770	130
96	Manchester (N. H.)	30,340	131
6	Amarillo (Tex.)	29,393	132
198	Boise (Idaho)	29,261	133
150	Sioux City (Iowa)	29,243	134
86	Lexington (Ky.)	28,985	135
154	Springfield (Ill.)	28,747	136
23	Brockton (Mass.)	28,659	137
281	Salem (Ore.)	28,570	138
9	Asheville (N. C.)	27,867	139
94	Macon (Ga.)	27,784	140
89	Lorain-Elyria (Ohio)	27,746	141
12	Augusta (Ga.)	27,453	142
109	Newport News-Hampton (Va.)	27,412	143
77	Kalamazoo (Mich.)	27,353	144
65	Hamilton-Middletown (Ohio)	27,250	145
170	Waco (Tex.)	27,058	146
135	Saginaw (Mich.)	26,877	147
117	Pensacola (Fla.)	26,868	148
103	Terre Haute (Ind.)	26,496	149
165	Topeka (Kans.)	26,384	150
156	Springfield (Mo.)	26,262	151
146	Savannah (Ga.)	26,193	152
156	Steubenville-Weirton (Ohio-W. Va.)	25,831	153
42	Decatur (Ill.)	25,415	154
13	Austin (Tex.)	24,677	155
28	Charleston (S. C.)	24,013	156
272	Poughkeepsie (N. Y.)	23,993	157
293	Ventura-Oxnard (Cal.)	23,822	158
299	Yakima (Wash.)	23,716	159
104	Muskegon-Muskegon Heights (Mich.)	23,293	160
263	Oshkosh (Wisc.)	23,140	161
216	Elmira (N. Y.)	22,859	162
218	Eugene (Ore.)	22,856	163
255	Modesto (Cal.)	22,806	164
260	New Castle (Pa.)	22,694	165
214	Eau Claire (Wisc.)	22,446	166
86	Lima (Ohio)	22,424	167
176	Wichita Falls (Tex.)	22,056	168
172	Waterloo (Iowa)	21,884	169
27	Champaign-Urbana (Ill.)	21,874	170
62	Green Bay (Wisc.)	21,824	171
72	Jackson (Mich.)	21,712	172
220	Fayetteville (N. C.)	21,662	173
190	Bangor (Me.)	21,570	174
283	Santa Rosa (Cal.)	21,334	175
297	Williamsport (Pa.)	21,161	176
261	New London-Norwich (Conn.)	21,038	177
235	Lafayette (Ind.)	20,775	178
26	Cedar Rapids (Iowa)	20,672	179
209	Colorado Springs (Colo.)	20,573	180
286	Sheboygan (Wisc.)	20,508	181
11	Atlantic City (N. J.)	20,499	182
194	Benton Harbor-St. Joseph (Mich.)	20,351	183
268	Newburgh (N. Y.)	20,326	184
5	Altoona (Pa.)	20,230	185
122	Pittsfield (Mass.)	20,214	186
287	Spartanburg (S. C.)	20,147	187
241	Lakeland (Fla.)	20,019	188
48	Durham (N. C.)	19,744	189
247	Mansfield (Ohio)	19,630	190
240	Lake Charles (La.)	19,555	191
211	Danville (Ill.)	19,549	192
191	Battle Creek (Mich.)	19,366	193
213	Daytona Beach (Fla.)	18,696	194
203	Burlington (Vt.)	18,522	195
234	Joplin (Mo.)	18,468	196
127	Racine (Wisc.)	18,402	197
276	Reno (Nev.)	18,336	198
185	Alexandria (La.)	18,270	199
235	Kankakee (Ill.)	18,214	200
242	Las Vegas (Nev.)	18,175	201
151	Sioux Falls (S. D.)	18,134	202
256	Monroe-West Monroe (La.)	18,080	203
187	Appleton (Wisc.)	18,063	204
93	Lynchburg (Va.)	17,955	205
183	Abilene (Tex.)	17,912	206
239	Lafayette (La.)	17,651	207
46	Dubuque (Iowa)	17,357	208
136	St. Joseph (Mo.)	17,057	209
8	Ann Arbor (Mich.)	17,044	210
233	Jamestown (N. Y.)	16,786	211
212	Danville (Va.)	16,705	212
267	Parkersburg (W. Va.)	16,640	213
193	Beloit-Janesville (Wisc.)	16,542	214
157	Springfield (Ohio)	16,505	215
7	Anderson (Ind.)	16,199	216
103	Muncie (Ind.)	16,020	217
126	Pueblo (Colo.)	15,862	218
279	Rocky Mount (N. C.)	15,749	219
59	Galveston (Tex.)	15,728	220
228	Great Falls (Mont.)	15,251	221
295	Watertown (N. Y.)	15,034	222
230	Hagerstown (Md.)	15,023	223
285	Sharon-Farrell-Sharpsville (Pa.)	15,013	224
54	Fort Smith (Ark.)	15,008	225
112	Ogden (Utah)	14,971	226
264	Owensboro (Ky.)	14,778	227
215	Elkhart (Ind.)	14,638	228
231	Huntsville (Ala.)	14,509	229
219	Fargo (N. D.)	14,477	230
273	Provo (Utah)	14,425	231
294	Vineland-Bridgeton (N. J.)	14,387	232
145	Santa Barbara (Cal.)	14,265	233
270	Port Huron (Mich.)	14,252	234
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	13,910	235
226	Gastonia (N. C.)	13,725	236
290	Texarkana (Tex.-Ark.)	13,722	237
17	Bay City (Mich.)	13,694	238
237	La Crosse (Wisc.)	13,605	239
84	Lewiston-Auburn (Me.)	13,590	240
196	Biloxi-Gulfport (Miss.)	13,417	241
197	Bloomington (Ill.)	13,367	242
271	Portsmouth (Ohio)	13,076	243
58	Gadsden (Ala.)	12,836	244
79	Kenosha (Wisc.)	12,609	245
284	Sarasota (Fla.)	12,330	246
298	Wilmington (N. C.)	12,077	247
296	Wausau (Wisc.)	12,059	248
262	Odessa (Tex.)	12,047	249
195	Billings (Mont.)	11,804	250
274	Quincy (Ill.)	11,453	251
243	Lawton (Okla.)	11,443	252
102	Bellingham (Wash.)	11,319	253
210	Cumberland (Md.)	11,226	254
208	Clinton (Iowa)	11,139	255
278	Rochester (Minn.)	11,088	256
207	Clarksburg (W. Va.)	11,037	257
139	San Angelo (Tex.)	10,957	258
186	Anniston (Ala.)	10,864	259
245	Longview (Tex.)	10,773	260
244	Lebanon (Pa.)	10,756	261
252	Michigan City (Ind.)	10,715	262
280	St. Cloud (Minn.)	10,697	263
265	Paducah (Ky.)	10,682	264
269	Petersburg-Hopewell (Va.)	10,632	265
194	Albany (Ga.)	10,558	266
289	Temple (Tex.)	10,406	267
225	Galesburg (Ill.)	10,397	268
217	Enid (Okla.)	10,393	269
266	Panama City (Fla.)	10,145	270
83	Laredo (Tex.)	10,137	271
188	Ashtabula (Ohio)	10,079	272
283	Middletown (Conn.)	9,908	273
291	Tuscaloosa (Ala.)	9,882	274
232	Hutchinson (Kans.)	9,763	275
236	Kokomo (Ind.)	9,641	276
288	Tallahassee (Fla.)	9,533	277
202	Burlington (N. C.)	9,312	278
268	Pasco-Kennewick-Richland (Wash.)	9,121	279
251	Meridian (Miss.)	9,121	279
199	Bremerton (Wash.)	8,966	281
292	Tyler (Tex.)	8,956	282
300	Zanesville (Ohio)	8,894	283
249	Marion (Ohio)	8,881	284
227	Grand Forks-East Grand Forks (N. D.-Minn.)	8,855	285
257	Newark (Ohio)	8,693	286
282	Sandusky (Ohio)	8,504	287
246	Manitowoc-Two Rivers (Wisc.)	8,453	288
204	Butte-Anaconda (Mont.)	8,336	289
248	Marion (Ind.)	8,255	290
205	Casper (Wyo.)	8,218	291
229	Greenville (Miss.)	8,192	292
277	Richmond (Ind.)	8,086	293
275	Rapid City (S. D.)	8,080	294
222	Fond du Lac (Wisc.)	7,851	295
189	Auburn (N. Y.)	7,173	296
224	Gainesville (Fla.)	7,161	297
254	Midland (Tex.)	6,929	298
250	Mason City (Iowa)	6,851	299
206	Cheyenne (Wyo.)	6,432	300
	Total Above Metropolitan Areas	24,242,485	

© SM, 1960.

General Merchandise Sales come easier in the GREENSBORO Metropolitan Market

LEADS 70 LARGER and 182 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Gen. Mdse. Sales (000)	Gen. Mdse. Sales Rank	1959 Over 1954* Gain (000)	Per Family Gen. Mdse. Sales
119	61.5	GREENSBORO, N. C.	$96,625	48	$70,542	$1,571
50	161.9	Syracuse, N. Y.	96,234	49	39,908	594
55	144.7	Toledo, Ohio	95,178	50	26,192	658
29	243.8	San Bernardino, Calif.	94,687	51	40,766	388
51	160.3	Gary-Hammond-E. Chicago, Ind.	94,519	52	39,726	590
54	146.6	Sacramento, Calif.	94,170	53	46,535	642
42	184.9	New Haven-Waterbury, Conn.	90,723	54	42,844	491
69	107.7	Nashville, Tenn.	89,883	55	43,631	835
43	182.8	Phoenix, Ariz.	86,715	56	42,971	474
53	148.1	Oklahoma City, Okla.	85,625	57	20,998	578

. . . and 61 other Larger Metropolitan Markets, including Omaha, Neb.; Salt Lake City, Utah; Norfolk-Portsmouth, Va.; Knoxville and Chattanooga, Tenn.; Tulsa, Okla.; Spokane and Tacoma, Wash.; Springfield-Holyoke, Worcester and Fall River-New Bedford, Mass.; Jacksonville, Orlando, Ft. Lauderdale, Fla.; Grand Rapids, Flint, Lansing, Mich., Wilmington, Del.; Ft. Wayne, South Bend, Ind.; Des Moines, Iowa; Honolulu, Hawaii; Wichita, Kan.; Harrisburg, Wilkes-Barre—Hazelton, Lancaster, York, Erie, Reading, Johnstown, Pa.; Fresno, Bakersfield, Calif.; New Brunswick-Perth Amboy, Jersey City, Trenton, N. J.; El Paso, Tex.; Peoria, Davenport-Rock Island-Moline, Ia.-Ill.; Charleston, Huntington-Ashland, W. Va.-Ky.; Canton, Ohio; Utica-Rome, N. Y.; Little Rock-N. Little Rock, Ark.; Duluth-Superior, Minn.-Wis., Albuquerque, N. M.; Mobile, Ala. and others.

GREENSBORO GREEN THUMB OF THE NEW SOUTH



. . . 1st in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Gen. Mdse. Sales (000)	Gen. Mdse. Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
119	61.5	GREENSBORO, N. C.	$96,625	48	$70,542	$1,571
101	73.9	Charlotte, N. C.	70,932	65	32,823	959
127	56.8	Greenville, S. C.	38,519	114	12,510	678
124	57.5	Columbia, S. C.	34,666	118	14,311	597
170	41.0	Raleigh, N. C.	34,049	120	11,994	830
139	49.6	Winston-Salem, N. C.	34,028	121	12,147	686
183	36.8	Asheville, N. C.	27,867	139	8,041	757
125	57.5	Charleston, S. C.	24,013	156	6,096	418
209	30.7	Fayetteville, N. C.	21,662	173	8,381	706
165	42.7	Spartanburg, S. C.	20,147	187	7,357	472
216	29.9	Durham, N. C.	19,744	189	6,004	660
224	28.1	Rocky Mount, N. C.	15,749	219	2,812	560
193	33.2	Gastonia, N. C.	13,725	236	6,801	413
269	21.4	Wilmington, N. C.	12,077	247	4,370	564
266	21.6	Burlington, N. C.	9,312	278	2,985	431

*U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . AND IN THE TOP 100 OF THE *Nation*

. . . $151,904,000 GENERAL MERCHANDISE SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for APPAREL STORE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
110	New York (N. Y.)	1,586,983	1
32	Chicago (Ill.)	639,930	2
90	Los Angeles-Long Beach (Cal.)	583,112	3
119	Philadelphia (Pa.)	361,756	4
21	Boston (Mass.)	302,456	5
45	Detroit (Mich.)	296,673	6
143	San Francisco-Oakland (Cal.)	261,095	7
171	Washington (D. C.)	197,857	8
106	Newark (N. J.)	197,609	9
121	Pittsburgh (Pa.)	170,558	10
137	St. Louis (Mo.)	150,594	11
34	Cleveland (Ohio)	131,955	12
116	Paterson-Clifton-Passaic (N. J.)	131,111	13
98	Miami (Fla.)	123,537	14
15	Baltimore (Md.)	120,229	15
24	Buffalo (N. Y.)	105,737	16
100	Minneapolis-St. Paul (Minn.)	104,871	17
99	Milwaukee (Wisc.)	100,314	18
69	Houston (Tex.)	99,976	19
78	Kansas City (Mo.)	98,637	20
39	Dallas (Tex.)	96,627	21
33	Cincinnati (Ohio)	84,945	22
108	New Orleans (La.)	77,162	23
10	Atlanta (Ga.)	76,355	24
142	San Diego (Cal.)	76,226	25
148	Seattle (Wash.)	73,415	26
107	New Haven-Waterbury-Meriden (Conn.)	70,330	27
125	Providence (R. I.)	68,852	28
22	Bridgeport-Stamford-Norwalk (Conn.)	68,656	29
75	Jersey City (N. J.)	64,636	30
2	Albany-Schenectady-Troy (N. Y.)	62,153	31
43	Denver (Colo.)	56,804	32
67	Hartford-New Britain (Conn.)	56,684	33
162	Tampa-St. Petersburg (Fla.)	54,501	34
124	Portland (Ore.)	53,863	35
144	San Jose (Cal.)	53,773	36
91	Louisville (Ky.)	53,156	37
132	Rochester (N. Y.)	51,497	38
20	Birmingham (Ala.)	51,312	39
259	New Brunswick-Perth Amboy (N. J.)	47,893	40
41	Dayton (Ohio)	47,665	41
37	Columbus (Ohio)	47,318	42
60	Gary-Hammond-East Chicago (Ind.)	47,091	43
180	Worcester (Mass.)	46,452	44
155	Springfield-Holyoke (Mass.)	45,974	45
120	Phoenix (Ariz.)	45,411	46
111	Norfolk-Portsmouth (Va.)	45,365	47
97	Memphis (Tenn.)	45,252	48
141	San Bernardino-Riverside-Ontario (Cal.)	43,454	49
160	Syracuse (N. Y.)	43,212	50
113	Oklahoma City (Okla.)	43,184	51
140	San Antonio (Tex.)	42,283	52
74	Jacksonville (Fla.)	42,042	53
71	Indianapolis (Ind.)	40,659	54
134	Sacramento (Cal.)	39,716	55
4	Allentown-Bethlehem-Easton (Pa.)	34,507	56
114	Omaha (Nebr.)	33,888	57
68	Honolulu (Hawaii)	33,384	58
182	Youngstown (Ohio)	32,943	59
223	Fort Lauderdale (Fla.)	32,857	60
149	Shreveport (La.)	31,331	61
130	Richmond (Va.)	31,193	62
52	Fall River-New Bedford (Mass.)	31,133	63
164	Toledo (Ohio)	30,862	64
168	Tulsa (Okla.)	30,688	65
56	Fort Worth (Tex.)	30,238	66
105	Nashville (Tenn.)	30,164	67
178	Wilmington (Del.)	29,873	68
66	Harrisburg (Pa.)	29,342	69
57	Fresno (Cal.)	29,245	70
177	Wilkes-Barre-Hazleton (Pa.)	29,119	71
53	Flint (Mich.)	28,116	72
166	Trenton (N. J.)	27,799	73
1	Akron (Ohio)	26,843	74
49	El Paso (Tex.)	26,473	75
175	Wichita (Kans.)	26,329	76
44	Des Moines (Iowa)	26,204	77
61	Grand Rapids (Mich.)	25,938	78
201	Brownsville-Harlingen-McAllen (Tex.)	25,134	79
169	Utica-Rome (N. Y.)	24,976	80
30	Charlotte (N. C.)	24,526	81
173	West Palm Beach (Fla.)	24,471	82
25	Canton (Ohio)	24,037	83
101	Mobile (Ala.)	23,876	84
11	Atlantic City (N. J.)	23,801	85
51	Evansville (Ind.)	22,952	86
18	Beaumont-Port Arthur (Tex.)	22,780	87
167	Tucson (Ariz.)	22,612	88
138	Salt Lake City (Utah)	22,506	89
13	Austin (Tex.)	21,878	90
115	Orlando (Fla.)	21,199	91
47	Duluth-Superior (Minn.-Wisc.)	21,044	92
63	Greensboro-High Point (N. C.)	20,828	93
3	Albuquerque (N. M.)	20,740	94
6	Amarillo (Tex.)	20,708	95
146	Savannah (Ga.)	20,669	96
23	Brockton (Mass.)	20,596	97
16	Baton Rouge (La.)	19,964	98
31	Chattanooga (Tenn.)	19,635	99
73	Jackson (Miss.)	19,532	100
152	South Bend (Ind.)	19,445	101
118	Peoria (Ill.)	19,397	102
40	Davenport-Rock Island-Moline (Iowa-Ill.)	19,352	103
147	Scranton (Pa.)	19,257	104
129	Reading (Pa.)	19,167	105
159	Stockton (Cal.)	18,999	106
181	York (Pa.)	18,783	107
95	Madison (Wisc.)	18,776	108
70	Huntington-Ashland (W. Va.-Ky.)	18,654	109
82	Lansing (Mich.)	18,023	110
55	Fort Wayne (Ind.)	17,875	111
145	Santa Barbara (Cal.)	17,601	112
133	Rockford (Ill.)	17,578	113
96	Manchester (N. H.)	17,550	114
153	Spokane (Wash.)	17,364	115
29	Charleston (W. Va.)	17,076	116
35	Columbia (S. C.)	17,008	117
161	Tacoma (Wash.)	16,857	118
123	Portland (Me.)	16,839	119
26	Cedar Rapids (Iowa)	16,760	120
102	Montgomery (Ala.)	16,664	121
179	Winston-Salem (N. C.)	16,651	122
154	Springfield (Ill.)	16,422	123
242	Las Vegas (Nev.)	16,097	124
14	Bakersfield (Cal.)	16,056	125
88	Little Rock-North Little Rock (Ark.)	15,867	126
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	15,751	127
92	Lubbock (Tex.)	15,674	128
81	Lancaster (Pa.)	15,672	129
80	Knoxville (Tenn.)	15,544	130
19	Binghamton (N. Y.)	15,344	131
258	Newburgh (N. Y.)	15,343	132
85	Lexington (Ky.)	15,311	133
50	Erie (Pa.)	15,033	134
135	Saginaw (Mich.)	14,923	135
261	New London-Norwich (Conn.)	14,583	136
8	Ann Arbor (Mich.)	14,572	137
12	Augusta (Ga.)	14,501	138
109	Newport News-Hampton (Va.)	14,483	139
28	Charleston (S. C.)	14,472	140
131	Roanoke (Va.)	14,169	141
117	Pensacola (Fla.)	14,102	142
76	Johnstown (Pa.)	13,525	143
241	Lakeland (Fla.)	13,416	144
65	Hamilton-Middletown (Ohio)	13,414	145
174	Wheeling (W. Va.)	13,300	146
38	Corpus Christi (Tex.)	13,299	147
36	Columbus (Ga.)	12,659	148
213	Daytona Beach (Fla.)	12,602	149
94	Macon (Ga.)	12,576	150
128	Raleigh (N. C.)	12,386	151
122	Pittsfield (Mass.)	11,822	152
233	Jamestown (N. Y.)	11,605	153
272	Poughkeepsie (N. Y.)	11,564	154
255	Modesto (Cal.)	11,543	155
77	Kalamazoo (Mich.)	11,527	156
5	Altoona (Pa.)	11,501	157
293	Ventura-Oxnard (Cal.)	11,228	158
87	Lincoln (Nebr.)	11,156	159
165	Topeka (Kans.)	11,073	160
89	Lorain-Elyria (Ohio)	11,037	161
262	Odessa (Tex.)	10,856	162
209	Colorado Springs (Colo.)	10,536	163
64	Greenville (S. C.)	10,426	164
156	Springfield (Mo.)	10,313	165
83	Laredo (Tex.)	10,276	166
294	Vineland-Bridgeton (N. J.)	10,179	167
176	Wichita Falls (Tex.)	9,905	168
62	Green Bay (Wisc.)	9,759	169
191	Battle Creek (Mich.)	9,700	170
292	Tyler (Tex.)	9,505	171
276	Reno (Nev.)	9,499	172
112	Ogden (Utah)	9,274	173
150	Sioux City (Iowa)	9,235	174
183	Abilene (Tex.)	9,086	175
172	Waterloo (Iowa)	9,077	176
216	Elmira (N. Y.)	9,054	177
219	Fargo (N. D.)	9,036	178
240	Lake Charles (La.)	8,809	179
286	Sharon-Farrell-Sharpsville (Pa.)	8,797	180
283	Santa Rosa (Cal.)	8,796	181
158	Steubenville-Weirton (Ohio-W. Va.)	8,696	182
127	Racine (Wisc.)	8,636	183
136	St. Joseph (Mo.)	8,537	184
72	Jackson (Mich.)	8,524	185
295	Watertown (N. Y.)	8,513	186
297	Williamsport (Pa.)	8,463	187
42	Decatur (Ill.)	8,383	188
214	Eau Claire (Wisc.)	8,346	189
157	Springfield (Ohio)	8,318	190
9	Asheville (N. C.)	8,317	191
190	Bangor (Me.)	8,153	192
186	Anniston (Ala.)	8,136	193
59	Galveston (Tex.)	8,127	194
247	Mansfield (Ohio)	8,027	195
220	Fayetteville (N. C.)	8,001	196
256	Monroe-West Monroe (La.)	7,855	197
27	Champaign-Urbana (Ill.)	7,881	198
195	Billings (Mont.)	7,832	199
193	Beloit-Janesville (Wisc.)	7,803	200
48	Durham (N. C.)	7,745	201
17	Bay City (Mich.)	7,694	202
194	Benton Harbor-St. Joseph (Mich.)	7,455	203
245	Longview (Tex.)	7,443	204
260	New Castle (Pa.)	7,434	205
288	Tallahassee (Fla.)	7,424	206
218	Eugene (Ore.)	7,416	207
251	Meridian (Miss.)	7,408	208
269	Petersburg-Hopewell (Va.)	7,387	209
287	Spartanburg (S. C.)	7,382	210
170	Waco (Tex.)	7,356	211
84	Lewiston-Auburn (Me.)	7,319	212
284	Sarasota (Fla.)	7,268	213
79	Kenosha (Wisc.)	7,037	214
58	Gadsden (Ala.)	7,004	215
204	Butte-Anaconda (Mont.)	6,995	216
238	Lafayette (Ind.)	6,932	217
196	Biloxi-Gulfport (Miss.)	6,906	218
227	Grand Forks-East Grand Forks (N. D.-Minn.)	6,871	219
252	Michigan City (Ind.)	6,855	220
7	Anderson (Ind.)	6,844	221
151	Sioux City (S. D.)	6,819	222
104	Muskegon-Muskegon Heights (Mich.)	6,810	223
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	6,807	224
202	Burlington (N. C.)	6,787	225
279	Rocky Mount (N. C.)	6,747	226
226	Gastonia (N. C.)	6,737	227
278	Rochester (Minn.)	6,730	228
215	Elkhart (Ind.)	6,729	229
126	Pueblo (Colo.)	6,720	230
239	Lafayette (La.)	6,695	231
291	Tuscaloosa (Ala.)	6,685	232
230	Hagerstown (Md.)	6,628	233
198	Boise (Idaho)	6,583	234
250	Mason City (Iowa)	6,569	235
93	Lynchburg (Va.)	6,489	236
187	Appleton (Wisc.)	6,457	237
244	Lebanon (Pa.)	6,450	238
254	Midland (Tex.)	6,420	239
207	Clarksburg (W. Va.)	6,278	240
185	Alexandria (La.)	6,242	241
231	Huntsville (Ala.)	6,108	242
222	Fond du Lac (Wisc.)	6,108	242
263	Oshkosh (Wisc.)	6,096	244
235	Kankakee (Ill.)	6,071	245
103	Muncie (Ind.)	6,045	246
86	Lima (Ohio)	5,994	247
228	Great Falls (Mont.)	5,916	248
211	Danville (Ill.)	5,903	249
267	Parkersburg (W. Va.)	5,876	250
210	Cumberland (Md.)	5,865	251
290	Texarkana (Tex.-Ark.)	5,745	252
253	Middletown (Conn.)	5,703	253
208	Cheyenne (Wyo.)	5,683	254
270	Port Huron (Mich.)	5,638	255
248	Marion (Ind.)	5,577	256
54	Fort Smith (Ark.)	5,565	257
281	Salem (Ore.)	5,453	258
277	Richmond (Ind.)	5,409	259
298	Wilmington (N. C.)	5,344	260
234	Joplin (Mo.)	5,311	261
203	Burlington (Vt.)	5,288	262
237	La Crosse (Wisc.)	5,281	263
232	Hutchinson (Kans.)	5,200	264
299	Yakima (Wash.)	5,147	265
265	Paducah (Ky.)	5,141	266
197	Bloomington (Ill.)	5,062	267
163	Terre Haute (Ind.)	4,937	268
264	Owensboro (Ky.)	4,878	269
266	Panama City (Fla.)	4,845	270
280	St. Cloud (Minn.)	4,827	271
275	Rapid City (S. D.)	4,811	272
184	Albany (Ga.)	4,802	273
224	Gainesville (Fla.)	4,781	274
192	Bellingham (Wash.)	4,767	275
139	San Angelo (Tex.)	4,714	276
229	Greenville (Miss.)	4,670	277
271	Portsmouth (Ohio)	4,637	278
212	Danville (Va.)	4,591	279
189	Auburn (N. Y.)	4,562	280
209	Temple (Tex.)	4,513	281
282	Sandusky (Ohio)	4,457	282
188	Ashtabula (Ohio)	4,374	283
225	Galesburg (Ill.)	4,288	284
257	Newark (Ohio)	4,225	285
46	Dubuque (Iowa)	4,223	286
217	Enid (Okla.)	4,207	287
273	Provo (Utah)	4,130	288
268	Pasco-Kennewick-Richland (Wash.)	4,077	289
236	Kokomo (Ind.)	4,057	290
300	Zanesville (Ohio)	4,015	291
274	Quincy (Ill.)	3,986	292
243	Lawton (Okla.)	3,838	293
246	Manitowoc-Two Rivers (Wisc.)	3,837	294
296	Wausau (Wisc.)	3,526	295
205	Casper (Wyo.)	3,276	296
249	Marion (Ohio)	3,249	297
286	Sheboygan (Wisc.)	3,184	298
208	Clinton (Iowa)	2,979	299
199	Bremerton (Wash.)	2,882	300

Total Above Metropolitan Areas 10,753,117

© SM, 1960.

Apparel Store Sales come easier in the GREENSBORO Metropolitan Market

LEADS 28 LARGER and 179 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Apparel Sales (000)	Apparel Sales Rank	1959 Over 1954* Gain (000)	Per Family Apparel Sales
119	61.5	GREENSBORO, N. C.	$20,828	93	$10,373	$339
116	64.7	Baton Rouge, La.	19,964	98	4,165	309
90	83.5	Chattanooga, Tenn.	19,635	99	712	235
108	70.9	Albuquerque, N. M.	20,740	94	7,357	293
110	70.2	Brockton, Mass.	20,596	97	6,619	293
104	72.2	South Bend, Ind.	19,445	101	1,195	269
88	85.9	Davenport-Rock Isld.-Moline, Ia.-Ill.	19,352	103	3,393	225
105	71.1	Scranton, Pa.	19,257	104	90	271
83	91.3	Peoria, Ill.	19,397	102	3,406	212
92	80.7	Reading, Pa.	19,167	105	478	239

. . . and 19 other Larger Metropolitan Markets, including York, Lancaster, Johnstown and Erie, Pa.; Stockton and Bakersfield, Calif.; Charleston and Huntington-Ashland, W. Va.-Ky.; Lansing, Mich.; Ft. Wayne, Ind.; Rockford, Ill.; Spokane and Tacoma, Wash.; Bristol-Johnson City and Knoxville, Tenn.; Binghamton, N. Y.; Little Rock-North Little Rock, Ark.; Augusta, Ga.; and Corpus Christi, Texas.

GREENSBORO GREEN THUMB OF THE NEW SOUTH



. . . 2nd in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Apparel Sales (000)	Apparel Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
101	73.9	Charlotte, N. C.	$24,528	81	$ 7,267	$331
119	61.5	GREENSBORO, N. C.	20,828	93	10,373	339
124	57.5	Columbia, S. C.	17,008	117	2,795	293
139	49.6	Winston-Salem, N. C.	16,651	122	3,188	336
125	57.5	Charleston, S. C.	14,472	140	1,365	252
170	41.0	Raleigh, N. C.	12,366	151	2,155	302
127	56.8	Greenville, S. C.	10.426	164	183	184
183	36.8	Asheville, N. C.	8.317	191	2,201	226
209	30.7	Fayetteville, N. C.	8,001	196	939	261
216	29.9	Durham, N. C.	7,745	201	584	259
165	42.7	Spartanburg, S. C.	7,362	210	1,164	172
266	21.6	Burlington, N. C.	6,787	225	2,544	314
224	28.1	Rocky Mount, N. C.	6,747	226	678	240
193	33.2	Gastonia, N. C.	6,737	227	1,867	203
269	21.4	Wilmington, N. C.	5,344	260	— 303	250

*U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . . AND IN THE TOP 100 OF THE *Nation*

. . . $49,749,000 APPAREL SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for FURN.-HOUSE.-APPLIANCE STORE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
110	New York (N. Y.)	842,113	1
90	Los Angeles-Long Beach (Cal.)	619,944	2
32	Chicago (Ill.)	438,455	3
45	Detroit (Mich.)	248,567	4
119	Philadelphia (Pa.)	230,297	5
142	San Francisco-Oakland (Cal.)	230,071	6
21	Boston (Mass.)	183,422	7
108	Newark (N. J.)	158,308	8
171	Washington (D. C.)	151,042	9
121	Pittsburgh (Pa.)	140,807	10
34	Cleveland (Ohio)	126,612	11
137	St. Louis (Mo.)	125,985	12
116	Paterson-Clifton-Passaic (N. J.)	106,995	13
100	Minneapolis-St. Paul (Minn.)	96,322	14
15	Baltimore (Md.)	91,461	15
142	San Diego (Cal.)	86,566	16
99	Milwaukee (Wisc.)	84,944	17
69	Houston (Tex.)	84,020	18
96	Miami (Fla.)	82,334	19
24	Buffalo (N. Y.)	81,787	20
148	Seattle (Wash.)	77,492	21
33	Cincinnati (Ohio)	72,080	22
39	Dallas (Tex.)	70,023	23
43	Denver (Colo.)	65,917	24
78	Kansas City (Mo.)	65,455	25
162	Tampa-St. Petersburg (Fla.)	59,594	26
106	New Orleans (La.)	58,274	27
141	San Bernardino-Riverside-Ontario (Cal.)	55,782	28
107	New Haven-Waterbury-Meriden (Conn.)	54,786	29
134	Sacramento (Cal.)	54,782	30
71	Indianapolis (Ind.)	52,754	31
144	San Jose (Cal.)	52,747	32
67	Hartford-New Britain (Conn.)	52,647	33
10	Atlanta (Ga.)	52,606	34
120	Phoenix (Ariz.)	52,099	35
124	Portland (Ore.)	51,500	36
22	Bridgeport-Stamford-Norwalk (Conn.)	45,651	37
41	Dayton (Ohio)	45,321	38
37	Columbus (Ohio)	45,186	39
2	Albany-Schenectady-Troy (N. Y.)	41,071	40
91	Louisville (Ky.)	40,860	41
125	Providence (R. I.)	40,203	42
75	Jersey City (N. J.)	39,612	43
20	Birmingham (Ala.)	37,910	44
4	Allentown-Easton-Bethlehem-Easton (Pa.)	37,205	45
259	New Brunswick-Perth Amboy (N. J.)	36,704	46
132	Rochester (N. Y.)	36,378	47
113	Oklahoma City (Okla.)	35,849	48
114	Omaha (Nebr.)	35,730	49
111	Norfolk-Portsmouth (Va.)	35,649	50
60	Gary-Hammond-East Chicago (Ind.)	34,496	51
155	Springfield-Holyoke (Mass.)	32,526	52
164	Toledo (Ohio)	32,112	53
223	Fort Lauderdale (Fla.)	31,864	54
160	Worcester (Mass.)	31,797	55
74	Jacksonville (Fla.)	31,253	56
182	Youngstown (Ohio)	30,860	57
97	Memphis (Tenn.)	30,202	58
140	San Antonio (Tex.)	30,123	59
160	Syracuse (N. Y.)	30,074	60
178	Wilmington (Del.)	29,313	61
56	Fort Worth (Tex.)	28,701	62
138	Salt Lake City (Utah)	28,492	63
53	Flint (Mich.)	28,189	64
61	Grand Rapids (Mich.)	27,927	65
87	Fresno (Cal.)	26,970	66
130	Richmond (Va.)	26,144	67
68	Honolulu (Hawaii)	25,738	68
105	Nashville (Tenn.)	25,213	69
1	Akron (Ohio)	25,047	70
25	Canton (Ohio)	24,415	71
3	Albuquerque (N. M.)	24,382	72
168	Tulsa (Okla.)	24,253	73
49	El Paso (Tex.)	24,184	74
14	Bakersfield (Cal.)	24,163	75
115	Orlando (Fla.)	23,916	76
31	Chattanooga (Tenn.)	23,604	77
44	Des Moines (Iowa)	23,435	78
52	Fall River-New Bedford (Mass.)	23,326	79
175	Wichita (Kans.)	23,050	80
181	York (Pa.)	22,972	81
118	Peoria (Ill.)	22,249	82
82	Lansing (Mich.)	21,972	83
167	Tucson (Ariz.)	21,836	84
173	West Palm Beach (Fla.)	21,460	85
108	Trenton (N. J.)	21,060	86
40	Davenport-Rock Island-Moline (Iowa-Ill.)	20,918	87
88	Harrisburg (Pa.)	20,874	88
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	19,677	89
149	Shreveport (La.)	19,530	90
169	Utica-Rome (N. Y.)	18,799	91
177	Wilkes-Barre-Hazleton (Pa.)	18,781	92
189	Stockton (Cal.)	18,701	93
161	Tacoma (Wash.)	18,594	94
30	Charlotte (N. C.)	18,515	95
145	Santa Barbara (Cal.)	18,270	96
152	South Bend (Ind.)	18,111	97
126	Reading (Pa.)	17,930	98
81	Lancaster (Pa.)	17,840	99
101	Mobile (Ala.)	17,781	100
109	Newport News-Hampton (Va.)	17,698	101
183	Spokane (Wash.)	17,635	102
18	Beaumont-Port Arthur (Tex.)	17,118	103
16	Baton Rouge (La.)	16,777	104
88	Little Rock-North Little Rock (Ark.)	16,621	105
80	Knoxville (Tenn.)	15,487	106
29	Charleston (W. Va.)	15,303	107
70	Huntington-Ashland (W. Va.-Ky.)	15,072	108
65	Hamilton-Middletown (Ohio)	14,832	109
63	Greensboro-High Point (N. C.)	14,599	110
55	Fort Wayne (Ind.)	14,470	111
179	Winston-Salem	14,411	112
92	Lubbock (Tex.)	14,275	113
133	Rockford (Ill.)	14,221	114
117	Pensacola (Fla.)	14,113	115
77	Kalamazoo (Mich.)	13,838	116
50	Erie (Pa.)	13,605	117
241	Lakeland (Fla.)	13,438	118
61	Evansville (Ind.)	13,380	119
135	Saginaw (Mich.)	13,329	120
13	Austin (Tex.)	13,322	121
147	Scranton (Pa.)	13,295	122
47	Duluth-Superior (Minn.-Wisc.)	12,991	123
95	Madison (Wisc.)	12,941	124
174	Wheeling (W. Va.)	12,933	125
154	Springfield (Ill.)	12,922	126
8	Ann Arbor (Mich.)	12,879	127
76	Johnstown (Pa.)	12,876	128
11	Atlantic City (N. J.)	12,776	129
19	Binghamton (N. Y.)	12,683	130
165	Topeka (Kans.)	12,516	131
36	Columbus (Ga.)	12,501	132
28	Charleston (S. C.)	12,445	133
38	Corpus Christi (Tex.)	12,349	134
201	Brownsville-Harlingen-McAllen (Tex.)	21,322	135
73	Jackson (Miss.)	12,089	136
102	Montgomery (Ala.)	12,029	137
64	Greenville (S. C.)	12,018	138
26	Cedar Rapids (Iowa)	11,827	139
146	Savannah (Ga.)	11,722	140
198	Boise (Idaho)	11,709	141
9	Amarillo (Tex.)	11,665	142
127	Racine (Wisc.)	11,528	143
131	Roanoke (Va.)	11,372	144
203	Ventura-Oxnard (Cal.)	11,244	145
258	Newburgh (N. Y.)	11,155	146
35	Columbia (S. C.)	10,993	147
261	New London-Norwich (Conn.)	10,753	148
218	Eugene (Ore.)	10,693	149
284	Sarasota (Fla.)	10,561	150
94	Macon (Ga.)	10,356	151
209	Colorado Springs (Colo.)	10,306	152
12	Augusta (Ga.)	10,179	153
220	Fayetteville (N. C.)	9,989	154
23	Brockton (Mass.)	9,888	155
128	Raleigh (N. C.)	9,816	156
191	Battle Creek (Mich.)	9,770	157
85	Lexington (Ky.)	9,749	158
255	Modesto (Cal.)	9,734	159
170	Waco (Tex.)	9,601	160
89	Lorain-Elyria (Ohio)	9,598	161
158	Steubenville-Weirton (Ohio-W. Va.)	9,598	161
96	Manchester (N. H.)	9,471	163
122	Pittsfield (Mass.)	9,329	164
194	Benton Harbor-St. Joseph (Mich.)	9,320	165
294	Vineland-Bridgeton (N. J.)	9,250	166
242	Las Vegas (Nev.)	9,238	167
156	Springfield (Mo.)	9,235	167
62	Green Bay (Wisc.)	9,069	169
293	Santa Rosa (Cal.)	9,024	170
5	Altoona (Pa.)	8,948	171
17	Bay City (Mich.)	8,928	172
123	Portland (Me.)	8,759	173
213	Daytona Beach (Fla.)	8,701	174
104	Muskegon-Muskegon Heights (Mich.)	8,677	175
299	Yakima (Wash.)	8,515	176
87	Lincoln (Nebr.)	8,422	177
202	Odessa (Tex.)	8,370	178
157	Springfield (Ohio)	8,313	179
42	Decatur (Ill.)	8,271	180
59	Galveston (Tex.)	8,083	181
112	Ogden (Utah)	8,003	182
195	Billings (Mont.)	7,987	183
163	Terre Haute (Ind.)	7,811	184
272	Poughkeepsie (N. Y.)	7,873	185
172	Waterloo (Iowa)	7,862	186
9	Asheville (N. C.)	7,825	187
288	Sharon-Farrell-Sharpsville (Pa.)	7,674	188
276	Reno (Nev.)	7,672	189
281	Salem (Ore.)	7,598	190
176	Wichita Falls (Tex.)	7,453	191
232	Jamestown (N. Y.)	7,340	192
231	Huntsville (Ala.)	7,295	193
183	Abilene (Tex.)	7,253	194
72	Jackson (Mich.)	7,193	195
7	Anderson (Ind.)	7,142	196
193	Beloit-Janesville (Wisc.)	7,077	197
297	Williamsport (Pa.)	7,049	198
187	Appleton (Wisc.)	7,019	199
103	Muncie (Ind.)	6,860	200
244	Lebanon (Pa.)	6,837	201
48	Durham (N. C.)	6,825	202
150	Sioux City (Iowa)	6,824	203
228	Great Falls (Mont.)	6,818	204
267	Spartanburg (S. C.)	6,727	205
282	Sandusky (Ohio)	6,692	206
268	Pasco-Kennewick-Richland (Wash.)	6,665	207
292	Tyler (Tex.)	6,653	208
274	Quincy (Ill.)	6,584	209
274	Mansfield (Ohio)	6,485	210
263	Oshkosh (Wisc.)	6,424	211
126	Pueblo (Colo.)	6,395	212
240	Lake Charles (La.)	6,331	213
238	Lafayette (Ind.)	6,277	214
216	Elmira (N. Y.)	6,262	215
27	Champaign-Urbana (Ill.)	6,223	216
245	Longview (Tex.)	6,210	217
151	Sioux Falls (S. D.)	6,164	218
271	Portsmouth (Ohio)	6,087	219
243	Lawton (Okla.)	6,065	220
219	Fargo (N. D.)	5,996	221
185	Alexandria (La.)	5,970	222
227	Grand Forks-East Grand Forks-(N. D.-Minn.)	5,963	223
300	Zanesville (Ohio)	5,963	223
186	Anniston (Ala.)	5,922	225
196	Biloxi-Gulfport (Miss)	5,921	226
226	Gastonia (N. C.)	5,866	227
136	St. Joseph (Mo.)	5,819	228
260	New Castle (Pa.)	5,741	229
215	Elkhart (Ind.)	5,735	230
256	Monroe-West Monroe (La.)	5,702	231
86	Lima (Ohio)	5,568	232
93	Lynchburg (Va.)	5,566	233
254	Midland (Tex.)	5,560	234
275	Rapid City (S. D.)	5,563	235
202	Burlington (N. C.)	5,559	236
237	La Crosse (Wisc.)	5,554	237
214	Eau Claire (Wisc.)	5,529	238
46	Dubuque (Iowa)	5,458	239
88	Gadsden (Ala.)	5,442	240
234	Joplin (Mo.)	5,361	241
298	Wilmington (N. C.)	5,346	242
232	Hutchinson (Kans.)	5,326	243
291	Tuscaloosa (Ala.)	5,302	244
288	Tallahassee (Fla.)	5,287	245
54	Fort Smith (Ark.)	5,277	256
79	Kenosha (Wisc.)	5,243	247
270	Port Huron (Mich.)	5,188	248
250	Mason City (Iowa)	5,149	249
267	Pakersburg (W. Va.)	5,121	250
190	Bangor (Me.)	5,090	251
249	Marion (Ohio)	4,975	252
269	Petersburg-Hopewell (Va.)	4,893	253
211	Danville (Ill.)	4,878	254
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	4,831	255
210	Cumberland (Md.)	4,757	256
266	Panama City (Fla.)	4,739	257
184	Albany (Ga.)	4,695	258
290	Wausau (Wisc.)	4,634	259
206	Cheyenne (Wyo.)	4,610	260
235	Kankakee (Ill.)	4,584	261
248	Marion (Ind.)	4,580	262
199	Bremerton (Wash.)	4,548	263
289	Temple (Tex.)	4,546	264
273	Provo (Utah)	4,529	265
230	Hagerstown (Md.)	4,515	266
139	San Angelo (Tex.)	4,514	267
253	Middletown (Conn.)	4,492	268
205	Casper (Wyo.)	4,484	269
197	Bloomington (Ill.)	4,476	270
188	Ashtabula (Ohio)	4,470	271
277	Richmond (Ind.)	4,378	272
207	Clarksburg (W. Va.)	4,185	273
192	Bellingham (Wash.)	4,158	274
239	Lafayette (La.)	4,051	275
295	Watertown (N. Y.)	4,035	276
286	Sheboygan (Wisc.)	4,032	277
203	Burlington (Vt.)	4,025	278
236	Kokomo (Ind.)	3,995	279
199	Auburn (N. Y.)	3,947	280
251	Meridian (Miss.)	3,941	281
278	Rochester (Minn.)	3,927	282
224	Gainesville (Fla.)	3,882	283
290	Texarkana (Tex.-Ark.)	3,873	284
225	Galesburg (Ill.)	3,866	285
257	Newark (Ohio)	3,839	286
222	Fond du Lac (Wisc.)	3,796	287
252	Michigan City (Ind.)	3,622	288
217	Enid (Okla.)	3,545	289
208	Clinton (Iowa)	3,424	290
212	Danville (Va.)	3,403	291
279	Rocky Mount (N. C.)	3,402	292
84	Lewiston-Auburn (Me.)	3,385	293
265	Paducah (Ky.)	3,190	294
229	Greenville (Miss.)	3,119	295
264	Owensboro (Ky.)	3,062	296
280	St. Cloud (Minn.)	2,762	297
204	Butte-Anaconda (Mont.)	2,640	298
246	Manitowoc-Two Rivers (Wisc.)	2,584	299
83	Laredo (Tex.)	2,481	300
	Total Above Metropolitan Areas	8,525,948	

© SM, 1960.

Furn.-House.-Radio Sales come easier in the GREENSBORO Metropolitan Market

LEADS 11 LARGER and 179 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Furn.-House Radio Sales (000)	Furn.-House Radio Store Sales Rank	1959 Over 1954* Gain (000)	Per Family Furniture Sales
119	61.5	GREENSBORO, N. C.	$14,599	110	$2,664	$237
115	65.9	Augusta, Ga.	10,179	153	2,553	220
88	85.9	Duluth-Superior, Minn.-Wis.	12,991	123	— 869	151
106	71.1	Ft. Wayne, Ind.	14,470	111	1,790	203
112	68.9	Erie, Pa.	13,605	117	248	197
114	66.6	Evansville, Ind.	13,390	119	806	201
105	71.1	Scranton, Pa.	13,295	122	—1,178	187
98	76.2	Johnstown, Pa.	12,876	128	3,593	169
117	62.1	Binghamton, N. Y.	12,683	130	2,049	204
113	66.6	Corpus Christi, Tex.	12,349	134	3,005	185

... and 2 other Larger Metropolitan Markets including Brownsville-Harlingen, McAllen, Texas and Brockton, Mass.

GREENSBORO GREEN THUMB OF THE NEW SOUTH



IN THE TOP 20 RETAIL MARKETS OF THE *South* .... AND IN THE TOP 100 OF THE *Nation*

. . . 2nd in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Furn.-House Radio Sales (000)	Furn. House. Radio Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
101	73.9	Charlotte, N. C.	$18,515	95	$6,909	$250
119	61.5	GREENSBORO, N. C.	14,599	110	2,664	237
139	49.6	Winston-Salem, N. C.	14,411	112	5,168	291
125	57.5	Charleston, S. C.	12,445	133	1,314	216
127	56.8	Greenville, S. C.	12,018	138	689	212
124	57.5	Columbia, S. C.	10,993	147	3,678	189
209	30.7	Fayetteville, N. C.	9,989	154	4,080	325
170	41.0	Raleigh, N. C.	9,816	156	2,481	239
183	36.8	Asheville, N. C.	7,825	187	2,204	213
216	29.9	Durham, N. C.	6,825	202	— 237	228
165	42.7	Spartanburg, S. C.	6,727	205	131	158
193	33.2	Gastonia, N. C.	5,866	227	1,108	177
266	21.6	Burlington, N. C.	5,559	236	1,216	257
269	21.4	Wilmington, N. C.	5,346	242	—1,610	250
224	28.1	Rocky Mount, N. C.	3,402	292	— 790	121

*U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

. . . $40,275,000 FURNITURE SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for AUTOMOTIVE DEALERS & STORE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
90	Los Angeles-Long Beach (Cal.)	1,736,638	1
110	New York (N. Y.)	1,348,026	2
32	Chicago (Ill.)	1,237,355	3
45	Detroit (Mich.)	925,415	4
119	Philadelphia (Pa.)	807,120	5
143	San Francisco-Oakland (Cal.)	623,878	6
21	Boston (Mass.)	583,712	7
171	Washington (D. C.)	466,362	8
121	Pittsburgh (Pa.)	423,077	9
137	St. Louis (Mo.)	411,263	10
34	Cleveland (Ohio)	382,817	11
100	Minneapolis-St. Paul (Minn.)	354,509	12
106	Newark (N. J.)	337,010	13
39	Dallas (Tex.)	329,145	14
99	Houston (Tex.)	314,553	15
98	Miami (Fla.)	297,977	16
15	Baltimore (Md.)	295,806	17
24	Buffalo (N. Y.)	277,739	18
76	Kansas City (Mo.)	263,349	19
43	Denver (Colo.)	259,266	20
99	Milwaukee (Wisc.)	252,080	21
142	San Diego (Cal.)	245,266	22
10	Atlanta (Ga.)	240,864	23
148	Seattle (Wash.)	231,383	24
116	Paterson-Clifton-Passaic (N. J.)	230,506	25
33	Cincinnati (Ohio)	218,158	26
162	Tampa-St. Petersburg (Fla.)	213,780	27
124	Portland (Ore.)	206,936	28
120	Phoenix (Ariz.)	185,961	29
71	Indianapolis (Ind.)	181,523	30
37	Columbus (Ohio)	175,241	31
141	San Bernardino-Riverside-Ontario (Cal.)	169,846	32
91	Louisville (Ky.)	163,253	33
56	Fort Worth (Tex.)	160,295	34
41	Dayton (Ohio)	159,858	35
140	San Antonio (Tex.)	159,282	36
67	Hartford-New Britain (Conn.)	157,990	37
108	New Orleans (La.)	146,919	38
97	Memphis (Tenn.)	144,195	39
132	Rochester (N. Y.)	143,718	40
144	San Jose (Cal.)	142,653	41
2	Albany-Schenectady-Troy (N. Y.)	139,203	42
107	New Haven-Waterbury-Meriden (Conn.)	134,464	43
22	Bridgeport-Stamford-Norwalk (Conn.)	133,033	44
125	Providence (R. I.)	132,251	45
134	Sacramento (Cal.)	130,947	46
20	Birmingham (Ala.)	130,389	47
160	Syracuse (N. Y.)	128,818	48
74	Jacksonville (Fla.)	126,662	49
1	Akron (Ohio)	124,438	50
113	Oklahoma City (Okla.)	119,007	51
114	Omaha (Nebr.)	109,420	52
53	Flint (Mich.)	105,848	53
162	Youngstown (Ohio)	104,165	54
168	Tulsa (Okla.)	103,238	55
259	New Brunswick-Perth Amboy (N. J.)	103,094	56
223	Fort Lauderdale (Fla.)	102,995	57
130	Richmond (Va.)	102,796	58
180	Worcester (Mass.)	101,980	59
60	Gary-Hammond-East Chicago (Ind.)	101,534	60
138	Salt Lake City (Utah)	101,372	61
111	Norfolk-Portsmouth (Va.)	97,588	62
164	Toledo (Ohio)	96,550	63
57	Fresno (Cal.)	95,293	64
115	Orlando (Fla.)	94,758	65
186	Springfield-Holyoke (Mass.)	92,816	66
175	Wichita (Kans.)	92,456	67
4	Allentown-Bethlehem-Easton (Pa.)	90,520	68
105	Nashville (Tenn.)	90,375	69
61	Grand Rapids (Mich.)	88,915	70
66	Harrisburg (Pa.)	84,836	71
178	Wilmington (Del.)	81,574	72
75	Jersey City (N. J.)	79,930	73
62	Lansing (Mich.)	78,831	74
3	Albuquerque (N. M.)	77,993	75
49	El Paso (Tex.)	77,934	76
44	Des Moines (Iowa)	76,690	77
118	Peoria (Ill.)	72,323	78
25	Canton (Ohio)	71,798	79
14	Bakersfield (Cal.)	71,600	80
153	Spokane (Wash.)	70,533	81
68	Honolulu (Hawaii)	69,970	82
30	Charlotte (N. C.)	69,784	83
149	Shreveport (La.)	69,575	84
89	Knoxville (Tenn.)	68,556	85
169	Utica-Rome (N. Y.)	67,363	86
19	Beaumont-Port Arthur (Tex.)	65,815	87
88	Little Rock-North Little Rock (Ark.)	65,201	88
81	Lancaster (Pa.)	64,410	89
52	Fall River-New Bedford (Mass.)	64,281	90
173	West Palm Beach (Fla.)	64,126	91
55	Fort Wayne (Ind.)	61,997	92
16	Baton Rouge (La.)	61,630	93
31	Chattanooga (Tenn.)	61,461	94
161	York (Pa.)	61,322	95
161	Tacoma (Wash.)	60,752	96
129	Reading (Pa.)	60,033	97
117	Pensacola (Fla.)	60,025	98
101	Mobile (Ala.)	58,412	99
167	Tucson (Ariz.)	58,329	100
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	56,722	101
156	Trenton (N. J.)	56,684	102
6	Amarillo (Tex.)	57,937	103
177	Wilkes-Barre-Hazleton (Pa.)	57,775	104
159	Stockton (Cal.)	57,717	105
40	Davenport-Rock Island-Moline (Iowa-Ill.)	56,539	106
92	Lubbock (Tex.)	55,162	107
63	Greensboro-High Point (N. C.)	54,378	108
241	Lakeland (Fla.)	53,515	109
152	South Bend (Ind.)	52,988	110
70	Huntington-Ashland (W. Va.-Ky.)	52,937	111
73	Jackson (Miss.)	52,653	112
29	Charleston (W. Va.)	52,525	113
38	Corpus Christi (Tex.)	50,989	114
35	Columbia (S. C.)	50,639	115
50	Erie (Pa.)	49,710	116
135	Saginaw (Mich.)	49,261	117
47	Duluth-Superior (Minn.-Wisc.)	49,025	118
201	Brownsville-Harlingen-McAllen (Tex.)	48,658	119
19	Binghamton (N. Y.)	48,623	120
198	Boise (Idaho)	48,268	121
95	Madison (Wisc.)	48,048	122
76	Johnstown (Pa.)	47,756	123
133	Rockford (Ill.)	46,842	124
23	Brockton (Mass.)	46,499	125
123	Portland (Me.)	45,983	126
109	Newport News-Hampton (Va.)	45,751	127
256	Newburgh (N. Y.)	45,464	128
176	Wichita Falls (Tex.)	43,730	129
283	Ventura-Oxnard (Cal.)	42,992	130
218	Eugene (Ore.)	42,961	131
242	Las Vegas (Nev.)	42,235	132
145	Santa Barbara (Cal.)	42,101	133
13	Austin (Tex.)	41,930	134
64	Greenville (S. C.)	41,882	135
88	Lorain-Elyria (Ohio)	41,876	136
147	Scranton (Pa.)	41,447	137
255	Modesto (Cal.)	41,424	138
179	Winston-Salem (N. C.)	41,123	139
96	Manchester (N. H.)	40,882	140
51	Evansville (Ind.)	40,624	141
128	Raleigh (N. C.)	39,816	142
87	Lincoln (Nebr.)	39,130	143
170	Waco (Tex.)	38,874	144
12	Augusta (Ga.)	38,867	145
102	Montgomery (Ala.)	38,103	146
77	Kalamazoo (Mich.)	37,799	147
194	Benton Harbor-St. Joseph (Mich.)	37,259	148
8	Ann Arbor (Mich.)	37,207	149
85	Hamilton-Middletown (Ohio)	36,784	150
146	Savannah (Ga.)	36,725	151
131	Roanoke (Va.)	36,595	152
261	New London-Norwich (Conn.)	35,982	153
262	Odessa (Tex.)	35,804	154
26	Cedar Rapids (Iowa)	35,303	155
174	Wheeling (W. Va.)	34,790	156
272	Poughkeepsie (N. Y.)	34,505	157
156	Springfield (Mo.)	34,073	158
36	Columbus (Ga.)	33,947	159
104	Muskegon-Muskegon Heights (Mich.)	33,430	160
94	Macon (Ga.)	33,358	161
183	Abilene (Tex.)	33,275	162
213	Daytona Beach (Fla.)	33,261	163
234	Joplin (Mo.)	33,195	164
299	Yakima (Wash.)	32,077	165
240	Lake Charles (La.)	32,059	166
281	Salem (Ore.)	31,978	167
42	Decatur (Ill.)	31,873	168
154	Springfield (Ill.)	31,830	169
28	Charleston (S. C.)	31,640	170
283	Santa Rosa (Cal.)	31,514	171
209	Colorado Springs (Colo.)	31,063	172
157	Springfield (Ohio)	30,865	173
233	Jamestown (N. Y.)	30,821	174
85	Lexington (Ky.)	30,587	175
229	Fayetteville (N. C.)	30,421	176
165	Topeka (Kans.)	29,778	177
172	Waterloo (Iowa)	29,755	178
191	Battle Creek (Mich.)	29,682	179
150	Sioux City (Iowa)	29,218	180
286	Sharon-Farrell-Sharpsville (Pa.)	29,143	181
215	Elkhart (Ind.)	28,962	182
72	Jackson (Mich.)	28,905	183
127	Racine (Wisc.)	28,828	184
195	Billings (Mont.)	28,682	185
27	Champaign-Urbana (Ill.)	28,535	186
183	Terre-Haute (Ind.)	28,393	187
190	Bangor (Me.)	28,206	188
287	Spartanburg (S. C.)	27,624	189
158	Steubenville-Weirton (Ohio-W. Va.)	27,029	190
122	Pittsfield (Mass.)	26,619	191
126	Pueblo (Colo.)	26,231	192
5	Altoona (Pa.)	26,019	193
9	Asheville (N. C.)	25,695	194
219	Fargo (N. D.)	25,615	195
11	Atlantic City (N. J.)	25,559	196
247	Mansfield (Ohio)	25,435	197
62	Green Bay (Wisc.)	25,345	198
151	Sioux Falls (S. D.)	24,898	199
218	Elmira (N. Y.)	24,202	200
294	Vineland-Bridgeton (N. J.)	24,111	201
276	Reno (Nev.)	24,062	202
231	Huntsville (Ala.)	23,964	203
193	Beloit-Janesville (Wisc.)	23,838	204
244	Lebanon (Pa.)	23,709	205
86	Lima (Ohio)	23,642	206
214	Eau Claire (Wisc.)	23,627	207
256	Monroe-West Monroe (La.)	23,579	208
103	Muncie (Ind.)	23,203	209
7	Anderson (Ind.)	23,044	210
54	Fort Smith (Ark.)	23,032	211
93	Lynchburg (Va.)	22,784	212
284	Sarasota (Fla.)	22,692	213
296	Wausau (Wisc.)	22,542	214
275	Rapid City (S. D.)	22,505	215
228	Great Falls (Mont.)	22,490	216
245	Longview (Tex.)	21,613	217
260	New Castle (Pa.)	21,581	218
290	Texarkana (Tex.-Ark.)	21,549	219
297	Williamsport (Pa.)	21,547	220
270	Port Huron (Mich.)	21,490	221
226	Gastonia (N. C.)	21,332	222
289	Temple (Tex.)	21,312	223
295	Watertown (N. Y.)	21,289	224
59	Galveston (Tex.)	21,272	225
187	Appleton (Wisc.)	21,128	226
48	Durham (N. C.)	20,594	227
196	Biloxi-Gulfport (Miss.)	20,444	228
188	Ashtabula (Ohio)	20,375	229
17	Bay City (Mich.)	20,020	230
84	Lewiston-Auburn (Me.)	19,823	231
273	Provo (Utah)	19,749	232
268	Pasco-Kennewick-Richland (Wash.)	19,601	233
239	Lafayette (La.)	19,582	234
112	Ogden (Utah)	19,523	235
202	Burlington (N. C.)	19,345	236
292	Tyler (Tex.)	19,290	237
211	Danville (Ill.)	19,298	238
185	Alexandria (La.)	19,253	239
79	Kenosha (Wisc.)	19,082	240
136	St. Joseph (Mo.)	18,995	241
222	Fond du Lac (Wisc.)	18,766	242
206	Cheyenne (Wyo.)	18,759	243
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	18,732	244
271	Portsmouth (Ohio	18,702	245
266	Panama City (Fla.)	18,656	246
257	Newark (Ohio)	18,314	247
227	Grand Forks-East Grand Forks (N. D.-Minn.)	18,243	248
243	Lawton (Okla.)	18,221	249
139	San Angelo (Tex.)	17,907	250
252	Michigan City (Ind.)	17,799	251
58	Gadsden (Ala.)	17,793	252
235	Kankakee (Ill.)	17,601	253
277	Richmond (Ind.)	17,270	254
253	Middletown (Conn.)	17,262	255
254	Midland (Tex.)	17,176	256
263	Oshkosh (Wisc.)	16,952	257
232	Hutchinson (Kans.)	16,944	258
291	Tuscaloosa (Ala.)	16,935	259
300	Zanesville (Ohio)	16,519	260
205	Casper (Wyo.)	16,480	261
230	Hagerstown (Md.)	16,451	262
278	Rochester (Minn.)	16,382	263
288	Tallahassee (Fla.)	16,375	264
204	Butte-Anaconda (Mont.)	16,373	265
186	Anniston (Ala.)	16,138	266
297	Clarksburg (W. Va.)	16,056	267
250	Mason City (Iowa)	15,987	268
248	Marion (Ind.)	15,849	269
238	Lafayette (Ind.)	15,648	270
225	Galesburg (Ill.)	15,548	271
224	Gainesville (Fla.)	15,498	272
237	La Crosse (Wisc.)	15,364	273
203	Burlington (Vt.)	15,336	274
210	Cumberland (Md.)	15,234	275
267	Parkersburg (W. Va.)	15,191	276
269	Petersburg-Hopewell (Va.)	15,020	277
264	Owensboro (Ky.)	14,989	278
251	Meridian (Miss.)	14,948	279
212	Danville (Va.)	14,754	280
199	Auburn (N. Y.)	14,731	281
48	Dubuque (Iowa)	14,656	282
265	Paducah (Ky.)	14,579	283
298	Wilmington (N. C.)	14,568	284
184	Albany (Ga.)	14,256	285
280	St. Cloud (Minn.)	14,224	286
279	Rocky Mount (N. C.)	14,209	287
286	Sheboygan (Wisc.)	14,147	288
282	Sandusky (Ohio)	14,096	289
208	Clinton (Iowa)	14,069	290
197	Bloomington (Ill.)	14,028	291
190	Bremerton (Wash.)	13,322	292
192	Bellingham (Wash.)	13,000	293
229	Greenville (Miss.)	12,903	294
246	Manitowoc-Two Rivers (Wisc.)	12,424	295
236	Kokomo (Ind.)	11,774	296
217	Enid (Okla.)	11,474	297
249	Marion (Ohio)	10,804	298
274	Quincy (Ill.)	9,955	299
83	Laredo (Tex.)	7,524	300
	Total Above Metropolitan Areas	26,483,882	

© SM, 1960.

Automotive Store Sales come easier in the GREENSBORO Metropolitan Market

LEADS 14 LARGER and 178 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Automotive Sales (000)	Automotive Sales Rank	1959 Over 1954* Gain (000)	Per Family Auto Sales
119	61.5	GREENSBORO, N. C.	$54,378	108	$14,981	$884
115	65.9	Augusta, Ga.	38,867	145	— 209	590
88	85.9	Duluth-Superior, Minn.-Wis.	49,025	118	527	571
104	72.2	South Bend, Ind.	52,988	110	5,877	734
99	75.1	Huntington-Ashland, W. Va.-Ky.	52,937	111	12,911	705
111	69.5	Charleston, W. Va.	52,525	113	3,444	756
113	66.6	Corpus Christi, Tex.	50,989	114	6,760	766
112	68.9	Erie, Pa.	49,710	116	— 1,011	721
84	89.8	Brownsville-Hrlg.-McAllen, Tex.	48,658	119	11,921	542
117	62.1	Binghamton, N. Y.	48,623	120	9,479	783

... and 5 other Larger Metropolitan Markets, including Johnstown and Scranton, Pa.; Rockford, Ill.; Brockton, Mass. and Evansville, Ind.

GREENSBORO GREEN THUMB OF THE NEW SOUTH



IN THE TOP 20 RETAIL MARKETS OF THE *South* .... AND IN THE TOP 100 OF THE *Nation*

. . . 2nd in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Automotive Sales (000)	Automotive Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
101	73.9	Charlotte, N. C.	$69,784	83	$25,994	$945
119	61.5	GREENSBORO, N. C.	54,378	108	14,981	884
124	57.5	Columbia, S. C.	50,639	115	10,515	872
127	56.8	Greenville, S. C.	41,882	135	8,538	737
139	49.6	Winston-Salem, N. C.	41,123	139	13,779	829
170	41.0	Raleigh, N. C.	39,816	142	10,138	971
125	57.5	Charleston, S. C.	31,640	170	5,417	550
209	30.7	Fayetteville, N. C.	30,421	176	8,494	991
165	42.7	Spartanburg, S. C.	27,624	189	6,135	647
183	36.8	Asheville, N. C.	25,695	194	9,157	725
193	33.2	Gastonia, N. C.	21,332	222	4,829	643
216	29.9	Durham, N. C.	20,594	227	1,277	689
266	21.6	Burlington, N. C.	19,345	236	6,644	896
269	21.4	Wilmington, N. C.	14,568	284	2,830	681
224	28.1	Rocky Mount, N. C.	14,209	286	— 232	506

*U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

. . . $146,433,000 AUTOMOTIVE SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for GASOLINE SERVICE STATION SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
90	Los Angeles-Long Beach (Cal.)	713,379	1
110	New York (N. Y.)	631,753	2
32	Chicago (Ill.)	503,631	3
45	Detroit (Mich.)	350,744	4
143	San Francisco-Oakland (Cal.)	315,059	5
119	Philadelphia (Pa.)	259,327	6
21	Boston (Mass.)	207,682	7
137	St. Louis (Mo.)	184,020	8
171	Washington (D. C.)	181,258	9
121	Pittsburgh (Pa.)	168,627	10
34	Cleveland (Ohio)	156,709	11
100	Minneapolis-St. Paul (Minn.)	126,026	12
106	Newark (N. J.)	124,578	13
69	Houston (Tex.)	122,412	14
15	Baltimore (Md.)	122,319	15
39	Dallas (Tex.)	108,537	16
148	Seattle (Wash.)	103,494	17
141	San Bernardino-Riverside-Ontario (Cal.)	101,001	18
24	Buffalo (N. Y.)	96,653	19
116	Paterson-Clifton-Passaic (N. J.)	98,363	20
99	Milwaukee (Wisc.)	97,473	21
10	Atlanta (Ga.)	95,345	22
78	Kansas City (Mo.)	92,066	23
142	San Diego (Cal.)	89,295	24
98	Miami (Fla.)	88,243	25
43	Denver (Colo.)	85,850	26
33	Cincinnati (Ohio)	81,662	27
124	Portland (Ore.)	73,633	28
162	Tampa-St. Petersburg (Fla.)	71,268	29
41	Dayton (Ohio)	65,856	30
144	San Jose (Cal.)	65,150	31
120	Phoenix (Ariz.)	63,109	32
71	Indianapolis (Ind.)	62,716	33
37	Columbus (Ohio)	62,247	34
91	Louisville (Ky.)	60,299	35
67	Hartford-New Britain (Conn.)	58,979	36
60	Gary-Hammond-East Chicago (Ind.)	56,998	37
22	Bridgeport-Stamford-Norwalk (Conn.)	54,637	38
56	Fort Worth (Tex.)	54,476	39
108	New Orleans (La.)	54,288	40
134	Sacramento (Cal.)	52,802	41
107	New Haven-Waterbury-Meriden (Conn.)	51,388	42
97	Memphis (Tenn.)	51,328	43
125	Providence (R. I.)	49,848	44
1	Akron (Ohio)	49,540	45
2	Albany-Schenectady-Troy (N. Y.)	49,016	46
140	San Antonio (Tex.)	49,014	47
20	Birmingham (Ala.)	47,812	48
164	Toledo (Ohio)	47,702	49
182	Youngstown (Ohio)	47,557	50
113	Oklahoma City (Okla.)	46,376	51
299	New Brunswick-Perth Amboy (N. J.)	45,307	52
180	Worcester (Mass.)	42,566	53
14	Bakersfield (Cal.)	41,867	54
168	Tulsa (Okla.)	41,219	55
114	Omaha (Nebr.)	40,532	56
57	Fresno (Cal.)	40,514	57
130	Richmond (Va.)	39,443	58
105	Nashville (Tenn.)	39,405	59
160	Syracuse (N. Y.)	38,940	60
132	Rochester (N. Y.)	38,181	61
138	Salt Lake City (Utah)	37,902	62
61	Grand Rapids (Mich.)	37,112	63
74	Jacksonville (Fla.)	37,048	64
53	Flint (Mich.)	37,209	65
75	Jersey City (N. J.)	36,854	66
155	Springfield-Holyoke (Mass.)	36,700	67
175	Wichita (Kans.)	36,643	68
178	Wilmington (Del.)	36,182	69
4	Allentown-Bethlehem-Easton (Pa.)	35,623	70
111	Norfolk-Portsmouth (Va.)	35,561	71
68	Honolulu (Hawaii)	34,975	72
223	Fort Lauderdale (Fla.)	32,621	73
80	Knoxville (Tenn.)	32,220	74
167	Tucson (Ariz.)	30,090	75
82	Lansing (Mich.)	29,957	76
31	Chattanooga (Tenn.)	29,880	77
25	Canton (Ohio)	29,833	78
44	Des Moines (Iowa)	29,353	79
15	Beaumont-Port Arthur (Tex.)	29,283	80
66	Harrisburg (Pa.)	29,142	81
30	Charlotte (N. C.)	28,609	82
118	Peoria (Ill.)	27,328	83
3	Albuquerque (N. M.)	27,283	84
115	Orlando (Fla.)	26,724	85
40	Davenport-Rock Island-Moline (Iowa-Ill.)	26,363	86
161	Tacoma (Wash.)	26,173	87
52	Fall River-New Bedford (Mass.)	25,371	88
47	Duluth-Superior (Minn.-Wisc.)	24,726	89
149	Shreveport (La.)	23,947	90
169	Stockton (Cal.)	23,490	91
173	West Palm Beach (Fla.)	23,442	92
166	Utica-Rome (N. Y.)	23,366	93
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	23,340	94
153	Spokane (Wash.)	23,077	95
101	Mobile (Ala.)	22,638	96
16	Baton Rouge (La.)	22,576	97
88	Little Rock-North Little Rock (Ark.)	22,503	98
55	Fort Wayne (Ind.)	22,398	99
63	Greensboro-High Point (N. C.)	22,294	100
145	Santa Barbara (Cal.)	21,921	101
35	Columbia (S. C.)	21,430	102
152	South Bend (Ind.)	21,348	103
166	Trenton (N. J.)	21,335	104
81	Lancaster (Pa.)	21,095	105
177	Wilkes-Barre-Hazleton (Pa.)	21,077	106
29	Charleston (W. Va.)	20,977	107
241	Lakeland (Fla.)	20,582	108
242	Las Vegas (Nev.)	20,106	109
50	Erie (Pa.)	19,883	110
133	Rockford (Ill.)	19,732	111
201	Brownsville-Harlingen-McAllen (Tex.)	19,097	112
89	Lorain-Elyria (Ohio)	18,956	113
76	Johnstown (Pa.)	18,794	114
70	Huntington-Ashland (W. Va.-Ky.)	18,770	115
13	Austin (Tex.)	18,715	116
6	Amarillo (Tex.)	18,660	117
154	Springfield (Ill.)	18,569	118
64	Greenville (S. C.)	18,254	119
51	Evansville (Ind.)	17,780	120
38	Corpus Christi (Tex.)	17,771	121
49	El Paso (Tex.)	17,719	122
181	York, Pa.	17,678	123
65	Hamilton-Middletown (Ohio)	17,516	124
109	Newport News-Hampton (Va.)	17,504	125
95	Madison (Wisc.)	17,451	126
92	Lubbock (Tex.)	17,421	127
194	Benton Harbor-St. Joseph (Mich.)	17,398	128
77	Kalamazoo (Mich.)	17,391	129
198	Boise (Idaho)	17,154	130
8	Ann Arbor (Mich.)	17,134	131
23	Brockton (Mass.)	17,103	132
293	Ventura-Oxnard (Cal.)	16,891	133
218	Eugene (Ore.)	16,888	134
12	Augusta (Ga.)	16,786	135
129	Reading (Pa.)	16,717	136
191	Battle Creek (Mich.)	16,159	137
73	Jackson (Miss.)	16,057	138
128	Raleigh (N. C.)	16,020	139
94	Macon (Ga.)	15,789	140
135	Saginaw (Mich.)	15,752	141
255	Modesto (Cal.)	15,626	142
165	Topeka (Kans.)	15,514	143
146	Savannah (Ga.)	15,496	144
19	Binghamton (N. Y.)	15,439	145
26	Cedar Rapids (Iowa)	15,253	146
123	Portland (Me.)	15,245	147
179	Winston-Salem (N. C.)	15,190	148
36	Columbus (Ga.)	14,556	149
174	Wheeling (W. Va.)	14,541	150
209	Colorado Springs (Colo.)	14,532	151
117	Pensacola (Fla.)	14,485	152
87	Lincoln (Nebr.)	14,413	153
131	Roanoke (Va.)	14,267	154
28	Charleston (S. C.)	14,176	155
299	Yakima (Wash.)	14,172	156
233	Jamestown (N. Y.)	14,126	157
276	Reno (Nev.)	13,979	158
213	Daytona Beach (Fla.)	13,867	159
11	Atlantic City (N. J.)	13,841	160
98	Manchester (N. H.)	13,747	161
263	Santa Rosa (Cal.)	13,739	162
102	Montgomery (Ala.)	13,597	163
104	Muskegon-Muskegon Heights (Mich.)	13,580	164
147	Scranton (Pa.)	13,555	165
156	Springfield (Mo.)	13,364	166
9	Asheville (N. C.)	13,272	167
158	Steubenville-Weirton (Ohio-W. Va.)	13,088	168
258	Newburgh (N. Y.)	13,003	169
59	Galveston (Tex.)	12,926	170
170	Waco (Tex.)	12,917	171
261	Salem (Ore.)	12,879	172
252	Michigan City (Ind)	12,800	173
72	Jackson (Mich.)	12,798	174
240	Lake Charles (La.)	12,693	175
176	Wichita Falls (Tex.)	12,660	176
234	Joplin (Mo.)	12,628	177
262	Odessa (Tex.)	12,484	178
42	Decatur (Ill.)	12,222	179
272	Poughkeepsie (N. Y.)	12,074	180
261	New London-Norwich (Conn.)	12,071	181
127	Racine (Wisc.)	11,952	182
220	Fayetteville (N. C.)	11,713	183
85	Lexington (Ky.)	11,590	184
157	Springfield (Ohio)	11,541	185
172	Waterloo (Iowa)	11,463	186
27	Champaign-Urbana (Ill.)	11,296	187
197	Bloomington (Ill.)	11,242	188
287	Spartanburg (S. C.)	11,102	189
163	Terre Haute (Ind.)	11,091	190
215	Elkhart (Ind.)	10,796	191
193	Beloit-Janesville (Wisc.)	10,778	192
285	Sharon-Farrell-Sharpsville (Pa.)	10,728	193
183	Abilene (Tex.)	10,670	194
273	Provo (Utah)	10,654	195
247	Mansfield (Ohio)	10,643	196
151	Sioux Falls (S. D.)	10,468	197
150	Sioux City (Iowa)	10,294	198
122	Pittsfield (Mass.)	10,204	199
190	Bangor (Me.)	10,091	200
93	Lynchburg (Va.)	9,990	201
5	Altoona (Pa.)	9,859	202
195	Billings (Mont.)	9,801	203
7	Anderson (Ind.)	9,660	204
211	Danville (Ill.)	9,635	205
103	Muncie (Ind.)	9,488	206
283	Oshkosh (Wisc.)	9,471	207
188	Ashtabula (Ohio)	9,425	208
62	Green Bay (Wisc.)	9,399	209
226	Gastonia (N. C.)	9,379	210
214	Eau Claire (Wisc.)	9,365	211
238	Lafayette (Ind.)	9,365	211
270	Port Huron (Mich.)	9,222	213
17	Bay City (Mich.)	9,185	214
112	Ogden (Utah)	9,138	215
96	Lima (Ohio)	9,065	216
269	Petersburg-Hopewell (Va.)	9,037	217
288	Tallahassee (Fla.)	8,953	218
48	Durham (N. C.)	8,717	219
290	Texarkana (Tex.-Ark.)	8,665	220
256	Monroe-West Monroe (La.)	8,611	221
126	Pueblo (Colo.)	8,513	222
185	Alexandria (La.)	8,513	222
260	New Castle (Pa.)	8,485	224
271	Portsmouth (Ohio)	8,482	225
297	Williamsport (Pa.)	8,410	226
289	Temple (Tex.)	8,378	227
284	Sarasota (Fla.)	8,283	228
196	Biloxi-Gulfport (Miss.)	8,279	229
206	Cheyenne (Wyo.)	8,203	230
268	Pasco-Kennewick-Richland (Wash.)	8,135	231
228	Great Falls (Mont.)	8,066	232
254	Midland (Tex.)	8,034	233
286	Sheboygan (Wisc.)	8,020	234
291	Tuscaloosa (Ala.)	7,981	235
294	Vineland-Bridgeton (N. J.)	7,964	236
257	Newark (Ohio)	7,939	237
187	Appleton (Wisc.)	7,937	238
227	Grand Forks-East Grand Forks (N. D.-Minn.)	7,914	239
79	Kenosha (Wisc.)	7,878	240
244	Lebanon (Pa.)	7,865	241
46	Dubuque (Iowa)	7,812	242
245	Longview (Tex.)	7,739	243
253	Middletown (Conn.)	7,609	244
248	Marion (Ind.)	7,605	245
275	Rapid City (S. D.)	7,598	246
235	Kankakee (Ill.)	7,597	247
237	La Crosse (Wisc.)	7,576	248
298	Wilmington (N. C.)	7,520	249
136	St. Joseph (Mo.)	7,427	250
279	Rocky Mount (N. C.)	7,268	251
266	Panama City (Fla.)	7,216	252
280	St. Cloud (Minn.)	7,211	253
277	Richmond (Ind.)	7,176	254
292	Tyler (Tex.)	7,161	255
186	Anniston (Ala.)	7,113	256
219	Fargo (N. D.)	7,035	257
230	Hagerstown (Md.)	7,029	258
54	Fort Smith (Ark.)	7,016	259
231	Huntsville (Ala.)	6,998	260
202	Burlington (N. C.)	6,993	261
295	Watertown (N. Y.)	6,989	262
58	Gadsden (Ala.)	6,966	263
300	Zanesville (Ohio)	6,957	264
232	Hutchinson (Kans.)	6,932	265
282	Sandusky (Ohio)	6,908	266
212	Danville (Va.)	6,834	267
239	Lafayette (La.)	6,786	268
139	San Angelo (Tex.)	6,743	269
210	Cumberland (Md.)	6,622	270
192	Bellingham (Wash.)	6,532	271
224	Gainesville (Fla.)	6,479	272
216	Elmira (N. Y.)	6,475	273
205	Casper (Wyo.)	6,379	274
84	Lewiston-Auburn (Me.)	6,374	275
184	Albany (Ga.)	6,290	276
278	Rochester (Minn.)	6,284	277
203	Burlington (Vt.)	6,201	278
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	6,121	279
222	Fond du Lac (Wisc.)	6,118	280
251	Meridian (Miss.)	5,946	281
250	Mason City (Iowa)	5,942	282
267	Parkersburg (W. Va.)	5,749	283
204	Butte-Anaconda (Mont.)	5,616	284
199	Bremerton (Wash.)	5,506	285
217	Enid (Okla.)	5,283	286
243	Lawton (Okla.)	5,257	287
208	Clinton (Iowa)	5,201	288
236	Kokomo (Ind.)	5,200	289
207	Clarksburg (W. Va.)	5,191	290
225	Galesburg (Ill.)	5,164	291
296	Wausau (Wisc.)	5,113	292
229	Greenville (Miss.)	5,092	293
265	Paducah (Ky.)	4,954	294
249	Marion (Ohio)	4,953	295
274	Quincy (Ill.)	4,940	296
246	Manitowec-Two Rivers (Wisc.)	4,415	297
264	Owensboro (Ky.)	4,183	298
83	Laredo (Tex.)	4,055	299
189	Auburn (N. Y.)	3,838	300
	Total Above Metropolitan Areas	10,345,002	

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Gasoline Sales come easier in the GREENSBORO Metropolitan Market

LEADS 18 LARGER and 182 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Gasoline Sales (000)	Gasoline Sales Rank	1959 Over 1954* Gain (000)	Per Family Gas Sales
119	61.5	GREENSBORO, N. C.	$22,294	100	$7,101	$363
104	72.2	South Bend, Ind.	21,346	103	5,012	296
102	73.5	Trenton, N. J.	21,335	104	2,586	290
97	76.7	Lancaster, Pa.	21,095	105	5,335	275
73	102.7	Wilkes-Barre-Hazleton, Pa.	21,077	106	5,329	205
111	69.5	Charleston, W. Va.	20,977	107	6,003	302
112	68.9	Erie, Pa.	19,863	110	5,615	286
118	62.0	Rockford, Ill.	19,732	111	7,515	318
84	89.8	Brownsville-Hrlg.-McAllen, Tex.	19,097	112	6,853	213
98	76.2	Johnstown, Pa.	18,794	114	3,594	247

. . . and 9 other Larger Metropolitan Markets, including Huntington-Ashland, W. Va., Ky.; Evansville, Ind.; Corpus Christi and El Paso, Texas; York and Reading, Pa.; Brockton, Mass.; Augusta, Ga.; and Binghamton, N. Y.

GREENSBORO GREEN THUMB OF THE NEW SOUTH



. . . 2nd in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Gasoline Sales (000)	Gasoline Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
101	73.9	Charlotte, N. C.	$28,608	82	$8,426	$387
119	61.5	GREENSBORO, N. C.	22,294	100	7,101	363
124	57.5	Columbia, S. C.	21,430	102	5,038	369
127	56.8	Greenville, S. C.	18,254	119	4,557	321
170	41.0	Raleigh, N. C.	16,020	139	5,221	391
139	49.6	Winston-Salem, N. C.	15,190	148	5,436	306
125	57.5	Charleston, S. C.	14,176	155	3,300	247
183	36.8	Asheville, N. C.	13,272	167	4,525	361
209	30.7	Fayetteville, N. C.	11,713	183	3,647	382
165	42.7	Spartanburg, S. C.	11,102	189	2,293	260
193	33.2	Gastonia, N. C.	9,379	210	3,330	283
216	29.9	Durham, N. C.	8,717	219	1,413	291
269	21.4	Wilmington, N. C.	7,520	249	2,831	351
224	28.1	Rocky Mount, N. C.	7,268	251	1,484	259
266	21.6	Burlington, N. C.	6,993	261	1,590	324

*U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . . AND IN THE TOP 100 OF THE *Nation*

. . . $64,273,000 GASOLINE SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for DRUG STORE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
110	New York (N. Y.)	411,754	1
90	Los Angeles-Long Beach (Cal.)	393,724	2
32	Chicago (Ill.)	326,448	3
45	Detroit (Mich.)	215,034	4
119	Philadelphia (Pa.)	163,185	5
21	Boston (Mass.)	143,011	6
171	Washington (D. C.)	138,800	7
143	San Francisco-Oakland (Cal.)	130,935	8
121	Pittsburgh (Pa.)	100,142	9
34	Cleveland (Ohio)	97,998	10
137	St. Louis (Mo.)	96,147	11
15	Baltimore (Md.)	86,233	12
78	Kansas City (Mo.)	78,173	13
100	Minneapolis-St. Paul (Minn.)	73,499	14
98	Miami (Fla.)	68,878	15
106	Newark (N. J.)	68,815	16
69	Houston (Tex.)	61,370	17
24	Buffalo (N. Y.)	60,598	18
39	Dallas (Tex.)	59,881	19
43	Denver (Colo.)	59,589	20
148	Seattle (Wash.)	54,199	21
99	Milwaukee (Wisc.)	50,132	22
71	Indianapolis (Ind.)	50,127	23
33	Cincinnati (Ohio)	49,429	24
142	San Diego (Cal.)	46,034	25
10	Atlanta (Ga.)	44,625	26
116	Paterson-Clifton-Passaic (N. J.)	42,548	27
108	New Orleans (La.)	40,913	28
91	Louisville (Ky.)	37,994	29
162	Tampa-St. Petersburg (Fla.)	36,491	30
120	Phoenix (Ariz.)	35,765	31
67	Hartford-New Britain (Conn.)	35,753	32
37	Columbus (Ohio)	35,331	33
125	Providence (R. I.)	32,543	34
141	San Bernardino-Riverside-Ontario (Cal.)	31,473	35
124	Portland (Ore.)	30,751	36
22	New Britain-Stamford-Norwalk (Conn.)	30,612	37
144	San Jose (Cal.)	30,036	38
56	Fort Worth (Tex.)	29,899	39
107	New Haven-Waterbury-Meriden (Conn.)	29,520	39
41	Dayton (Ohio)	29,289	41
134	Sacramento (Cal.)	28,904	42
97	Memphis (Tenn.)	27,286	43
132	Rochester (N. Y.)	26,371	44
164	Toledo (Ohio)	24,784	45
2	Albany-Schenectady-Troy (N. Y.)	24,777	46
130	Richmond (Va.)	24,737	47
155	Springfield-Holyoke (Mass.)	24,474	48
20	Birmingham (Ala.)	24,411	49
138	Salt Lake City (Utah)	24,213	50
60	Gary-Hammond-East Chicago (Ind.)	23,609	51
113	Oklahoma City (Okla.)	23,529	52
160	Syracuse (N. Y.)	22,592	53
180	Worcester (Mass.)	22,465	54
140	San Antonio (Tex.)	22,050	55
1	Akron (Ohio)	21,991	56
61	Grand Rapids (Mich.)	21,835	57
111	Norfolk-Portsmouth (Va.)	20,946	58
114	Omaha (Nebr.)	20,873	59
74	Jacksonville (Fla.)	20,472	60
182	Youngstown (Ohio)	20,218	61
53	Flint (Mich.)	19,759	62
168	Tulsa (Okla.)	18,722	63
57	Fresno (Cal.)	18,506	64
75	Jersey City (N. J.)	18,480	65
259	New Brunswick-Perth Amboy (N. J.)	18,397	66
223	Fort Lauderdale (Fla.)	17,448	67
175	Wichita (Kans.)	17,249	68
4	Allentown-Bethlehem-Easton (Pa.)	16,577	69
166	Nashville (Tenn.)	16,390	70
178	Wilmington (Del.)	16,359	71
167	Tucson (Ariz.)	15,271	72
68	Honolulu (Hawaii)	15,256	73
44	Des Moines (Iowa)	15,169	74
115	Orlando (Fla.)	15,023	75
66	Harrisburg (Pa.)	14,719	76
52	Fall River-New Bedford (Mass.)	14,571	77
26	Canton (Ohio)	14,334	78
30	Charlotte (N. C.)	14,044	79
80	Knoxville (Tenn.)	13,951	80
153	Spokane (Wash.)	13,748	81
101	Mobile (Ala.)	13,719	82
3	Albuquerque (N. M.)	13,675	83
118	Peoria (Ill.)	13,391	84
40	Davenport-Rock Island-Moline (Iowa-Ill.)	13,300	85
82	Lansing (Mich.)	12,998	86
14	Bakersfield (Cal.)	12,682	87
18	Beaumont-Port Arthur (Tex.)	12,638	88
31	Chattanooga (Tenn.)	12,530	89
161	Tacoma (Wash.)	12,299	90
29	Charleston (W. Va.)	11,953	91
276	Reno (Nev.)	11,886	92
16	Baton Rouge (La.)	11,614	93
149	Shreveport (La.)	11,575	94
109	Utica-Rome (N. Y.)	11,505	95
49	El Paso (Tex.)	11,108	96
95	Madison (Wisc.)	11,042	97
152	South Bend (Ind.)	11,003	98
47	Duluth-Superior (Minn-Wisc.)	10,831	99
173	West Palm Beach (Fla.)	10,603	100
133	Rockford (Ill.)	10,580	101
159	Stockton (Cal.)	10,335	102
55	Fort Wayne (Ind.)	10,335	102
63	Greensboro-High Point (N. C.)	10,327	104
51	Evansville (Ind.)	10,119	105
86	Little Rock-North Little Rock (Ark.)	9,863	106
166	Trenton (N. J.)	9,430	107
77	Kalamazoo (Mich.)	9,371	108
6	Amarillo (Tex.)	9,232	109
13	Austin (Tex.)	9,219	110
50	Erie (Pa.)	9,112	111
145	Santa Barbara (Cal.)	9,056	112
177	Wilkes-Barre-Hazleton (Pa.)	8,890	113
73	Jackson (Miss.)	8,875	114
201	Brownsville-Harlingen-McAllen (Tex.)	8,810	115
8	Ann Arbor (Mich.)	8,784	116
135	Saginaw (Mich.)	8,754	117
23	Brockton (Mass.)	8,687	118
241	Lakeland (Fla.)	8,599	119
156	Springfield (Mo.)	8,580	120
70	Huntington-Ashland (W. Va.-Ky.)	8,524	121
255	Modesto (Cal.)	8,434	122
11	Atlantic City (N. J.)	8,419	123
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	8,371	124
38	Corpus Christi (Tex.)	8,249	125
198	Boise (Idaho)	8,238	126
64	Greenville (S. C.)	8,235	127
242	Las Vegas (Nev.)	8,192	128
117	Pensacola (Fla.)	8,173	129
154	Springfield (Ill.)	8,148	130
263	Santa Rosa (Cal.)	8,147	131
19	Binghamton (N. Y.)	7,969	132
109	Newport News-Hampton (Va.)	7,748	133
65	Hamilton-Middletown (Ohio)	7,688	134
147	Scranton (Pa.)	7,615	135
179	Winston-Salem (N. C.)	7,596	136
92	Lubbock (Tex.)	7,543	137
35	Columbia (S. C.)	7,522	138
293	Ventura-Oxnard (Cal.)	7,512	139
194	Benton Harbor-St. Joseph (Mich.)	7,466	140
131	Roanoke (Va.)	7,417	141
59	Galveston (Tex.)	7,365	142
28	Charleston (S. C.)	7,353	143
104	Muskegon-Muskegon Heights (Mich.)	7,338	144
226	Gastonia (N. C.)	7,327	145
129	Reading (Pa.)	7,252	146
176	Wichita Falls (Tex.)	7,192	147
123	Portland (Me.)	7,122	148
146	Savannah (Ga.)	6,985	149
258	Newburgh (N. Y.)	6,965	150
231	Daytona Beach (Fla.)	6,923	151
209	Colorado Springs (Colo.)	6,887	152
85	Lexington (Ky.)	6,870	153
191	Battle Creek (Mich.)	6,845	154
81	Lancaster (Pa.)	6,843	155
102	Montgomery (Ala.)	6,836	156
26	Cedar Rapids (Iowa)	6,823	157
261	New London-Norwich (Conn.)	6,811	158
87	Lincoln (Nebr.)	6,797	159
89	Lorain-Elyria (Ohio)	6,765	160
72	Jackson (Mich.)	6,764	161
218	Eugene (Ore.)	6,602	162
128	Raleigh (N. C.)	6,582	163
151	Sioux Falls (S. D.)	6,572	164
165	Topeka (Kans.)	6,543	165
12	Augusta (Ga.)	6,352	166
94	Macon (Ga.)	6,305	167
136	St. Joseph (Mo.)	6,246	168
9	Asheville (N. C.)	6,240	169
7	Anderson (Ind.)	6,181	170
76	Johnstown (Pa.)	6,079	171
206	Yakima (Wash.)	6,059	172
170	Waco (Tex.)	6,058	173
272	Poughkeepsie (N. Y.)	6,050	174
163	Terre Haute (Ind.)	5,994	175
174	Wheeling (W. Va.)	5,988	176
96	Manchester (N. H.)	5,967	177
238	Lafayette (Ind.)	5,732	178
281	Salem (Ore.)	5,731	179
112	Ogden (Utah)	5,597	180
150	Sioux City (Iowa)	5,528	181
127	Racine (Wisc.)	5,526	182
233	Jamestown (N. Y.)	5,521	183
181	York (Pa.)	5,412	184
158	Steubenville-Weirton (Ohio-W. Va.)	5,402	185
157	Springfield (Ohio)	5,260	186
122	Pittsfield (Mass.)	5,238	187
287	Spartanburg (S. C.)	5,212	188
48	Durham (N. C.)	5,181	189
36	Columbus (Ga.)	5,162	190
268	Pasco-Kennewick-Fichland (Wash.)	5,078	191
211	Danville (Ill.)	4,997	192
240	Lake Charles (La.)	4,986	193
93	Lynchburg (Va.)	4,984	194
262	Odessa (Tex.)	4,950	195
27	Champaign-Urbana (Ill.)	4,940	196
234	Joplin (Mo.)	4,855	197
172	Waterloo (Iowa)	4,748	198
215	Elkhart (Ind.)	4,733	199
103	Muncie (Ind.)	4,706	200
17	Bay City (Mich.)	4,642	201
284	Sarasota (Fla.)	4,432	202
278	Rochester (Minn.)	4,336	203
199	Bremerton (Wash.)	4,314	204
248	Marion (Ind.)	4,271	205
62	Green Bay (Wisc.)	4,233	206
42	Decatur (Ill.)	4,199	207
195	Billings (Mont.)	4,191	208
295	Watertown (N. Y.)	4,179	209
5	Altoona (Pa.)	4,179	209
270	Port Huron (Mich.)	4,172	211
183	Abilene (Tex.)	4,141	212
247	Mansfield (Ohio)	4,139	213
126	Pueblo (Colo.)	4,101	214
273	Provo (Utah)	4,081	215
197	Bloomington (Ill.)	4,051	216
285	Sharon-Farrell-Sharpsville (Pa.)	4,026	217
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	4,018	218
207	Clarksburg (W. Va.)	4,012	219
193	Beloit-Janesville (Wisc.)	3,994	220
196	Biloxi-Gulfport (Miss.)	3,972	221
292	Tyler (Tex.)	3,873	222
298	Wilmington (N. C.)	3,873	222
253	Middletown (Conn.)	3,850	224
86	Lima (Ohio)	3,797	225
79	Kenosha (Wisc.)	3,796	226
219	Fargo (N. D.)	3,636	227
235	Kankakee (Ill.)	3,611	228
245	Longview (Tex.)	3,579	229
220	Fayetteville (N. C.)	3,576	230
256	Monroe-West Monroe (La.)	3,571	231
252	Michigan City (Ind.)	3,541	232
228	Great Falls (Mont.)	3,531	233
231	Huntsville (Ala.)	3,471	234
260	New Castle (Pa.)	3,448	235
263	Oshkosh (Wisc.)	3,396	236
269	Petersburg-Hopewell (Va.)	3,359	237
190	Bangor (Me.)	3,348	238
291	Tuscaloosa (Ala.)	3,331	239
192	Bellingham (Wash.)	3,319	240
275	Rapid City (S. D.)	3,308	241
205	Casper (Wyo.)	3,307	242
217	Enid (Okla.)	3,305	243
282	Sandusky (Ohio)	3,293	244
230	Hagerstown (Md.)	3,218	245
210	Cumberland (Md.)	3,209	246
290	Texarkana (Tex.-Ark.)	3,203	247
297	Williamsport (Pa.)	3,191	248
46	Dubuque (Iowa)	3,157	249
202	Burlington (N. C.)	3,131	250
222	Fond du Lac (Wisc.)	3,062	251
214	Eau Claire (Wisc.)	3,038	252
267	Parkersburg (W. Va.)	3,033	253
236	Kokomo (Ind.)	3,029	254
294	Vineland-Bridgeton (N. J.)	3,022	255
58	Gadsden (Ala.)	3,022	255
274	Quincy (Ill.)	3,017	257
280	St. Cloud (Minn.)	2,996	258
185	Alexandria (La.)	2,979	259
187	Appleton (Wisc.)	2,960	260
206	Cheyenne (Wyo.)	2,941	261
183	Ashtabula (Ohio)	2,926	262
186	Anniston (Ala.)	2,898	263
54	Fort Smith (Ark.)	2,876	264
300	Zanesville (Ohio)	2,853	265
271	Portsmouth (Ohio)	2,951	266
216	Elmira (N. Y.)	2,830	267
239	Lafayette (La.)	2,824	268
139	San Angelo (Tex.)	2,811	269
224	Gainesville (Fla.)	2,797	270
225	Galesburg (Ill.)	2,794	271
237	La Crosse (Wisc.)	2,793	272
227	Grand Forks-East Grand Forks (N. D.-Minn.)	2,765	273
264	Owensboro (Ky.)	2,725	274
257	Newark (Ohio)	2,717	275
286	Panama City (Fla.)	2,686	276
265	Paducah (Ky.)	2,682	277
204	Butte-Anaconda (Mont.)	2,653	278
289	Temple (Tex.)	2,568	279
286	Sheboygan (Wisc.)	2,558	280
279	Rocky Mount (N. C.)	2,551	281
184	Albany (Ga.)	2,541	282
250	Mason City (Iowa)	2,531	283
277	Richmond (Ind.)	2,510	284
212	Danville (Va.)	2,444	285
232	Hutchinson (Kans.)	2,414	286
244	Lebanon (Pa.)	2,393	287
249	Marion (Ohio)	2,353	288
288	Tallahassee (Fla.)	2,320	289
243	Lawton (Okla.)	2,310	290
296	Wausau (Wisc.)	2,210	291
84	Lewiston-Auburn (Me.)	2,199	292
254	Midland (Tex.)	2,049	293
203	Burlington (Vt.)	2,045	294
251	Meridian (Miss.)	2,033	295
229	Greenville (Miss.)	2,021	296
83	Laredo (Tex.)	1,986	297
246	Manitowoc-Two Rivers (Wisc.)	1,870	298
208	Clinton (Iowa)	1,832	299
189	Auburn (N. Y.)	1,783	300
	Total Above Metropolitan Areas	5,694,158	

© SM, 1960.

Drug Store Sales come easier in the GREENSBORO Metropolitan Market

LEADS 16 LARGER and 180 other METROPOLITAN MARKETS!

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Drug Sales (000)	Drug Sales Rank	1959 Over 1954* Gain (000)	Per Fam. Drug Store Sales
119	61.5	GREENSBORO, N. C.	$10,327	104	$4,316	$168
114	66.6	Evansville, Ind.	10,119	105	2,966	152
96	78.1	Little Rock-N. Little. Rock, Ark.	9,863	106	2,515	126
102	73.5	Trenton, N. J.	9,430	107	2,014	128
112	68.9	Erie, Pa.	9,112	111	2,871	132
73	102.7	Wilkes-Barre-Hazleton, Pa.	8,890	113	2,269	87
84	89.8	Brownsville-Hrlg.-McAllen, Tex.	8,810	115	2,869	98
110	70.2	Brockton, Mass.	8,687	118	1,034	124
99	75.1	Huntington-Ashland, W. Va.-Ky.	8,524	121	2,185	114
109	70.2	Bristol-J'nson City-Kgspt., Va.-Tenn.	8,371	124	3,615	119

. . . and 7 other Larger Metropolitan Markets, including Corpus Christi, Tex.; Binghamton, N. Y.; Scranton, Reading, Lancaster and Johnstown, Pa.; and Augusta, Ga.

GREENSBORO GREEN THUMB OF THE NEW SOUTH



IN THE TOP 20 RETAIL MARKETS OF THE *South* . . . . AND IN THE TOP 100 OF THE *Nation*

. . . 2nd in the CAROLINAS' METROPOLITAN MARKETS

Family Rank	Families 1/1/60 (000)	Metropolitan Market	1959 Drug Sales (000)	Drug Sales Rank	1959 Over 1954* Gain (000)	Per Hsld. Retail Sales
101	73.9	Charlotte, N. C.	$14,044	79	—851	$189
119	61.5	GREENSBORO, N. C.	10,327	104	4,316	168
127	56.8	Greenville, S. C.	8,235	127	2,998	145
139	49.6	Winston-Salem, N. C.	7,596	136	3,559	153
124	57.5	Columbia, S. C.	7,522	138	2,137	129
125	57.5	Charleston, S. C.	7,353	143	1,778	128
193	33.2	Gastonia, N. C.	7,327	145	4,830	221
170	41.0	Raleigh, N. C.	6,582	163	2,597	161
183	36.8	Asheville, N. C.	6,240	169	2,884	170
165	42.7	Spartanburg, S. C.	5,215	188	1,285	122
216	29.9	Durham, N. C.	5,181	189	2,408	173
269	21.4	Wilmington, N. C.	3,873	223	781	181
209	30.7	Fayetteville, N. C.	3,576	230	1,373	116
266	21.6	Burlington, N. C.	3,131	250	1,191	145
224	28.1	Rocky Mount, N. C.	2,551	281	457	91

U. S. Bureau of Census Figures 1954. All other figures Sales Management Survey of Buying Power 1960.

. . . $24,788,000 DRUG SALES in Greensboro ABC Retail Trading Area!

Greensboro News and Record

GREENSBORO, NORTH CAROLINA • Represented Nationally by Jann & Kelley, Inc.

OVER 100,000 CIRCULATION — OVER 400,000 READERS

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for EATING AND DRINKING PLACES SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
110	New York (N. Y.)	1,670,370	1
90	Los Angeles-Long Beach (Cal.)	802,327	2
32	Chicago (Ill.)	787,693	3
119	Philadelphia (Pa.)	452,919	4
143	San Francisco-Oakland (Cal.)	382,659	5
45	Detroit (Mich.)	372,394	6
21	Boston (Mass.)	359,297	7
171	Washington (D. C.)	218,379	8
121	Pittsburgh (Pa.)	212,676	9
34	Cleveland (Ohio)	209,323	10
15	Baltimore (Md.)	200,758	11
106	Newark (N. J.)	198,665	12
137	St. Louis (Mo.)	197,208	13
98	Miami (Fla.)	155,644	14
100	Minneapolis-St. Paul (Minn.)	149,015	15
99	Milwaukee (Wisc.)	143,808	16
24	Buffalo (N. Y.)	140,880	17
33	Cincinnati (Ohio)	133,185	18
148	Seattle (Wash.)	126,196	19
116	Paterson-Clifton-Passaic (N. J.)	120,975	20
106	New Orleans (La.)	101,800	21
142	San Diego (Cal.)	100,305	22
78	Kansas City (Mo.)	96,548	23
69	Houston (Tex.)	93,946	24
43	Denver (Colo.)	91,375	25
39	Dallas (Tex.)	90,008	26
124	Portland (Ore.)	83,658	27
162	Tampa-St. Petersburg (Fla.)	78,786	28
71	Indianapolis (Ind.)	77,148	29
37	Columbus (Ohio)	76,702	30
141	San Bernardino-Riverside-Ontario (Cal.)	76,102	31
10	Atlanta (Ga.)	74,709	32
41	Dayton (Ohio)	74,085	33
2	Albany-Schenectady-Troy (N. Y.)	72,328	34
75	Jersey City (N. J.)	72,053	35
67	Hartford-New Britain (Conn.)	71,821	36
91	Louisville (Ky.)	69,136	37
120	Phoenix (Ariz.)	68,367	38
68	Honolulu (Hawaii)	66,287	39
107	New Haven-Waterbury-Meriden (Conn.)	65,976	40
125	Providence (R. I.)	61,720	41
229	New Brunswick-Perth Amboy (N. J.)	60,787	42
22	Bridgeport-Stamford-Norwalk (Conn.)	60,393	43
160	Syracuse (N. Y.)	56,546	44
134	Sacramento (Cal.)	56,626	45
144	San Jose (Cal.)	56,356	46
122	Rochester (N. Y.)	54,319	47
60	Gary-Hammond-East Chicago (Ind.)	54,297	48
164	Toledo (Ohio)	53,395	49
1	Akron (Ohio)	52,497	50
114	Omaha (Nebr.)	50,195	51
223	Fort Lauderdale (Fla.)	49,881	52
180	Worcester (Mass.)	48,899	53
140	San Antonio (Tex.)	48,001	54
113	Oklahoma City (Okla.)	43,443	55
4	Allentown-Bethlehem-Easton (Pa.)	43,388	56
156	Springfield-Holyoke (Mass.)	42,909	57
11	Atlantic City (N. J.)	41,113	58
56	Fort Worth (Tex.)	41,008	59
111	Norfolk-Portsmouth (Va.)	40,535	60
182	Youngstown (Ohio)	39,859	61
29	Birmingham (Ala.)	38,450	62
130	Richmond (Va.)	37,530	63
97	Memphis (Tenn.)	37,000	64
57	Fresno (Cal.)	35,440	65
74	Jacksonville (Fla.)	34,855	66
40	Davenport-Rock Island-Moline (Iowa-Ill.)	34,277	67
82	Fall River-New Bedford (Mass.)	33,884	68
166	Trenton (N. J.)	33,563	69
14	Bakersfield (Cal.)	32,444	70
178	Wilmington (Del.)	32,369	71
66	Harrisburg (Pa.)	31,252	72
26	Canton (Ohio)	30,736	73
169	Utica-Rome (N. Y.)	30,667	74
139	Salt Lake City (Utah)	29,455	75
159	Stockton (Cal.)	29,248	76
118	Peoria (Ill.)	28,954	77
173	West Palm Beach (Fla.)	28,443	78
177	Wilkes-Barre-Hazleton (Pa.)	27,905	79
168	Tulsa (Okla.)	26,535	80
108	Nashville (Tenn.)	26,400	81
44	Des Moines (Iowa)	26,075	82
167	Tucson (Ariz.)	25,965	83
61	Grand Rapids (Mich.)	25,857	84
53	Flint (Mich.)	25,773	85
161	Tacoma (Wash.)	25,730	86
175	Wichita (Kans.)	25,193	87
55	Fort Wayne (Ind.)	25,028	88
3	Albuquerque (N. M.)	24,745	89
129	Reading (Pa.)	24,430	90
96	Madison (Wisc.)	23,757	91
47	Duluth-Superior (Minn.-Wisc.)	23,758	92
30	Charlotte (N. C.)	22,686	93
115	Orlando (Fla.)	22,623	94
23	Brockton (Mass.)	22,343	95
133	Rockford (Ill.)	21,997	96
62	Lansing (Mich.)	21,380	97
153	Spokane (Wash.)	20,936	98
152	South Bend (Ind.)	20,863	99
81	Lancaster (Pa.)	20,850	100
154	Springfield (Ill.)	20,717	101
147	Scranton (Pa.)	20,667	102
65	Hamilton-Middletown (Ohio)	20,358	103
19	Binghamton (N. Y.)	20,128	104
48	El Paso (Tex.)	20,094	105
80	Knoxville (Tenn.)	19,901	106
50	Erie (Pa.)	19,691	107
145	Santa Barbara (Cal.)	19,625	108
51	Evansville (Ind.)	18,659	109
18	Beaumont-Port Arthur (Tex.)	18,553	110
149	Shreveport (La.)	18,541	111
76	Johnstown (Pa.)	18,325	112
31	Chattanooga (Tenn.)	17,871	113
259	Newburgh (N. Y.)	17,828	114
13	Austin (Tex.)	17,566	115
101	Mobile (Ala.)	17,192	116
242	Las Vegas (Nev.)	17,186	117
89	Lorain-Elyria (Ohio)	17,017	118
181	York (Pa.)	16,605	119
70	Huntington-Ashland (W. Va.-Ky.)	16,532	120
63	Greensboro-High Point (N. C.)	16,519	121
16	Baton Rouge (La.)	16,403	122
272	Poughkeepsie (N. Y.)	16,365	123
213	Daytona Beach (Fla.)	16,365	123
88	Little Rock-North Little Rock (Ark.)	16,339	125
283	Santa Rosa (Cal.)	16,230	126
29	Charleston (W. Va.)	16,012	127
174	Wheeling (W. Va.)	15,850	128
263	Ventura-Oxnard (Cal.)	15,364	129
276	Reno (Nev.)	14,824	130
135	Saginaw (Mich.)	14,550	131
255	Modesto (Cal.)	14,325	132
201	Brownsville-Harlingen-McAllen (Tex.)	14,173	133
194	Benton Harbor-St. Joseph (Mich.)	14,105	134
38	Corpus Christi (Tex.)	13,985	135
263	Oshkosh (Wisc.)	13,803	136
6	Amarillo (Tex.)	13,691	137
261	New London-Norwich (Conn.)	13,511	138
233	Jamestown (N. Y.)	13,354	139
59	Galveston (Tex.)	13,139	140
209	Colorado Springs (Colo.)	13,134	141
127	Racine (Wisc.)	13,120	142
158	Steubenville-Weirton (Ohio-W. Va.)	12,887	143
42	Decatur (Ill.)	12,830	144
28	Charleston (S. C.)	12,615	145
8	Ann Arbor (Mich.)	12,525	146
35	Columbia (S. C.)	12,390	147
109	Newport News-Hampton (Va.)	12,292	148
198	Boise (Idaho)	12,284	149
62	Green Bay (Wisc.)	12,267	150
26	Cedar Rapids (Iowa)	12,241	151
193	Beloit-Janesville (Wisc.)	12,097	152
123	Portland (Me.)	11,990	153
27	Champaign-Urbana (Ill.)	11,949	154
131	Roanoke (Va.)	11,874	155
122	Pittsfield (Mass.)	11,785	156
102	Montgomery (Ala.)	11,738	157
96	Manchester (N. H.)	11,731	158
191	Battle Creek (Mich.)	11,591	159
73	Jackson (Miss.)	11,577	160
218	Eugene (Ore.)	11,384	161
241	Lakeland (Fla.)	11,380	162
146	Savannah (Ga.)	11,308	163
87	Lincoln (Nebr.)	11,264	164
179	Winston-Salem (N. C.)	11,236	165
79	Kenosha (Wisc.)	11,220	166
247	Mansfield (Ohio)	11,203	167
299	Yakima (Wash.)	11,012	168
170	Waco (Tex.)	11,011	169
117	Pensacola (Fla.)	10,958	170
12	Augusta (Ga.)	10,878	171
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	10,877	172
92	Lubbock (Tex.)	10,865	173
226	Great Falls (Mont.)	10,858	174
163	Terre Haute (Ind.)	10,635	175
77	Kalamazoo (Mich.)	10,583	176
72	Jackson (Mich.)	10,484	177
85	Lexington (Ky.)	10,364	178
128	Raleigh (N. C.)	10,338	179
195	Billings (Mont.)	10,145	180
214	Eau Claire (Wisc.)	10,107	181
237	La Crosse (Wisc.)	10,089	182
150	Sioux City, Iowa	10,077	183
165	Topeka (Kans.)	9,930	184
36	Columbus (Ga.)	9,873	185
157	Springfield (Ohio)	9,858	186
284	Sarasota (Fla.)	9,826	187
252	Michigan City (Ind.)	9,778	188
104	Muskegon-Muskegon Heights (Mich.)	9,773	189
204	Butte-Anaconda (Mont.)	9,636	190
5	Altoona (Pa.)	9,580	191
172	Waterloo (Iowa)	9,461	192
281	Salem (Ore.)	9,437	193
295	Watertown (N. Y.)	9,386	194
222	Fond du Lac (Wisc.)	9,353	195
238	Lafayette (Ind.)	9,292	196
7	Anderson (Ind.)	9,287	197
9	Asheville (N. C.)	9,232	198
227	Grand Forks-East Grand Forks (N. D.-Minn.)	9,205	199
176	Wichita Falls (Tex.)	9,967	200
103	Muncie (Ind.)	8,849	201
17	Bay City (Mich.)	8,817	202
126	Pueblo (Colo.)	8,689	203
156	Springfield (Mo.)	8,669	204
286	Sheboygan (Wisc.)	8,658	205
270	Port Huron (Mich.)	8,638	206
240	Lake Charles (La.)	8,610	207
297	Williamsport (Pa.)	8,567	208
296	Wausau (Wisc.)	8,538	209
151	Sioux Falls (S. D.)	8,525	210
216	Elmira (N. Y.)	8,511	211
235	Kankakee (Ill.)	8,411	212
94	Macon (Ga.)	8,371	213
285	Sharon-Farrell-Sharpsville (Pa.)	8,349	214
86	Lima (Ohio)	8,311	215
64	Greenville (S. C.)	8,215	216
196	Biloxi-Gulfport (Miss.)	8,124	217
282	Sandusky (Ohio)	8,107	218
234	Joplin (Mo.)	7,999	219
211	Danville (Ill.)	7,808	220
136	St. Joseph (Mo.)	7,776	221
187	Appleton (Wisc.)	7,618	222
215	Elkhart (Ind.)	7,603	223
112	Ogden (Utah)	7,564	224
219	Fargo (N. D.)	7,557	225
220	Fayetteville (N. C.)	7,553	226
46	Dubuque (Iowa)	7,332	227
300	Zanesville (Ohio)	7,268	228
197	Bloomington (Ill.)	7,260	229
294	Vineland-Bridgeton (N. J.)	7,140	230
230	Hagerstown (Md.)	7,135	231
257	Newark (Ohio)	6,832	232
278	Rochester (Minn.)	6,775	233
246	Manitowoc-Two Rivers (Wisc.)	6,758	234
93	Lynchburg (Va.)	6,725	235
188	Ashtabula (Ohio)	6,718	236
274	Quincy (Ill.)	6,686	237
262	Odessa (Tex.)	6,641	238
253	Middletown (Conn.)	6,596	239
280	St. Cloud (Minn.)	6,554	240
244	Lebanon (Pa.)	6,533	241
206	Cheyenne (Wyo.)	6,481	242
288	Tallahassee (Fla.)	6,430	243
271	Portsmouth (Ohio)	6,350	244
260	New Castle (Pa.)	6,335	245
192	Bellingham (Wash.)	6,210	246
183	Abilene (Tex.)	6,142	247
248	Marion (Ind.)	6,043	248
277	Richmond (Ind.)	6,016	249
231	Huntsville (Ala.)	5,953	250
48	Durham (N. C.)	5,904	251
245	Longview (Tex.)	5,712	252
268	Pasco-Kennewick-Richland (Wash.)	5,702	253
190	Bangor (Me.)	5,690	254
267	Parkersburg (W. Va.)	5,555	255
256	Monroe-West Monroe (La.)	5,521	256
212	Danville (Va.)	5,509	257
275	Rapid City (S. D.)	5,463	258
287	Spartanburg (S. C.)	5,398	259
264	Owensboro (Ky.)	5,377	260
225	Galesburg (Ill.)	5,356	261
189	Auburn (N. Y.)	5,294	262
210	Cumberland (Md.)	5,270	263
290	Texarkana (Tex.-Ark.)	5,251	264
239	Lafayette (La.)	5,243	265
203	Burlington (Vt.)	5,235	266
298	Wilmington (N. C.)	5,194	267
54	Fort Smith (Ark.)	5,190	268
254	Midland (Tex.)	5,184	269
269	Petersburg-Hopewell (Va.)	5,170	270
273	Provo (Utah)	5,141	271
185	Alexandria (La.)	5,112	272
199	Bremerton (Wash.)	5,027	273
289	Temple (Tex.)	4,954	274
266	Panama City (Fla.)	4,887	275
243	Lawton (Okla.)	4,866	276
208	Clinton (Iowa)	4,855	277
84	Lewiston-Auburn (Me.)	4,803	278
139	San Angelo (Tex.)	4,740	279
236	Kokomo (Ind.)	4,705	280
265	Paducah (Ky.)	4,249	281
249	Marion (Ohio)	4,181	282
226	Gastonia (N. C.)	4,146	283
224	Gainesville (Fla.)	4,102	284
184	Albany (Ga.)	3,986	285
202	Burlington (N. C.)	3,940	286
279	Rocky Mount (N. C.)	3,935	287
186	Anniston (Ala.)	3,934	288
250	Mason City (Iowa)	3,921	289
207	Clarksburg (W. Va.)	3,910	290
232	Hutchinson (Kans.)	3,568	291
291	Tuscaloosa (Ala.)	3,747	292
251	Meridian (Miss.)	3,557	293
205	Casper (Wyo.)	3,356	294
217	Enid (Okla.)	3,119	295
58	Gadsden (Ala.)	3,087	296
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	2,771	297
292	Tyler (Tex.)	2,671	298
83	Laredo (Tex.)	2,563	299
229	Greenville (Miss.)	2,287	300
	Total Above Metropolitan Areas	12,729,139	

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In the restaurant industry the trend is toward

DIVERSIFICATION



table service



cafeteria



counter

Central Buyer



contract



drive-in

As restaurant companies expand, they enter new areas of restaurant service. Restaurant executives must keep up to date on all phases of the commercial restaurant business in order to buy intelligently. *American Restaurant*, issued *twice monthly*, is the only magazine which provides the buying executives with current news involving *all* types of restaurants. This leadership has earned *American Restaurant* 6 editorial awards in 7 years.

Remember, *American Restaurant's* 36,000 paid subscribers buy for 59,000 restaurants of *diversified* character.

AMERICAN RESTAURANT

the News Magazine for Restaurant Executives

ABC

Patterson Publishing Co.
5 South Wabash Avenue
Chicago 3, Illinois

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for LUMBER, BLDG. MTRLS., HARDWARE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank
90	Los Angeles-Long Beach (Cal.)	495,742	1
110	New York (N. Y.)	475,163	2
32	Chicago (Ill.)	407,970	3
45	Detroit (Mich.)	254,792	4
119	Philadelphia (Pa.)	231,107	5
21	Boston (Mass.)	192,376	6
143	San Francisco-Oakland (Cal.)	152,813	7
121	Pittsburgh (Pa.)	149,001	8
34	Cleveland (Ohio)	143,653	9
100	Minneapolis-St. Paul (Minn.)	142,502	10
137	St. Louis (Mo.)	137,221	11
106	Newark (N. J.)	127,198	12
171	Washington (D. C.)	115,027	13
69	Houston (Tex.)	103,025	14
24	Buffalo (N. Y.)	95,645	15
15	Baltimore (Md.)	90,195	16
43	Denver (Colo.)	89,289	17
78	Kansas City (Mo.)	88,149	18
10	Atlanta (Ga.)	83,691	19
148	Seattle (Wash.)	83,531	20
142	San Diego (Cal.)	83,465	21
116	Paterson-Clifton-Passaic (N. J.)	82,308	22
39	Dallas (Tex.)	81,808	23
98	Miami (Fla.)	79,440	24
162	Tampa-St. Petersburg (Fla.)	77,051	25
141	San Bernardino-Riverside-Ontario (Cal.)	73,317	26
99	Milwaukee (Wisc.)	73,138	27
33	Cincinnati (Ohio)	66,819	28
144	San Jose (Cal.)	66,026	29
120	Phoenix (Ariz.)	62,319	30
41	Dayton (Ohio)	61,663	31
22	Bridgeport-Stamford-Norwalk (Conn.)	61,553	32
124	Portland (Ore.)	61,466	33
37	Columbus (Ohio)	59,714	34
134	Sacramento (Cal.)	53,335	35
56	Fort Worth (Tex.)	52,081	36
71	Indianapolis (Ind.)	51,059	37
107	New Haven-Waterbury (Conn.)	50,180	38
57	Fresno (Cal.)	49,559	39
1	Akron (Ohio)	48,892	40
114	Omaha (Nebr.)	48,887	41
60	Gary-Hammond-East Chicago (Ind.)	46,873	42
67	Hartford-New Britain (Conn.)	46,862	43
91	Louisville (Ky.)	45,141	44
14	Bakersfield (Cal.)	44,693	45
259	New Brunswick-Perth Amboy (N. J.)	44,553	46
125	Providence (R. I.)	44,073	47
180	Worcester (Mass.)	44,051	48
160	Syracuse (N. Y.)	41,204	49
113	Oklahoma City (Okla.)	39,820	50
115	Orlando (Fla.)	39,452	51
182	Youngstown (Ohio)	39,352	52
132	Rochester (N. Y.)	39,320	53
2	Albany-Schenectady-Troy (N. Y.)	38,779	54
53	Flint (Mich.)	38,181	55
108	New Orleans (La.)	37,886	56
61	Grand Rapids (Mich.)	37,419	57
155	Springfield-Holyoke (Mass.)	36,794	58
138	Salt Lake City (Utah)	36,046	59
168	Tulsa (Okla.)	36,030	60
20	Birmingham (Ala.)	35,821	61
175	Wichita (Kans.)	35,286	62
4	Allentown-Bethlehem-Easton (Pa.)	35,195	63
82	Lansing (Mich.)	34,698	64
223	Fort Lauderdale (Fla.)	34,097	65
97	Memphis (Tenn.)	34,081	66
140	San Antonio (Tex.)	33,603	67
25	Canton (Ohio)	33,439	68
164	Toledo (Ohio)	32,758	69
92	Lubbock (Tex.)	32,406	70
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	30,955	71
118	Peoria (Ill.)	30,671	72
95	Madison (Wisc.)	30,389	73
201	Brownsville-Harlingen-McAllen (Tex.)	29,239	74
66	Harrisburg (Pa.)	28,495	75
44	Des Moines (Iowa)	28,358	76
74	Jacksonville (Fla.)	27,970	77
40	Davenport-Rock Island-Moline (Iowa-Ill.)	27,617	78
111	Norfolk-Portsmouth (Va.)	27,053	79
105	Nashville (Tenn.)	26,986	80
159	Stockton (Cal.)	26,956	81
145	Santa Barbara (Cal.)	26,943	82
178	Wilmington (Del.)	26,884	83
81	Lancaster (Pa.)	26,252	84
101	Mobile (Ala.)	26,092	85
173	West Palm Beach (Fla.)	25,137	86
75	Jersey City (N. J.)	25,024	87
16	Baton Rouge (La.)	24,947	88
167	Tucson (Ariz.)	24,807	89
18	Beaumont-Port Arthur (Tex.)	24,803	90
133	Rockford (Ill.)	24,686	91
169	Utica-Rome (N. Y.)	24,548	92
31	Chattanooga (Tenn.)	23,744	93
3	Albuquerque (N. M.)	23,714	94
30	Charlotte (N. C.)	23,670	95
241	Lakeland (Fla.)	23,618	96
52	Fall River-New Bedford (Mass.)	23,362	97
149	Shreveport (La.)	23,287	98
227	Grand Forks-East Grand Forks (N. D.-Minn.)	23,282	99
153	Spokane (Wash.)	23,060	100
152	South Bend (Ind.)	23,024	101
50	Erie (Pa.)	22,684	102
255	Modesto (Cal.)	22,452	103
135	Saginaw (Mich.)	22,422	104
77	Kalamazoo (Mich.)	22,005	105
130	Richmond (Va.)	21,983	106
194	Benton Harbor-St. Joseph (Mich.)	21,869	107
80	Knoxville (Tenn.)	21,718	108
219	Fargo (N. D.)	20,471	109
299	Yakima (Wash.)	20,232	110
89	Lorain-Elyria (Ohio)	20,126	111
129	Reading (Pa.)	19,995	112
38	Corpus Christi (Tex.)	19,968	113
64	Greenville (S. C.)	19,822	114
47	Duluth-Superior (Minn-Wisc.)	19,814	115
76	Johnstown (Pa.)	19,745	116
13	Austin (Tex.)	19,592	117
49	El Paso (Tex.)	19,223	118
166	Trenton (N. J.)	19,080	119
263	Santa Rosa (Cal.)	18,925	120
26	Cedar Rapids (Iowa)	18,542	121
55	Fort Wayne (Ind.)	18,372	122
177	Wilkes-Barre-Hazleton (Pa.)	18,161	123
198	Boise (Idaho)	18,153	124
65	Hamilton-Middletown (Ohio)	18,028	125
8	Ann Arbor (Mich.)	17,888	126
240	Lake Charles (La.)	17,799	127
258	Newburgh (N. Y.)	17,745	128
70	Huntington-Ashland (W. Va.-Ky.)	17,361	129
154	Springfield (Ill.)	17,353	130
35	Columbia (S. C.)	17,164	131
6	Amarillo (Tex.)	16,840	132
23	Brockton (Mass.)	16,797	133
281	Salem (Ore.)	16,692	134
27	Champaign-Urbana (Ill.)	16,689	135
156	Springfield (Mo.)	16,688	136
88	Little Rock-North Little Rock (Ark.)	16,616	137
209	Colorado Springs (Colo.)	16,537	138
63	Greensboro-High Point (N. C.)	16,332	139
161	Tacoma (Wash.)	16,047	140
151	Sioux Falls (S. D.)	15,988	141
181	York (Pa.)	15,864	142
193	Beloit-Janesville (Wisc.)	15,699	143
233	Ventura-Oxnard (Cal.)	15,470	144
251	New London-Norwich (Conn.)	15,351	145
85	Lexington (Ky.)	15,301	146
172	Waterloo (Iowa)	15,278	147
187	Appleton (Wisc.)	14,704	148
96	Manchester (N. H.)	14,671	149
280	St. Cloud (Minn.)	14,644	150
73	Jackson (Miss.)	14,638	151
87	Lincoln (Nebr.)	14,621	152
29	Charleston (W. Va.)	14,558	153
7	Anderson (Ind.)	14,558	153
157	Springfield (Ohio)	14,548	155
165	Topeka (Kans.)	14,501	156
127	Racine (Wisc.)	14,469	157
233	Jamestown (N. Y.)	14,257	158
197	Bloomington (Ill.)	14,074	159
19	Binghamton (N. Y.)	14,072	160
174	Wheeling (W. Va.)	13,970	161
179	Winston-Salem (N. C.)	13,943	162
213	Daytona Beach (Fla.)	13,942	163
72	Jackson (Mich.)	13,760	164
234	Sarasota (Fla.)	13,696	165
263	Pasco-Kennewick-Richland (Wash.)	13,629	166
150	Sioux City (Iowa)	13,517	167
86	Lima (Ohio)	13,453	168
272	Poughkeepsie (N. Y.)	13,443	169
51	Evansville (Ind.)	13,213	170
123	Raleigh (N. C.)	13,186	171
12	Augusta (Ga.)	13,137	172
231	Huntsville (Ala.)	13,066	173
104	Muskegon-Muskegon Heights (Mich.)	12,963	174
117	Pensacola (Fla.)	12,759	175
214	Eau Claire (Wisc.)	12,619	176
235	Kankakee (Ill.)	12,609	177
218	Eugene (Ore.)	12,444	178
146	Savannah (Ga.)	12,361	179
195	Billings (Mont.)	12,274	180
131	Roanoke (Va.)	12,264	181
275	Rapid City (S. D.)	12,223	182
191	Battle Creek (Mich.)	12,222	183
215	Elkhart (Ind.)	11,993	184
123	Portland (Me.)	11,925	185
158	Steubenville-Weirton (Ohio-W. Va.)	11,919	186
112	Ogden (Utah)	11,881	187
94	Macon (Ga.)	11,800	188
17	Bay City (Mich.)	11,641	189
28	Charleston (S. C.)	11,617	190
62	Green Bay (Wisc.)	11,515	191
170	Waco (Tex.)	11,501	192
222	Fond du Lac (Wisc.)	11,394	193
274	Quincy (Ill.)	11,378	194
42	Decatur (Ill.)	11,333	195
228	Great Falls (Mont.)	11,313	196
270	Port Huron (Mich.)	11,212	197
211	Danville (Ill.)	11,169	198
11	Atlantic City (N. J.)	11,128	199
285	Sharon-Farrell-Sharpsville (Pa.)	11,049	200
278	Rochester (Minn.)	10,946	201
234	Joplin (Mo.)	10,896	202
176	Wichita Falls (Tex.)	10,680	203
188	Ashtabula (Ohio)	10,531	204
9	Asheville (N. C.)	10,510	205
294	Vineland-Bridgeton (N. J.)	10,365	206
46	Dubuque (Iowa)	10,313	207
59	Galveston (Tex.)	10,159	208
239	Lafayette (La.)	10,036	209
287	Spartanburg (S. C.)	9,935	210
208	Clinton (Iowa)	9,912	211
183	Abilene (Tex.)	9,885	212
263	Oshkosh (Wisc.)	9,849	213
286	Sheboygan (Wisc.)	9,811	214
102	Montgomery (Ala.)	9,722	215
79	Kenosha (Wisc.)	9,707	216
103	Muncie (Ind.)	9,643	217
247	Mansfield (Ohio)	9,615	218
122	Pittsfield (Mass.)	9,590	219
256	Monroe-West Monroe (La.)	9,557	220
36	Columbus (Ga.)	9,471	221
147	Scranton (Pa.)	9,275	222
136	St. Joseph (Mo.)	9,203	223
54	Fort Smith (Ark.)	9,080	224
250	Mason City (Iowa)	8,991	225
246	Manitowoc-Two Rivers (Wisc.)	8,939	226
296	Wausau (Wisc.)	8,894	227
262	Odessa (Tex.)	8,750	228
189	Auburn (N. Y.)	8,718	229
238	Lafayette (Ind.)	8,717	230
163	Terre Haute (Ind.)	8,688	231
217	Enid (Okla.)	8,550	232
243	Lawton (Okla.)	8,547	233
225	Galesburg (Ill.)	8,494	234
242	Las Vegas (Nev.)	8,449	235
232	Hutchinson (Kans.)	8,445	236
126	Pueblo (Colo.)	8,329	237
295	Watertown (N. Y.)	8,296	238
48	Durham (N. C.)	8,168	239
257	Newark (Ohio)	8,156	240
248	Marion (Ind.)	7,957	241
252	Michigan City (Ind.)	7,923	242
300	Zanesville (Ohio)	7,817	243
229	Greenville (Miss.)	7,785	244
269	Petersburg-Hopewell (Va.)	7,759	245
109	Newport News-Hampton (Va.)	7,722	246
192	Bellingham (Wash.)	7,633	247
253	Middletown (Conn.)	7,517	248
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	7,396	249
279	Rocky Mount (N. C.)	7,289	250
216	Elmira (N. Y.)	7,271	251
230	Hagerstown (Md.)	7,181	252
297	Williamsport (Pa.)	7,149	253
58	Gadsden (Ala.)	7,064	254
254	Midland (Tex.)	7,020	255
184	Albany (Ga.)	6,973	256
245	Longview (Tex.)	6,946	257
244	Lebanon (Pa.)	6,910	258
289	Temple (Tex.)	6,836	259
68	Honolulu (Hawaii)	6,827	260
206	Cheyenne (Wyo.)	6,769	261
5	Altoona (Pa.)	6,768	262
190	Bangor (Me.)	6,767	263
273	Provo (Utah)	6,739	264
288	Tallahassee (Fla.)	6,727	265
260	New Castle (Pa.)	6,715	266
220	Fayetteville (N. C.)	6,608	267
236	Kokomo (Ind.)	6,552	268
277	Richmond (Ind.)	6,470	269
290	Texarkana (Tex.-Ark.)	6,468	270
249	Marion (Ohio)	6,406	271
237	La Crosse (Wisc.)	6,314	272
207	Clarksburg (W. Va.)	6,308	273
199	Bremerton (Wash.)	6,274	274
292	Tyler (Tex.)	6,249	275
93	Lynchburg (Va.)	6,237	276
210	Cumberland (Md.)	6,226	277
226	Gastonia (N. C.)	6,125	278
282	Sandusky (Ohio)	6,086	279
224	Gainesville (Fla.)	6,047	280
264	Owensboro (Ky.)	6,018	281
203	Burlington (Vt.)	5,999	282
139	San Angelo (Tex.)	5,868	283
267	Parkersburg (W. Va.)	5,850	284
185	Alexandria (La.)	5,848	285
202	Burlington (N. C.)	5,769	286
276	Reno (Nev.)	5,717	287
205	Casper (Wyo.)	5,181	288
212	Danville (Va.)	5,144	289
298	Wilmington (N. C.)	5,114	290
196	Biloxi-Gulfport (Miss.)	5,111	291
84	Lewiston-Auburn (Me.)	4,520	292
186	Anniston (Ala.)	4,384	293
83	Laredo (Tex.)	4,289	294
271	Portsmouth (Ohio)	3,961	295
291	Tuscaloosa (Ala.)	3,938	296
204	Butte-Anaconda (Mont.)	3,436	297
265	Paducah (Ky.)	3,265	298
251	Meridian (Miss.)	3,221	299
266	Panama City (Fla.)	2,932	300
	Total Above Metropolitan Areas	9,204,494	

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How to make more sales in the National Hardware Market

The "TARGET" for sales

Most recent scientific survey of merchandise sales through retail hardware stores was conducted in 1959 by National Analysts, Inc. Annual dollar volume for 1958 was obtained for nine basic merchandise classifications. Results show that in 1958, 16,348 hardware stores (out of 40,742) had a gross annual volume ranging from $50,000 to more than a million. These "Major Dealers" (40.1% of all hardware retailers) accounted for 76.8% of all hardware store sales. When dealers with volume $30,000 to $49,999 are included, we see that 61.7% of all hardware retailers accounted for 89.7% of total sales.

The following table presents a summary of sales by merchandise lines. It shows the amount in dollars and percent accounted for by dealers in each annual sales size group.

RETAIL HARDWARE STORE SALES IN 1958
IN NINE BASIC MERCHANDISE CLASSIFICATIONS
(000's removed)

Merchandise Classification	ALL DEALERS	Dealers in Specific Gross Annual Sales Size Groups				MAJOR DEALERS ONLY $50,000 and Over
		Under $30,000	$30,000 to $49,999	$50,000 to $99,999	$100,000 and Over	
Paint and Sundries	$533,253 100.0%	66,190 12.4%	78,925 14.8%	162,781 30.5%	225,357 42.3%	388,138 72.8%
Housewares	400,534 100.0%	51,466 12.8%	57,157 14.3%	112,761 28.2%	179,150 44.7%	291,911 72.9%
Lawn, Garden and Farm Merchandise	356,602 100.0%	28,742 8.0%	36,911 10.4%	96,258 27.0%	194,691 54.6%	290,949 81.6%
Plumbing, Water and Heating Systems and Supplies	345,723 100.0%	37,765 10.9%	47,727 13.8%	90,564 26.2%	169,667 49.1%	260,231 75.3%
Builders' Hardware	340,652 100.0%	31,147 9.1%	44,585 13.1%	103,968 30.5%	160,952 47.3%	264,920 77.8%
Hand and Power Tools, Supplies	244,601 100.0%	19,055 7.8%	22,501 9.2%	66,976 27.4%	136,069 55.6%	203,045 83.0%
Selected Hardware Items	188,497 100.0%	22,834 12.1%	21,312 11.3%	70,257 37.3%	74,094 39.3%	144,351 76.6%
Major Appliances	180,649 100.0%	10,995 6.1%	24,348 13.5%	30,900 17.1%	114,386 63.3%	145,286 80.4%
Sporting and Recreational Goods	175,789 100.0%	17,054 9.7%	22,201 12.6%	42,532 24.2%	94,002 53.5%	136,534 77.7%
TOTALS	2,766,300 100.0%	285,248 10.3%	355,687 12.9%	776,997 28.1%	1,348,368 48.7%	2,125,365 76.8%

NOTE: Read all sales figures in millions of dollars.

HARDWARE AGE Covers the "Target" Market you can sell profitably

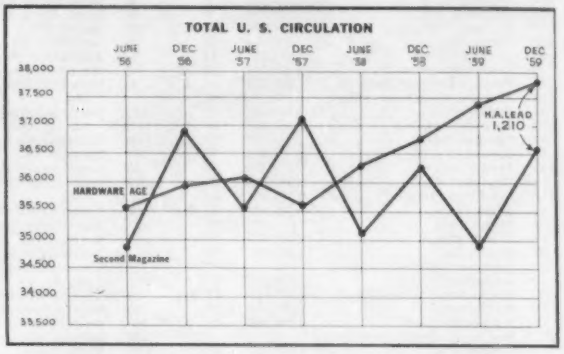
Of all four national hardware magazines only HARDWARE AGE *purposely concentrates* its retail circulation among the "Major Dealer" group, $50,000 and over. Because HARDWARE AGE maintains a continuing census of all retail hardware stores, each subscription received is checked to see that the store concerned carries a broad line of hardware merchandise and its gross annual sales volume qualifies it as a bona fide hardware store.

Wholesaler Coverage

More than 7,750 subscriptions to HARDWARE AGE are in the important hardware wholesale field. Subscribers include executives, buyers and salesmen in practically every general hardware wholesale house, plus more than 1,000 specialty wholesale houses or wholesalers of limited lines of merchandise.

Compare Circulation

The chart shown below illustrates the degree of leadership in circulation HARDWARE AGE maintains over the second publication in its field. This leadership becomes more important when one realizes that only HARDWARE AGE has completely voluntary, prepaid circulation.



Hardware Age lead over the second national hardware magazine reported for December 31, 1959, was as follows:

Circulation among Hardware Wholesalers	*446 more*
U. S. Coverage of Retail Hardware Stores	*2,008 more*

Compare Editorial Service

Hardware dealer's needs for *current, accurate and helpful* information cover a variety of subjects—Store Management; Sales Training; Advertising, Promotion and Display; Market Data; Convention Reports. Only HARDWARE AGE provides all of this information every-other-week, 26 times a year. In 1959 HARDWARE AGE published *more new product news items* than the third magazine in the field which publishes such data as its *primary* editorial content!

Advertising Leadership

In 1959, HARDWARE AGE carried more pages of advertising in each of these merchandise classifications:

Classification	HARDWARE AGE	Mag. #2	Mag. #3
Builders' Hardware	361	256	55
Farm, Garden and Lawn	653	391	116
Hand and Power Tools	501	337	59
Housewares	793	431	168
Paint and Paint Sundries	232	119	31
Plumbing Supplies	191	104	14
Sport., Recreational Goods	200	155	31
Store Equip. and Supplies	80	47	17
Miscellaneous	83	71	9
TOTAL PAGES	3094	1911	500



Send for your free copy of the Hardware Age 1960 Advertising Planning Guide. It tells the whole story.

More Eager Readers

A Chilton Publication
ABC Member NBP
Chestnut and 56th Street
Philadelphia 39, Pa.

Dollar Volume Ranking of Metropolitan County Areas

SM Estimates, 1959, for Total Net Effective Buying Income in Descending Order

Code No.	AREA and STATE	Estimates (add $000)	Group Rank
110	New York (N. Y.)	25,524,236	1
90	Los Angeles-Long Beach (Cal.)	15,319,459	2
32	Chicago (Ill.)	15,128,425	3
119	Philadelphia (Pa.)	9,329,319	4
45	Detroit (Mich.)	8,618,873	5
143	San Francisco-Oakland (Cal.)	6,904,885	6
21	Boston (Mass.)	6,805,089	7
171	Washington (D. C.)	4,722,837	8
121	Pittsburgh (Pa.)	4,668,686	9
137	St. Louis (Mo.)	4,274,416	10
106	Newark (N. J.)	4,201,988	11
34	Cleveland (Ohio)	4,144,597	12
15	Baltimore (Md.)	3,309,120	13
116	Paterson-Clifton-Passaic (N. J.)	2,982,001	14
100	Minneapolis-St. Paul (Minn.)	2,878,895	15
24	Buffalo (N. Y.)	2,728,942	16
99	Milwaukee (Wisc.)	2,487,983	17
69	Houston (Tex.)	2,313,109	18
78	Kansas City (Mo.)	2,298,408	19
148	Seattle (Wash.)	2,291,519	20
33	Cincinnati (Ohio)	2,141,245	21
142	San Diego (Cal.)	2,106,045	22
39	Dallas (Tex.)	2,009,542	23
98	Miami (Fla.)	1,923,074	24
43	Denver (Colo.)	1,861,579	25
10	Atlanta (Ga.)	1,849,800	26
22	Bridgeport-Stamford-Norwalk (Conn.)	1,786,615	27
67	Hartford-New Britain (Conn.)	1,671,563	28
124	Portland (Ore.)	1,646,714	29
71	Indianapolis (Ind.)	1,516,230	30
107	New Haven-Waterbury-Meriden (Conn.)	1,515,833	31
41	Dayton (Ohio)	1,495,325	32
37	Columbus (Ohio)	1,486,049	33
108	New Orleans (La.)	1,454,882	34
141	San Bernardino-Riverside-Ontario (Cal.)	1,438,416	35
2	Albany-Schenectady-Troy (N. Y.)	1,422,216	36
75	Jersey City (N. J.)	1,369,295	37
125	Providence (R. I.)	1,351,420	38
144	San Jose (Cal.)	1,308,244	39
132	Rochester (N. Y.)	1,300,314	40
162	Tampa-St. Petersburg (Fla.)	1,283,871	41
91	Louisville (Ky.)	1,225,445	42
180	Worcester (Mass.)	1,188,273	43
60	Gary-Hammond-East Chicago (Ind.)	1,130,840	44
164	Toledo (Ohio)	1,105,190	45
56	Fort Worth (Tex.)	1,100,240	46
160	Syracuse (N. Y.)	1,093,734	47
259	New Brunswick-Perth Amboy (N. J.)	1,083,283	48
111	Norfolk-Portsmouth (Va.)	1,082,576	49
134	Sacramento (Cal.)	1,086,008	50
120	Phoenix (Ariz.)	1,063,760	51
20	Birmingham (Ala.)	1,062,017	52
1	Akron (Ohio)	1,060,030	53
97	Memphis (Tenn.)	1,015,759	54
155	Springfield-Holyoke (Mass.)	1,015,329	55
182	Youngstown (Ohio)	992,346	56
140	San Antonio (Tex.)	988,900	57
68	Honolulu (Hawaii)	937,973	58
4	Allentown-Bethlehem-Easton (Pa.)	936,031	59
178	Wilmington (Del.)	917,894	60
113	Oklahoma City (Okla.)	872,906	61
114	Omaha (Nebr.)	853,887	62
53	Flint (Mich.)	842,992	63
74	Jacksonville (Fla.)	788,027	64
130	Richmond (Va.)	754,051	65
52	Fall River-New Bedford (Mass.)	746,027	66
166	Tulsa (Okla.)	726,875	67
61	Grand Rapids (Mich.)	699,721	68
138	Salt Lake City (Utah)	698,618	69
66	Harrisburg (Pa.)	672,466	70
57	Fresno (Cal.)	669,563	71
175	Wichita (Kans.)	652,954	72
105	Nashville (Tenn.)	648,457	73
118	Peoria (Ill.)	640,902	74
25	Canton (Ohio)	636,662	75
82	Lansing (Mich.)	615,846	76
166	Trenton (N. J.)	611,119	77
161	Tacoma (Wash.)	608,404	78
177	Wilkes-Barre-Hazleton (Pa.)	589,590	79
40	Davenport-Rock Island-Moline (Iowa-Ill.)	582,053	80
169	Utica-Rome (N. Y.)	581,935	81
153	Spokane (Wash.)	578,498	82
80	Knoxville (Tenn.)	565,919	83
14	Bakersfield (Cal.)	565,103	84
129	Reading (Pa.)	558,183	85
49	El Paso (Tex.)	555,280	86
81	Lancaster (Pa.)	552,078	87
223	Fort Lauderdale (Fla.)	548,864	88
18	Beaumont-Port Arthur (Tex.)	547,449	89
152	South Bend (Ind.)	545,349	90
44	Des Moines (Iowa	544,286	91
116	Orlando (Fla.)	533,033	92
47	Duluth-Superior (Minn.-Wisc.)	497,704	93
30	Charlotte (N. C.)	491,540	94
167	Tucson (Ariz.)	491,446	95
159	Stockton (Cal.)	490,613	96
55	Fort Wayne (Ind.)	479,588	97
3	Albuquerque (N. M.)	474,824	98
50	Erie (Pa.)	466,478	99
23	Brockton (Mass.)	450,730	100
29	Charleston (W. Va.)	444,589	101
133	Rockford (Ill.)	443,488	102
31	Chattanooga (Tenn.)	442,603	103
95	Madison (Wisc.)	442,458	104
149	Shreveport (La.)	441,019	105
181	York (Pa.)	440,262	106
16	Baton Rouge (La.)	439,193	107
89	Lorain-Elyria (Ohio)	432,722	108
101	Mobile (Ala.)	428,116	109
76	Johnstown (Pa.)	427,531	110
19	Binghamton (N. Y.)	428,753	111
175	West Palm Beach (Fla.)	424,360	112
88	Little Rock-North Little Rock (Ark.)	420,622	113
70	Huntington-Ashland (W. Va.-Ky.)	409,546	114
36	Columbus (Ga.)	409,255	115
147	Scranton (Pa.)	404,138	116
63	Greensboro-High Point (N. C.)	398,642	117
201	Brownsville-Harlingen-McAllen (Tex.)	398,297	118
38	Corpus Christi (Tex.)	397,240	119
261	New London-Norwich (Conn.)	397,056	120
12	Augusta (Ga.)	389,995	121
51	Evansville (Ind.)	380,985	122
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	371,732	123
65	Hamilton-Middletown (Ohio)	371,140	124
109	Newport News-Hampton (Va.)	367,588	125
293	Ventura-Oxnard (Cal.)	363,889	126
135	Saginaw (Mich.)	352,815	127
13	Austin (Tex.)	345,014	128
258	Newburgh (N. Y.)	337,509	129
174	Wheeling (W. Va.)	334,473	130
35	Columbia (S. C.)	332,601	131
96	Manchester (N. H.)	328,193	132
92	Lubbock (Tex.)	325,913	133
272	Poughkeepsie (N. Y.)	324,760	134
6	Amarillo (Tex.)	324,568	135
123	Portland (Me.)	322,512	136
77	Kalamazoo (Mich.)	322,008	137
145	Santa Barbara (Cal.)	321,495	138
117	Pensacola (Fla.)	318,602	139
8	Ann Arbor (Mich.)	318,376	140
158	Steubenville-Weirton (Ohio-W. Va.)	314,468	141
64	Greenville (S. C.)	310,203	142
154	Springfield (Ill.)	306,418	143
179	Winston-Salem (N. C.)	298,956	144
241	Lakeland (Fla.)	298,601	145
87	Lincoln (Nebr.)	297,382	146
11	Atlantic City (N. J.)	296,674	147
283	Santa Rosa (Cal.)	291,315	148
27	Champaign-Urbana (Ill.)	291,184	149
242	Las Vegas (Nev.)	290,422	150
146	Savannah (Ga.)	290,159	151
233	Jamestown (N. Y.)	286,812	152
122	Pittsfield (Mass.)	284,856	153
194	Benton Harbor-St. Joseph (Mich.)	284,455	154
127	Racine (Wisc.)	279,649	155
218	Eugene (Ore.)	278,828	156
131	Roanoke (Va.)	278,646	157
191	Battle Creek (Mich.)	276,567	158
28	Charleston (S. C.)	276,520	159
94	Macon (Ga.)	272,995	160
165	Topeka (Kans.)	269,726	161
255	Modesto (Cal.)	269,152	162
102	Montgomery (Ala.)	265,069	163
128	Raleigh (N. C.)	262,818	164
73	Jackson (Miss.)	258,168	165
104	Muskegon-Muskegon Heights (Mich.)	256,252	166
157	Springfield (Ohio)	255,891	167
26	Cedar Rapids (Iowa)	246,689	168
198	Boise (Idaho)	245,704	169
209	Colorado Springs (Colo.)	245,331	170
42	Decatur (Ill.)	244,428	171
172	Waterloo (Iowa)	243,719	172
72	Jackson (Mich.)	242,582	173
240	Lake Charles (La.)	242,017	174
281	Salem (Ore.)	237,448	175
176	Wichita Falls (Tex.)	236,816	176
7	Anderson (Ind.)	235,549	177
299	Yakima (Wash.)	232,515	178
285	Sharon-Farrell-Sharpsville (Pa.)	227,822	179
247	Mansfield (Ohio)	226,473	180
170	Waco (Tex.)	223,324	181
156	Springfield (Mo.)	223,113	182
193	Beloit-Janesville (Wisc.)	220,888	183
59	Galveston (Tex.)	220,482	184
287	Spartanburg (S. C.)	214,561	185
5	Altoona (Pa.)	213,910	186
103	Muncie (Ind.)	210,004	187
62	Green Bay (Wisc.)	208,569	188
213	Daytona Beach (Fla.)	207,594	189
276	Reno (Nev.)	207,494	190
215	Elkhart (Ind.)	204,012	191
85	Lexington (Ky.)	203,476	192
260	New Castle (Pa.)	203,257	193
9	Asheville (N. C.)	203,153	194
163	Terre Haute (Ind.)	201,195	195
150	Sioux City (Iowa)	199,891	196
288	Pasco-Kennewick-Richland (Wash.)	199,471	197
86	Lima (Ohio)	199,236	198
211	Danville (Ill.)	198,212	199
263	Oshkosh (Wisc.)	195,675	200
79	Kenosha (Wisc.)	194,369	201
294	Vineland-Bridgeton (N. J.)	193,567	202
136	St. Joseph (Mo.)	193,374	203
126	Pueblo (Colo.)	193,271	204
216	Elmira (N. Y.)	192,790	205
48	Durham (N. C.)	190,965	206
197	Bloomington (Ill.)	189,753	207
112	Ogden (Utah)	189,119	208
297	Williamsport (Pa.)	187,781	209
190	Bangor (Me.)	187,976	210
17	Bay City (Mich.)	186,651	211
262	Odessa (Tex.)	185,758	212
270	Port Huron (Mich.)	183,737	213
226	Gastonia (N. C.)	183,185	214
253	Middletown (Conn.)	181,404	215
188	Ashtabula (Ohio)	181,280	216
269	Petersburg (Va.)	181,075	217
234	Joplin (Mo.)	180,863	218
238	Lafayette (Ind.)	180,630	219
214	Eau Claire (Wisc.)	178,030	220
289	Temple (Tex.)	175,949	221
220	Fayetteville (N. C.)	174,545	222
196	Biloxi-Gul'port (Miss.)	173,110	223
187	Appleton (Wisc.)	165,448	224
286	Sheboygan (Wisc.)	164,883	225
252	Michigan City (Ind.)	161,473	226
235	Kankakee (Ill.)	160,937	227
295	Watertown (N. Y.)	160,721	228
230	Hagerstown (Md.)	160,371	229
257	Newark (Ohio)	160,261	230
151	Sioux Falls (S. D.)	154,615	231
183	Abilene (Tex.)	154,455	232
273	Provo (Utah)	154,313	233
244	Lebanon (Pa.)	153,995	234
271	Portsmouth (Ohio)	153,976	235
93	Lynchburg (Va.)	152,450	236
84	Lewiston-Auburn (Me.)	151,259	237
185	Alexandria (La.)	150,686	238
212	Danville (Va.)	149,060	239
199	Bremerton (Wash.)	148,094	240
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	146,867	241
228	Great Falls (Mont.)	145,810	242
58	Gadsden (Ala.)	145,316	243
195	Billings (Mont.)	143,898	244
204	Butte-Anaconda (Mont.)	142,714	245
254	Midland (Tex.)	141,772	246
210	Cumberland (Md.)	141,702	247
256	Monroe-West Monroe (La.)	141,697	248
46	Dubuque (Iowa)	141,478	249
227	Grand Forks-East Grand Forks (N. D.-Minn.)	141,153	250
267	Parkersburg (W. Va.)	140,141	251
277	Richmond (Ind.)	138,896	252
279	Rocky Mount (N. C.)	138,760	253
296	Wausau (Wisc.)	137,305	254
291	Tuscaloosa (Ala.)	135,810	255
300	Zanesville (Ohio)	135,499	256
189	Auburn (N. Y.)	134,134	257
282	Sandusky (Ohio)	132,778	258
186	Anniston (Ala.)	130,572	259
222	Fond du Lac (Wisc.)	129,120	260
237	La Crosse (Wisc.)	128,797	261
231	Huntsville (Ala.)	128,209	262
219	Fargo (N. D.)	127,735	263
243	Lawton (Okla.)	127,008	264
139	San Angelo (Tex.)	126,898	265
248	Marion (Ind.)	126,441	266
290	Texarkana (Ark.-Tex.)	126,339	267
207	Clarksburg (W. Va.)	126,061	268
288	Tallahassee (Fla.)	125,537	269
202	Burlington (N. C.)	125,152	270
245	Longview (Tex.)	124,655	271
284	Sarasota (Fla.)	124,417	272
192	Bellingham (Wash.)	123,802	273
236	Kokomo (Ind.)	123,403	274
292	Tyler (Tex.)	123,325	275
246	Manitowoc-Two Rivers (Wisc.)	122,297	276
298	Cheyenne (Wyo.)	119,858	277
274	Quincy (Ill.)	119,435	278
203	Burlington (Vt.)	118,976	279
280	St. Cloud (Minn.)	118,903	280
225	Galesburg (Ill.)	118,053	281
224	Gainesville (Fla.)	112,366	282
54	Fort Smith (Ark.)	111,912	283
232	Hutchinson (Kans.)	111,038	284
298	Wilmington (N. C.)	109,533	285
239	Lafayette (La.)	106,537	286
286	Panama City (Fla.)	105,891	287
249	Marion (Ohio)	104,737	288
278	Rochester (Minn.)	104,343	289
208	Clinton (Iowa)	100,022	290
250	Mason City (Iowa)	98,328	291
264	Owensboro (Ky.)	95,380	292
275	Rapid City (S. D.)	91,890	293
184	Albany (Ga.)	91,199	294
205	Casper (Wyo.)	90,511	295
265	Paducah (Ky.)	85,510	296
217	Enid (Okla.)	83,867	297
251	Meridian (Miss.)	81,146	298
229	Greenville (Miss.)	80,317	299
83	Laredo (Tex.)	68,631	300
	Total Metropolitan Areas	253,811,991	

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Per Household Income Ranking of Metropolitan County Areas

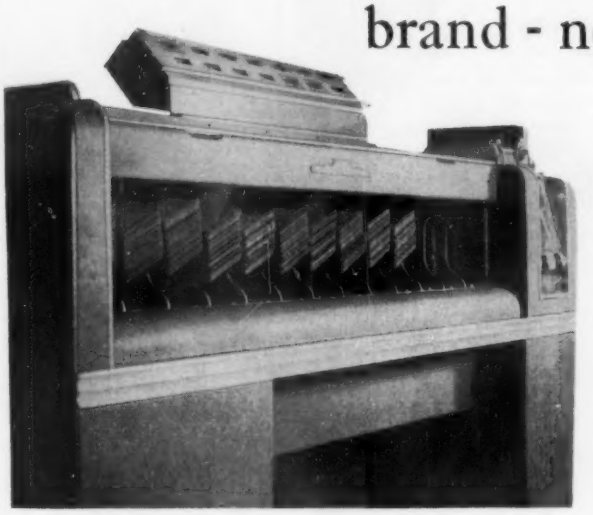
SM Estimates, 1959, for PER HOUSEHOLD INCOME, in Descending Order

Code No.	AREA and STATE	Estimates	Group Rank
22	Bridgeport-Stamford-Norwalk (Conn.)	9,631	1
178	Wilmington (Del.)	8,750	2
67	Hartford-New Britain (Conn.)	8,711	3
27	Champaign-Urbana (Ill.)	8,514	4
166	Trenton (N. J.)	8,315	5
106	Newark (N. J.)	8,294	6
107	New Haven-Waterbury-Meriden (Conn.)	8,198	7
171	Washington (D. C.)	8,197	8
116	Paterson-Clifton-Passaic (N. J.)	8,172	9
32	Chicago (Ill.)	8,022	10
68	Honolulu (Hawaii)	7,836	11
253	Middletown (Conn.)	7,819	12
110	New York (N. Y.)	7,809	13
143	San Francisco-Oakland (Cal.)	7,732	14
34	Cleveland (Ohio)	7,711	15
21	Boston (Mass.)	7,698	16
259	New Brunswick-Perth Amboy (N. J.)	7,667	17
164	Toledo (Ohio)	7,638	18
261	New London-Norwich (Conn.)	7,606	19
45	Detroit (Mich.)	7,593	20
152	South Bend (Ind.)	7,553	21
254	Midland (Tex.)	7,501	22
37	Columbus (Ohio)	7,486	23
155	Springfield-Holyoke (Mass.)	7,455	24
278	Reno (Nev.)	7,411	25
134	Sacramento (Cal.)	7,408	26
8	Ann Arbor (Mich.)	7,336	27
119	Philadelphia (Pa.)	7,320	28
53	Flint (Mich.)	7,267	29
41	Dayton (Ohio)	7,262	30
142	San Diego (Cal.)	7,257	31
95	Madison (Wisc.)	7,230	32
36	Columbus (Ga.)	7,205	33
81	Lancaster (Pa.)	7,198	34
75	Jersey City (N. J.)	7,192	35
132	Rochester (N. Y.)	7,172	36
133	Rockford (Ill.)	7,153	37
205	Casper (Wyo.)	7,127	38
268	Pasco-Kennewick-Richland (Wash.)	7,124	39
272	Poughkeepsie (N. Y.)	7,122	40
89	Lorain-Elyria (Ohio)	7,059	41
60	Gary-Hammond-East Chicago (Ind.)	7,055	42
118	Peoria (Ill.)	7,020	43
242	Las Vegas (Nev.)	7,015	44
238	Lafayette (Ind.)	7,001	45
182	Youngstown (Ohio)	6,993	46
99	Milwaukee (Wisc.)	6,983	47
206	Cheyenne (Wyo.)	6,968	48
71	Indianapolis (Ind.)	6,962	49
144	San Jose (Cal.)	6,937	50
180	Worcester (Mass.)	6,937	50
127	Racine (Wisc.)	6,922	52
24	Buffalo (N. Y.)	6,919	53
129	Reading (Pa.)	6,917	54
247	Mansfield (Ohio)	6,905	55
65	Hamilton-Middletown (Ohio)	6,899	56
90	Los Angeles-Long Beach (Cal.)	6,898	57
82	Lansing (Mich.)	6,889	58
19	Binghamton (N. Y.)	6,872	59
293	Ventura-Oxnard (Cal.)	6,866	60
285	Sharon-Farrell-Sharpsville (Pa.)	6,862	61
1	Akron (Ohio)	6,861	62
209	Colorado Springs (Colo.)	6,853	63
14	Bakersfield (Cal.)	6,850	64
98	Miami (Fla.)	6,832	65
121	Pittsburgh (Pa.)	6,829	66
2	Albany-Schenectady-Troy (N. Y.)	6,811	67
4	Allentown-Bethlehem-Easton (Pa.)	6,807	68
122	Pittsfield (Mass.)	6,798	69
16	Baton Rouge (La.)	6,788	70
145	Santa Barbara (Cal.)	6,783	71
100	Minneapolis-St. Paul (Minn.)	6,782	72
40	Davenport-Rock Island-Moline (Iowa-Ill.)	6,776	73
50	Erie (Pa.)	6,770	74
235	Kankakee (Ill.)	6,762	75
160	Syracuse (N. Y.)	6,756	76
15	Baltimore (Md.)	6,755	77
262	Odessa (Tex.)	6,755	77
55	Fort Wayne (Ind.)	6,745	79
197	Bloomington (Ill.)	6,705	80
3	Albuquerque (N. M.)	6,697	81
176	Wichita Falls (Tex.)	6,671	82
78	Kansas City (Mo.)	6,668	83
43	Denver (Colo.)	6,668	83
137	St. Louis (Mo.)	6,653	85
30	Charlotte (N. C.)	6,651	86
243	Lawton (Okla.)	6,650	87
169	Stockton (Cal.)	6,630	88
130	Richmond (Va.)	6,626	89
77	Kalamazoo (Mich.)	6,612	90
92	Lubbock (Tex.)	6,611	91
10	Atlanta (Ga.)	6,606	92
158	Steubenville-Weirton (Ohio-W. Va.)	6,593	93
42	Decatur (Ill.)	6,588	94
191	Battle Creek (Mich.)	6,569	95
66	Harrisburg (Pa.)	6,567	96
91	Grand Rapids (Mich.)	6,558	97
6	Amarillo (Tex.)	6,557	98
25	Canton (Ohio)	6,530	99
96	Manchester (N. H.)	6,525	100
109	Newport News-Hampton (Va.)	6,518	101
260	New Castle (Pa.)	6,515	102
154	Springfield (Ill.)	6,506	103
111	Norfolk-Portsmouth (Va.)	6,503	104
63	Greensboro-High Point (N. C.)	6,482	105
79	Kenosha (Wisc.)	6,479	106
193	Beloit-Janesville (Wisc.)	6,478	107
157	Springfield (Ohio)	6,462	108
269	Petersburg (Va.)	6,444	109
278	Rochester (Minn.)	6,441	110
215	Elkhart (Ind.)	6,436	111
46	Dubuque (Iowa)	6,431	112
23	Brockton (Mass.)	6,421	113
135	Saginaw (Mich.)	6,415	114
172	Waterloo (Iowa)	6,414	115
128	Raleigh (N. C.)	6,410	116
289	Temple (Tex.)	6,398	117
29	Charleston (W. Va.)	6,397	118
258	Newburgh (N. Y.)	6,392	119
49	El Paso (Tex.)	6,390	120
48	Durham (N. C.)	6,387	121
69	Houston (Tex.)	6,383	122
114	Omaha (Nebr.)	6,372	123
131	Roanoke (Va.)	6,362	124
203	Burlington (Vt.)	6,362	124
86	Lima (Ohio)	6,354	126
216	Elmira (N. Y.)	6,342	127
72	Jackson (Mich.)	6,334	128
84	Lewiston-Auburn (Me.)	6,329	129
138	Salt Lake City (Utah)	6,328	130
125	Providence (R. I.)	6,327	131
219	Fargo (N. D.)	6,324	132
33	Cincinnati (Ohio)	6,322	133
225	Galesburg (Ill.)	6,313	134
228	Great Falls (Mont.)	6,312	135
148	Seattle (Wash.)	6,309	136
169	Utica-Rome (N. Y.)	6,305	137
87	Lincoln (Nebr.)	6,287	138
44	Des Moines (Iowa)	6,278	139
288	Tallahassee (Fla.)	6,277	140
11	Atlantic City (N. J.)	6,272	141
57	Fresno (Cal.)	6,252	142
62	Green Bay (Wisc.)	6,245	143
211	Danville (Ill.)	6,233	144
123	Portland (Me.)	6,226	145
161	Tacoma (Wash.)	6,215	146
282	Sandusky (Ohio)	6,205	147
181	York (Pa.)	6,201	148
39	Dallas (Tex.)	6,193	149
74	Jacksonville (Fla.)	6,185	150
52	Fall River-New Bedford (Mass.)	6,181	151
244	Lebanon (Pa.)	6,160	152
294	Vineland-Bridgeton (N. J.)	6,145	153
240	Lake Charles (La.)	6,143	154
189	Auburn (N. Y.)	6,125	155
103	Muncie (Ind.)	6,123	156
236	Kokomo (Ind.)	6,109	157
167	Tucson (Ariz.)	6,105	158
188	Ashtabula (Ohio)	6,104	159
237	La Crosse (Wisc.)	6,104	159
153	Spokane (Wash.)	6,083	161
187	Appleton (Wisc.)	6,083	161
17	Bay City (Mich.)	6,080	163
149	Shreveport (La.)	6,066	164
112	Ogden (Utah)	6,062	165
165	Topeka (Kans.)	6,061	166
54	Fort Smith (Ark.)	6,049	167
26	Cedar Rapids (Iowa)	6,048	168
97	Memphis (Tenn.)	6,043	169
7	Anderson (Ind.)	6,040	170
286	Sheboygan (Wisc.)	6,040	170
233	Jamestown (N. Y.)	6,034	172
168	Tulsa (Okla.)	6,032	173
190	Bangor (Me.)	6,031	174
230	Hagerstown (Md.)	6,029	175
20	Birmingham (Ala.)	6,028	176
179	Winston-Salem (N. C.)	6,027	177
105	Nashville (Tenn.)	6,021	178
283	Santa Rosa (Cal.)	6,019	179
277	Richmond (Ind.)	6,013	180
18	Beaumont-Port Arthur (Tex.)	5,990	181
223	Fort Lauderdale (Fla.)	5,985	182
222	Fond du Lac (Wisc.)	5,978	183
280	St. Cloud (Minn.)	5,975	184
175	Wichita (Kans.)	5,969	185
263	Oshkosh (Wisc.)	5,966	186
38	Corpus Christi (Tex.)	5,965	187
126	Pueblo (Colo.)	5,965	187
108	New Orleans (La.)	5,960	189
295	Watertown (N. Y.)	5,953	190
255	Modesto (Cal.)	5,942	191
150	Sioux City (Iowa)	5,931	192
120	Phoenix (Ariz.)	5,929	193
12	Augusta (Ga.)	5,918	194
183	Abilene (Tex.)	5,918	194
136	St. Joseph (Mo.)	5,914	196
59	Galveston (Tex.)	5,911	197
196	Biloxi-Gulfport (Miss.)	5,906	198
227	Grand Forks-East Grand Forks (N. D.-Minn.)	5,906	199
139	San Angelo (Tex.)	5,902	200
141	San Bernardino-Riverside-Ontario (Cal.)	5,900	201
113	Oklahoma City (Okla.)	5,894	202
56	Fort Worth (Tex.)	5,893	203
252	Michigan City (Ind.)	5,893	203
257	Newark (Ohio)	5,892	205
270	Port Huron (Mich.)	5,889	206
250	Mason City (Iowa)	5,888	207
246	Manitowoc-Two Rivers (Wisc.)	5,880	208
117	Pensacola (Fla.)	5,867	209
218	Eugene (Ore.)	5,845	210
104	Muskegon-Muskegon Heights (Mich.)	5,837	211
13	Austin (Tex.)	5,818	212
266	Panama City (Fla.)	5,818	212
207	Clarksburg (W. Va.)	5,809	214
47	Duluth-Superior (Minn.-Wisc.)	5,801	215
91	Louisville (Ky.)	5,797	216
202	Burlington (N. C.)	5,794	217
194	Benton Harbor-St. Joseph (Mich.)	5,793	218
151	Sioux Falls (S. D.)	5,791	219
249	Marion (Ohio)	5,787	220
297	Williamsport (Pa.)	5,778	221
163	Terre Haute (Ind.)	5,765	222
177	Wilkes-Barre-Hazleton (Pa.)	5,741	223
217	Enid (Okla.)	5,731	224
35	Columbia (S. C.)	5,725	225
51	Evansville (Ind.)	5,720	226
208	Clinton (Iowa)	5,716	227
102	Montgomery (Ala.)	5,713	228
224	Gainesville (Fla.)	5,704	229
195	Billings (Mont.)	5,688	230
220	Fayetteville (N. C.)	5,686	231
147	Scranton (Pa.)	5,684	232
214	Eau Claire (Wisc.)	5,670	233
124	Portland (Ore.)	5,665	234
85	Lexington (Ky.)	5,652	235
274	Quincy (Ill.)	5,634	236
174	Wheeling (W. Va.)	5,631	237
284	Sarasota (Fla.)	5,630	238
76	Johnstown (Pa.)	5,611	239
80	Knoxville (Tenn.)	5,609	240
232	Hutchinson (Kans.)	5,608	241
5	Altoona (Pa.)	5,600	242
300	Zanesville (Ohio)	5,576	243
94	Macon (Ga.)	5,560	244
115	Orlando (Fla.)	5,535	245
184	Albany (Ga.)	5,527	246
9	Asheville (N. C.)	5,520	247
226	Gastonia (N. C.)	5,518	248
256	Monroe-West Monroe (La.)	5,514	249
140	San Antonio (Tex.)	5,494	250
101	Mobile (Ala.)	5,475	251
273	Provo (Utah)	5,472	252
245	Longview (Tex.)	5,467	253
199	Bremerton (Wash.)	5,465	254
64	Greenville (S. C.)	5,461	255
70	Huntington-Ashland (W. Va.-Ky.)	5,453	256
296	Wausau (Wisc.)	5,449	257
198	Boise (Idaho)	5,448	258
248	Marion (Ind.)	5,427	259
162	Tampa-St. Petersburg (Fla.)	5,422	260
73	Jackson (Miss.)	5,390	261
210	Cumberland (Md.)	5,388	262
93	Lynchburg (Va.)	5,387	263
88	Little Rock-North Little Rock (Ark.)	5,386	264
146	Savannah (Ga.)	5,383	265
173	West Palm Beach (Fla.)	5,372	266
58	Gadsden (Ala.)	5,343	267
291	Tuscaloosa (Ala.)	5,326	268
204	Butte-Anaconda (Mont.)	5,305	269
31	Chattanooga (Tenn.)	5,301	270
200	Bristol-Johnson City-Kingsport (Va.-Tenn.)	5,295	271
213	Daytona Beach (Fla.)	5,282	272
281	Salem (Ore.)	5,277	273
241	Lakeland (Fla.)	5,276	274
156	Springfield (Mo.)	5,275	275
267	Parkersburg (W. Va.)	5,249	276
186	Anniston (Ala.)	5,202	277
212	Danville (Va.)	5,194	278
239	Lafayette (La.)	5,147	279
221	Florence-Sheffield-Tuscumbia-Muscle Shoals (Ala.)	5,128	280
170	Waco (Tex.)	5,122	281
298	Wilmington (N. C.)	5,118	282
271	Portsmouth (Ohio)	5,065	283
275	Rapid City (S. D.)	5,049	284
287	Spartanburg (S. C.)	5,025	285
292	Tyler (Tex.)	5,013	286
192	Bellingham (Wash.)	4,972	287
279	Rocky Mount (N. C.)	4,938	288
299	Yakima (Wash.)	4,937	289
185	Alexandria (La.)	4,908	290
264	Owensboro (Ky.)	4,890	291
28	Charleston (S. C.)	4,809	292
234	Joplin (Mo.)	4,760	293
265	Paducah (Ky.)	4,698	294
231	Huntsville (Ala.)	4,612	295
201	Brownsville-Harlingen-McAllen (Tex.)	4,435	296
83	Laredo (Tex.)	4,263	297
290	Texarkana (Ark.-Tex.)	4,211	298
251	Meridian (Miss.)	4,140	299
229	Greenville (Miss.)	3,806	300
	Average Above Metropolitan Areas	6,898	

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many happy RETURNS

from the National Geographic's brand-new readership study!



Punched cards have been zipping busily through the tabulating machines this past month, delivering one of the most comprehensive pictures of National Geographic readers ever assembled. Findings show that The Geographic audience of over 2,300,000 families has become an even more lucrative market for advertisers—which is really saying something!

Hundreds of new, impressive facts are emerging. Here's a preview of just a few from the full story, shortly to be released for advertisers and their agencies throughout the nation:

INCOME—Median family earnings are now $8,702 —*up 20%* from The Geographic's last readership study! Almost 4 out of 10 now make $10,000-or-more a year.

HOME OWNERSHIP—It stands at 82.4%, and the median value of homes owned is now $17,938.

AUTOMOBILES—Car ownership has risen to 95.1%, with 41.6% of these families now owning two or more cars. Furthermore, 51.3% say they plan to buy an automobile in the next two years.

EDUCATION—More than 6 out of every 10 have gone to college—and, of these, more than a third continued with post-graduate studies.

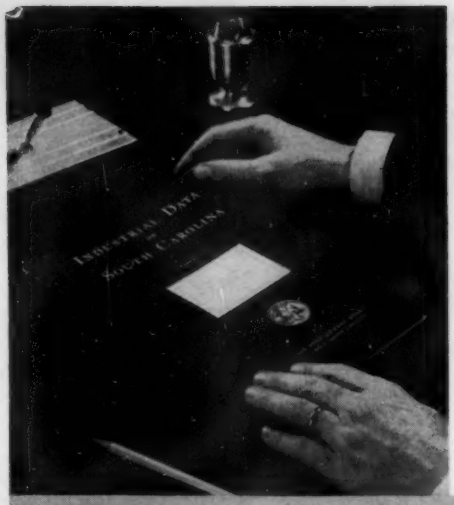
As in previous surveys, this study shows that nearly 9 out of 10 member-subscribers regularly read the advertising pages—with a high proportion reporting themselves induced to various direct action because of this. There's much, much more, of course. The complete results will be issued shortly. Watch for them.

THE NATIONAL GEOGRAPHIC MAGAZINE
Washington 6, D. C.

Summary of Population, Income Data by States and Sections

SECTIONS and STATES	SM POPULATION ESTIMATES, 1/1/60					EFFECTIVE BUYING INCOME— SM ESTIMATES, 1959						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.							
												Income Breakdown of Households							
												$0-2,499		$2,500-3,999		$4,000-6,999		$7,000-9,999		$10,000&over	
	Total (thousands)	% of U.S.A.	Households (thousands)	Consumer Spending Units (thous.)	Urban Pop. (thousands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Income Per C.S.U.	Cash Income Per Hsld.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.	% Hslds.	% Inc.
NEW ENGLAND																			
Connecticut	2,421.5	1.3582	707.7	817.3	1,876.9	6,098,401	1.8292	2,518	8,617	7,462	7,925	8.7	1.7	11.5	4.7	42.7	29.1	19.6	20.5	17.5	44.0
Maine	917.9	.5137	260.9	309.7	504.5	1,531,398	.4593	1,668	5,870	4,945	5,115	19.3	5.6	22.1	13.6	39.4	40.4	10.7	16.8	8.5	23.6
Massachusetts	5,023.9	2.8117	1,461.7	1,707.8	4,237.2	10,718,539	3.2150	2,134	7,333	6,276	6,654	11.5	2.6	16.6	8.0	40.1	32.3	17.3	21.2	14.5	35.9
New Hampshire	672.5	.3204	188.2	197.3	330.1	1,035,215	.3105	1,806	6,155	5,247	5,448	17.9	4.9	21.7	12.6	37.4	36.4	14.1	21.0	8.9	25.1
Rhode Island	853.2	.4775	249.8	297.9	711.2	1,606,954	.4820	1,883	6,433	5,394	5,732	17.1	4.5	21.9	12.4	37.7	35.5	13.2	19.1	10.1	28.5
Vermont	371.9	.2076	103.5	122.3	150.4	618,689	.1856	1,663	5,978	5,059	5,149	21.5	6.3	23.3	14.7	35.3	37.0	12.4	19.9	7.5	22.1
	10,160.0	5.6881	2,951.8	3,452.3	7,810.3	21,609,196	6.4616	2,127	7,321	6,259	6,623	12.7	2.9	16.8	8.1	40.1	32.5	16.6	20.5	13.8	36.0
MIDDLE ATLANTIC																			
New Jersey	5,918.0	3.3120	1,751.5	1,993.1	4,884.0	13,464,686	4.0389	2,275	7,688	6,756	7,067	11.4	2.5	14.9	6.8	39.4	30.2	17.9	20.9	16.4	39.6
New York	16,726.2	9.3608	5,085.7	5,467.2	13,859.9	37,485,031	11.2439	2,241	7,371	6,856	6,957	10.4	2.2	13.3	6.1	41.5	31.7	18.5	21.5	16.3	38.5
Pennsylvania	11,402.3	6.3813	3,270.4	3,773.7	7,949.6	21,670,856	6.5003	1,901	6,626	5,743	5,959	14.3	3.5	18.4	9.7	40.1	35.4	15.4	20.7	11.8	30.7
	34,046.5	19.0541	10107.6	11234.0	26,693.5	72,620,573	21.7831	2,133	7,185	6,464	6,653	11.8	2.6	15.2	7.3	40.8	32.5	17.4	21.2	14.8	36.4
EAST NORTH CENTRAL																			
Illinois	10,067.6	5.6343	3,107.4	3,412.1	7,646.2	22,724,709	6.8164	2,257	7,313	6,660	6,767	13.7	3.1	16.1	7.8	38.7	31.2	16.7	20.6	14.8	37.3
Indiana	4,674.8	2.6162	1,424.2	1,624.2	2,821.2	8,726,501	2.6176	1,867	6,127	5,373	5,441	18.3	5.0	19.1	11.1	40.0	38.5	13.4	19.7	9.2	25.7
Michigan	8,065.4	4.5138	2,337.1	2,588.6	5,463.4	15,843,746	4.7525	1,964	6,779	6,121	6,201	14.6	3.5	15.8	8.1	39.9	34.1	16.9	22.1	12.8	32.2
Ohio	9,698.6	5.4279	2,898.5	3,340.9	6,735.0	19,384,713	5.8146	1,999	6,688	5,802	6,004	14.8	3.7	16.8	8.9	41.7	36.8	14.8	19.9	11.9	30.7
Wisconsin	3,965.8	2.2195	1,151.4	1,299.2	2,329.4	7,045,638	2.1134	1,777	6,119	5,423	5,450	18.7	5.1	21.1	12.1	37.2	35.9	13.6	20.0	9.4	26.9
	36,472.2	20.4118	10918.6	12265.0	24,995.2	73,725,307	22.1145	2,021	6,752	6,011	6,131	15.3	3.7	17.1	8.9	39.8	34.6	15.5	20.6	12.3	32.2
WEST NORTH CENTRAL																			
Iowa	2,804.1	1.5693	859.8	947.7	1,449.0	4,857,826	1.4571	1,732	5,650	5,126	4,961	22.6	6.6	24.7	15.5	34.5	36.2	9.7	15.5	8.5	26.2
Kansas	2,155.6	1.2064	675.3	736.5	1,272.9	3,873,034	1.1618	1,797	5,735	2,824	5,109	23.4	6.9	25.3	15.9	32.3	33.8	10.1	16.2	8.9	27.2
Minnesota	3,378.8	1.8909	974.3	1,073.2	1,888.4	5,913,691	1.7738	1,750	6,070	5,510	5,412	19.2	5.2	20.4	11.9	37.3	36.2	13.7	20.3	9.4	26.4
Missouri	4,400.1	2.4625	1,373.6	1,559.6	2,854.1	8,068,095	2.4201	1,834	5,895	5,173	5,216	22.9	6.6	21.1	12.8	34.8	35.3	12.2	18.9	9.0	26.4
Nebraska	1,449.4	.8111	443.0	495.6	769.0	2,539,058	.7616	1,752	5,732	5,123	5,003	22.9	6.8	26.9	17.0	32.0	34.1	10.0	16.1	8.2	25.0
North Dakota	634.4	.3550	170.6	190.3	221.1	964,208	.2892	1,520	5,652	5,067	4,801	25.6	8.0	25.4	17.0	28.0	31.3	11.8	20.1	9.2	23.6
South Dakota	690.1	.3862	198.1	219.8	277.4	1,034,300	.3102	1,499	5,221	4,706	4,426	29.5	9.9	25.5	18.3	29.4	35.3	8.1	14.8	7.5	21.7
	15,512.5	8.6814	4,694.7	5,222.7	8,731.9	27,250,210	8.1738	1,757	5,804	5,218	5,124	22.5	6.5	23.1	14.3	34.3	35.2	11.3	17.8	8.8	26.2
SOUTH ATLANTIC																			
Delaware	437.9	.2540	126.9	142.9	255.0	1,049,118	.3147	2,396	8,267	7,342	7,601	11.7	2.3	14.3	6.1	41.5	29.5	16.7	18.2	15.8	43.9
District of Columbia	830.0	.4645	243.5	345.7	830.0	1,986,579	.5959	2,361	8,046	5,668	6,917	6.7	1.5	16.8	8.0	38.0	29.9	19.7	23.7	18.8	36.9
Florida	4,822.9	2.6992	1,448.6	1,669.8	2,989.9	8,282,388	2.4844	1,717	5,718	4,960	5,111	24.2	7.1	23.0	14.4	32.1	33.7	12.0	19.3	8.7	25.5
Georgia	3,871.5	2.1667	1,024.4	1,225.4	2,052.2	5,494,035	1.6480	1,419	5,363	4,483	4,534	30.8	10.2	25.3	17.9	28.2	33.2	8.9	16.1	6.8	22.6
Maryland	3,136.2	1.7551	865.9	970.2	1,993.6	5,955,667	1.7865	1,899	6,878	6,139	6,289	11.4	2.7	14.3	7.1	41.6	34.7	17.8	22.7	14.9	32.8
North Carolina	4,558.2	2.5510	1,115.4	1,337.3	1,771.3	5,884,655	1.7651	1,291	5,276	4,400	4,391	28.7	9.5	24.0	16.8	31.3	36.6	9.8	17.6	6.2	19.5
South Carolina	2,420.2	1.3544	594.9	706.4	947.8	2,781,834	.8345	1,149	4,676	3,938	3,882	39.0	15.0	26.5	21.7	23.3	31.8	6.3	13.2	4.9	18.3
Virginia	4,024.0	2.2520	1,039.5	1,265.9	1,958.8	6,237,413	1.8709	1,550	6,000	4,927	5,148	22.6	6.4	20.9	12.6	33.6	33.9	13.2	20.3	9.7	26.8
West Virginia	1,962.0	1.0980	512.6	581.9	779.4	2,819,724	.8458	1,437	5,501	4,846	4,818	22.4	6.8	22.7	14.7	37.3	40.2	10.4	17.2	7.2	21.1
	26,062.9	14.5859	6,971.6	8,245.8	13,578.0	40,491,413	12.1458	1,554	5,808	4,911	5,045	24.4	7.2	22.0	13.8	32.7	34.2	11.9	18.9	9.0	25.9
EAST SOUTH CENTRAL																			
Alabama	3,209.6	1.7962	838.6	945.1	1,644.2	4,173,790	1.2519	1,300	4,977	4,416	4,292	31.6	10.9	24.5	18.0	29.3	35.8	8.9	16.5	5.7	18.8
Kentucky	3,061.2	1.7132	831.1	931.8	1,297.7	3,990,407	1.1969	1,304	4,801	4,282	4,095	33.6	12.0	26.2	19.9	26.8	34.1	8.1	15.7	5.3	18.3
Mississippi	2,130.0	1.1921	555.7	624.5	760.6	2,266,763	.6800	1,064	4,079	3,630	3,278	48.9	22.7	28.0	27.6	15.6	25.8	4.6	11.6	2.9	12.3
Tennessee	3,574.0	2.0002	962.9	1,088.1	1,701.2	4,830,982	1.4491	1,352	5,017	4,440	4,316	31.9	11.0	26.3	19.3	27.4	33.7	8.4	15.7	6.0	20.3
	11,974.8	6.7017	3,188.3	3,589.5	5,403.7	15,261,942	4.5779	1,275	4,787	4,252	4,071	35.2	12.9	26.1	20.3	25.7	33.1	7.8	15.4	5.2	18.3
WEST SOUTH CENTRAL																			
Arkansas	1,737.9	.9726	482.1	525.2	754.0	2,123,637	.6370	1,222	4,405	4,043	3,720	42.1	17.4	26.9	23.6	21.5	31.6	5.8	13.1	3.7	14.3
Louisiana	3,146.8	1.7611	855.8	949.9	1,810.8	4,566,380	1.3698	1,451	5,336	4,807	4,736	28.7	8.9	23.1	15.3	30.2	33.5	10.2	17.3	7.8	25.0
Oklahoma	2,290.1	1.2816	679.7	747.5	1,424.2	3,624,579	1.0872	1,595	5,373	4,885	4,699	28.6	9.1	24.4	16.5	30.0	33.9	9.7	16.7	7.3	23.8
Texas	9,812.1	5.4914	2,790.8	3,191.4	7,252.5	15,712,535	4.7131	1,601	5,630	4,923	4,976	25.1	7.3	22.1	13.7	33.1	34.1	10.4	16.4	9.3	28.5
	16,986.9	9.5067	4,808.4	5,414.0	11,241.5	26,027,131	7.8071	1,532	5,413	4,807	4,769	27.9	8.6	23.1	15.1	31.0	33.8	9.8	16.3	8.2	26.2
MOUNTAIN																			
Arizona	1,261.0	.7057	357.2	406.0	988.1	2,110,529	.6331	1,674	5,909	5,198	5,346	22.5	6.2	20.0	11.7	35.2	34.7	12.2	18.3	10.1	29.1
Colorado	1,720.8	.9631	514.6	581.5	1,169.4	3,257,509	.9771	1,893	6,330	5,602	5,703	20.3	5.4	20.0	11.3	35.9	34.2	12.8	18.5	11.0	30.6
Idaho	646.3	.3617	185.6	198.3	292.4	1,045,618	.3136	1,618	5,634	5,273	5,024	22.0	6.3	21.0	12.8	36.9	38.0	11.3	17.6	8.8	25.3
Montana	687.5	.3848	213.9	228.0	332.4	1,193,714	.3580	1,736	5,581	5,236	5,037	22.8	6.5	21.5	13.2	35.7	36.4	10.8	16.8	9.2	27.1
Nevada	284.3	.1591	89.6	114.6	165.8	634,389	.1903	2,231	7,080	5,536	6,154	15.4	3.8	20.0	10.5	35.7	31.3	17.1	23.0	11.8	31.4
New Mexico	949.9	.5283	245.9	286.3	578.1	1,495,981	.4487	1,585	6,084	5,225	5,359	23.3	6.5	24.6	14.8	30.4	30.3	11.5	17.7	10.2	30.7
Utah	888.6	.4973	243.5	258.3	562.3	1,457,165	.4371	1,640	5,984	5,641	5,484	17.7	4.9	21.5	12.6	37.8	36.8	14.4	21.5	8.6	24.2
Wyoming	327.4	.1832	96.3	114.9	181.4	607,562	.1823	1,856	6,309	5,288	5,552	18.1	5.0	19.4	11.3	35.7	34.7	15.2	22.6	11.6	26.4
	6,759.8	3.7832	1,946.6	2,187.9	4,269.9	11,802,467	3.5402	1,746	6,063	5,394	5,441	20.8	5.7	21.0	12.3	35.4	34.8	12.7	18.9	10.1	28.5
PACIFIC																			
Alaska	220.7	.1235	47.2	100.7	73.0	500,398	.1501	2,267	10,601	4,603	6,228	15.3	3.6	15.2	7.6	34.1	28.5	17.0	21.6	18.4	38.7
California	15,142.1	8.4743	4,902.1	5,569.1	12,171.3	34,089,178	10.2194	2,250	6,950	6,118	6,384	15.5	3.6	17.0	8.5	36.3	30.5	17.3	22.2	13.9	35.2
Hawaii	632.2	.3690	158.5	217.7	430.6	1,146,440	.3438	1,739	7,233	5,266	6,118	18.0	4.4	19.0	9.8	32.4	28.2	16.8	22.2	13.8	35.4
Oregon	1,815.5	1.0161	588.5	623.2	961.3	3,291,112	.9872	1,813	5,592	5,281	5,113	22.3	6.6	22.6	14.2	32.1	33.5	13.5	21.7	9.5	24.0
Washington	2,869.9	1.6062	927.1	1,050.7	1,711.5	5,585,926	1.6755	1,946	6,025	5,316	5,401	20.9	5.7	20.5	11.9	36.0	35.0	12.8	19.0	9.8	28.4
	20,707.4	11.5891	6,623.4	7,569.4	15,337.7	44,593,046	13.3760	2,153	6,733	5,891	6,126	16.9	4.1	18.0	9.4	35.8	31.2	16.3	21.8	13.0	33.5
TOTAL U. S. A.	178683.0	100	52211.9	59180.3	118081.7	333381.295	100	1,866	6,385	5,633	5,747	19.1	5.0	19.3	10.6	36.2	33.5	14.1	19.8	11.3	31.1

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South Carolina offers new Plant Site Digest Plan

SOUTH CAROLINA'S Plant Site Digest Plan provides in complete confidence an instant panoramic view of the State as a whole and its resources *in terms of the specific needs of a specific industrialist*. With this Digest, the industrialist can at once appraise over-all advantages or disadvantages and then determine his needs for a study in depth by the State Development Board and/or his own engineers.





The Digest first details the GENERAL PICTURE

How South Carolinians Live: Despite the same wage rate, the State has a much higher standard of living. Accelerated building progress has given the State excellent housing projects, additional number of schools, hospitals and churches.

Diversity of Industries in South Carolina: A series of pertinent reprints, specific to the industrialist seeking facts on South Carolina, detail experiences of manufacturers who have moved to South Carolina, their findings on worker pools, worker skills, worker attitude, and the 99 per cent native-born worker composition.

South Carolina—Its Cultural and Recreational Aspects: The mountains and the Atlantic are a few hours apart. Fishing, swimming, hunting, polo, colleges, churches, little theatre groups promote ample recreational and cultural variety to newcomers and natives.

The Digest then details the PICTURE IN PARTICULAR for your specific industry

Power, Water, Transportation Facilities (air, rail, truck and ship) as related to plant sites available and specific schedule of costs.

Mineral and other Basic Resources are measured in specific terms of the inquirer's need.

Market Potential: Immediate market statistics of interest to the particular industry seeking plant location in South Carolina.

South Carolina—Its Climate and the economics of that climate in terms of a given industry.

Wage Scales, Taxes, the stability of government's cooperation policy in specific industries for the specific inquirer.

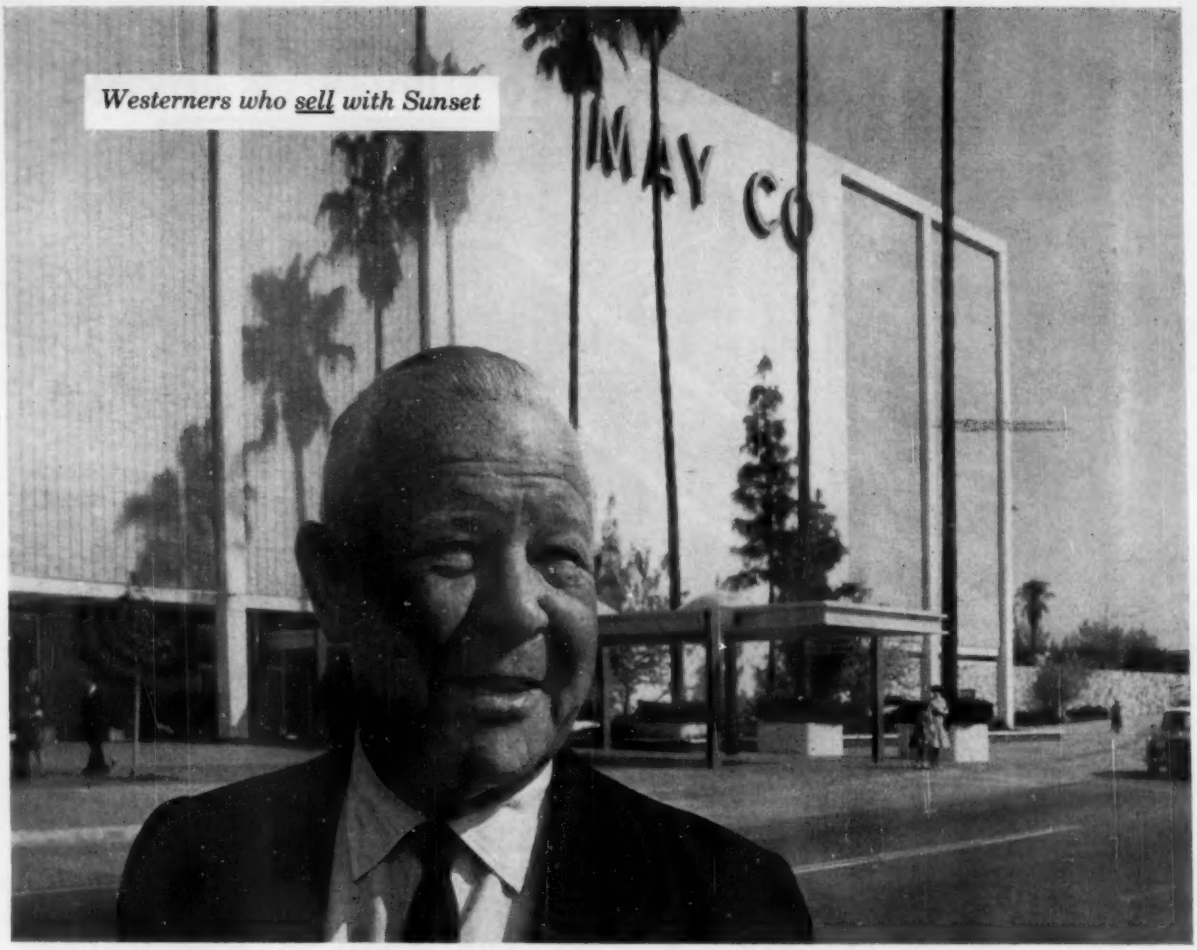
SPACE does not permit all the indices provided by South Carolina's New Plant Site Digest Plan. Suffice it to say, it offers in full confidence basic measurements with which the industrial business, service or manufacturer can determine his continued interest.

For further information on South Carolina's New Plant Site Digest . . . write or phone POplar 5-2912, W. W. Harper, Director, State Development Board, Box 927, Columbia, S. C.

Summary of Retail Sales Data by States and Sections

SECTIONS AND STATES	RETAIL SALES—SM ESTIMATES, 1959														
				SALES & ADVERTISING CONTROLS			NINE STORE GROUPS (add 000)								
	Total Retail Sales Dollars (add 000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House Appl.	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drugs
NEW ENGLAND															
Connecticut	3,321,580	1.5362	4,693	1.6485	121	113	940,206	232,555	371,018	226,546	179,414	532,257	205,134	206,070	115,267
Maine	1,094,052	.5060	4,193	.4842	94	99	294,229	47,036	131,486	61,629	35,969	198,906	77,247	65,188	27,949
Massachusetts	6,709,455	3.1031	4,590	3.1008	110	110	1,636,562	535,665	980,129	468,149	295,888	949,730	352,607	340,889	224,796
New Hampshire	763,566	.3532	4,540	.3253	102	110	204,943	39,918	66,346	47,440	28,222	134,193	51,356	46,356	20,945
Rhode Island	1,000,480	.4627	4,005	.4753	100	97	241,057	72,174	133,173	75,442	45,188	151,163	59,270	59,227	37,578
Vermont	475,928	.2201	4,598	.2083	96	106	116,979	20,604	53,427	21,025	17,248	80,484	32,181	34,314	10,385
	13,365,060	6.1813	4,528	6.2324	110	109	3,335,967	947,952	1,737,573	900,231	601,929	2,055,733	777,795	752,044	436,920
MIDDLE ATLANTIC															
New Jersey	7,844,011	3.6277	4,478	3.7701	114	110	1,957,014	698,128	911,642	592,784	460,392	1,187,432	470,353	441,140	215,797
New York	22,034,324	10.1907	4,333	10.5513	113	109	5,542,500	2,275,604	2,947,059	2,051,675	1,177,617	2,717,700	964,245	978,386	645,663
Pennsylvania	13,155,880	6.0845	4,023	6.3517	100	95	3,196,286	999,384	2,080,371	851,021	649,127	2,177,418	766,244	716,060	398,809
	43,034,215	19.9029	4,258	20.6731	108	104	10,695,800	3,963,116	5,939,072	3,495,480	2,287,136	6,082,550	2,220,842	2,135,586	1,260,269
EAST NORTH CENTRAL															
Illinois	13,732,109	6.3510	4,419	6.4404	114	113	2,974,265	1,139,383	2,295,372	880,399	653,893	2,071,972	873,989	986,783	468,764
Indiana	5,577,998	2.5797	3,917	2.6059	100	99	1,238,098	385,977	722,956	278,017	262,762	996,857	443,868	486,071	202,989
Michigan	9,743,367	4.5062	4,169	4.6309	103	100	2,403,091	673,777	1,232,140	530,028	491,075	1,845,721	756,228	744,606	394,007
Ohio	11,994,436	5.5473	4,138	5.6571	104	102	2,924,286	930,082	1,713,764	592,440	579,150	2,065,458	877,650	888,147	400,289
Wisconsin	4,786,593	2.2138	4,157	2.1647	98	100	1,075,762	449,179	608,524	251,998	222,637	817,434	328,940	472,538	138,280
	45,834,503	21.1980	4,198	21.4990	105	104	10,615,502	3,578,398	6,572,756	2,532,772	2,209,517	7,797,242	3,280,675	3,578,147	1,604,329
WEST NORTH CENTRAL															
Iowa	3,591,889	1.6612	4,178	1.5407	98	106	718,885	212,177	354,497	179,276	159,220	629,711	287,031	256,360	103,412
Kansas	2,603,516	1.2041	3,855	1.1835	98	100	575,252	131,849	247,584	119,080	120,401	547,022	234,045	226,386	91,058
Minnesota	4,194,815	1.9400	4,305	1.8471	98	103	857,643	298,289	637,087	206,894	176,672	699,136	298,265	528,932	132,245
Missouri	5,513,252	2.5498	4,014	2.4675	100	104	1,165,331	353,352	915,504	304,658	241,804	923,109	409,373	447,341	212,524
Nebraska	1,839,472	.8506	4,152	.7983	98	105	353,243	122,914	197,609	85,248	84,193	341,070	153,720	281,165	56,050
North Dakota	800,499	.3702	4,692	.3267	92	104	128,874	53,878	69,726	40,779	31,125	159,405	58,261	184,500	23,248
South Dakota	826,044	.3820	4,170	.3470	90	99	154,261	49,639	75,688	36,823	29,731	154,817	69,299	159,541	27,505
	19,369,487	8.9581	4,126	8.5108	98	103	3,953,489	1,222,298	2,497,703	972,758	843,148	3,454,270	1,509,994	2,484,225	646,042
SOUTH ATLANTIC															
Delaware	639,209	.2956	5,037	.2950	120	121	134,045	36,782	78,153	35,581	33,067	106,340	43,855	38,925	19,415
District of Columbia	1,411,414	.6527	5,795	.5868	126	141	244,640	133,454	228,926	126,975	96,191	* 215,801	67,905	36,631	65,586
Florida	6,625,213	3.0641	4,574	2.7012	100	114	1,479,974	511,520	749,706	413,509	368,968	1,340,968	479,723	477,705	244,366
Georgia	3,848,439	1.7799	3,757	1.7914	83	82	949,258	174,205	612,055	227,486	185,546	719,006	312,588	283,848	125,432
Maryland	3,542,261	1.6383	4,091	1.7358	99	93	914,220	295,155	527,189	192,123	147,929	562,810	241,059	196,988	146,615
North Carolina	4,253,514	1.9672	3,813	1.9829	78	77	926,014	180,606	648,440	252,554	214,588	801,644	340,350	333,421	134,225
South Carolina	1,960,080	.8603	3,127	.9482	70	64	451,675	79,946	242,692	106,735	94,202	358,445	161,893	143,382	62,014
Virginia	4,011,646	1.8553	3,959	1.9424	86	82	953,599	238,063	565,935	218,784	193,212	736,749	324,852	237,894	148,509
West Virginia	1,661,754	.7686	3,242	.8731	80	70	417,751	90,986	273,275	98,326	85,738	288,235	125,727	94,973	53,154
	27,853,550	12.8820	3,995	12.8548	88	88	6,371,176	1,740,717	3,926,371	1,672,076	1,419,441	5,139,998	2,097,932	1,843,767	999,316
EAST SOUTH CENTRAL															
Alabama	2,801,104	1.2955	3,340	1.3738	76	72	662,409	125,200	394,178	182,026	151,497	533,200	213,045	202,697	95,044
Kentucky	2,732,972	1.2640	3,298	1.3203	77	74	699,558	173,731	337,509	152,186	126,127	507,267	202,121	223,181	100,395
Mississippi	1,620,929	.7496	2,917	.8033	67	63	368,606	64,237	203,181	101,930	69,255	325,360	137,196	143,710	58,485
Tennessee	3,477,757	1.6086	3,612	1.6072	80	80	821,175	163,249	548,256	182,475	168,782	679,000	281,464	251,478	115,850
	10,632,762	4.9178	3,335	5.1046	76	73	2,511,750	526,417	1,483,124	618,617	517,661	2,044,827	833,826	821,066	389,774
WEST SOUTH CENTRAL															
Arkansas	1,681,044	.7775	3,487	.7463	77	80	374,385	74,145	189,994	85,700	71,676	347,153	132,545	168,728	52,744
Louisiana	3,171,856	1.4668	3,706	1.4771	84	83	748,086	222,814	448,648	210,940	162,926	575,172	235,614	244,971	112,359
Oklahoma	2,510,208	1.1608	3,693	1.1482	90	91	584,309	147,027	299,551	135,762	119,965	515,698	217,641	238,102	93,754
Texas	11,456,306	5.2984	4,105	5.0443	92	96	2,600,252	608,477	1,471,070	643,170	514,414	2,360,668	910,873	909,168	402,675
	18,819,114	8.7036	3,914	8.4159	89	92	4,307,032	1,052,463	2,409,263	1,075,572	868,981	3,798,691	1,496,673	1,560,969	661,532
MOUNTAIN															
Arizona	1,581,133	.7313	4,426	.6771	96	104	353,369	131,530	171,166	85,370	86,814	317,786	145,389	121,582	63,336
Colorado	2,278,356	1.0537	4,427	.9973	104	109	469,870	160,544	340,297	98,103	109,118	451,503	176,764	215,481	96,842
Idaho	879,287	.4066	4,738	.3511	97	112	177,180	57,141	98,117	30,111	38,947	188,801	70,185	115,305	30,549
Montana	898,002	.4153	4,198	.3805	99	108	190,331	82,824	82,897	43,714	33,407	182,987	71,319	118,317	27,859
Nevada	455,653	.2107	5,085	.1902	120	132	101,138	43,880	44,720	29,306	19,451	82,587	51,877	22,109	24,768
New Mexico	1,065,227	.4926	4,332	.4778	90	93	222,357	76,684	114,010	55,347	49,521	232,381	104,265	84,638	35,918
Utah	1,005,031	.4649	4,127	.4574	92	93	215,595	58,986	144,046	43,248	51,004	198,783	90,564	82,593	43,231
Wyoming	446,274	.2064	4,634	.1897	104	113	89,197	35,806	37,952	20,712	19,629	88,976	48,304	49,795	17,435
	8,608,963	3.9815	4,423	3.7211	98	105	1,819,037	647,395	1,033,115	405,911	407,891	1,743,804	758,867	809,820	339,931
PACIFIC															
Alaska	213,749	.0988	4,529	.1294	105	80	48,142	29,566	32,705	10,181	9,473	29,121	12,440	10,705	9,266
California	21,906,853	10.1317	4,469	9.8441	116	120	5,123,092	1,826,732	2,751,539	1,256,031	1,305,303	3,795,743	1,705,518	1,341,239	801,475
Hawaii	579,058	.2678	3,656	.3260	88	73	166,073	72,297	81,077	37,391	29,505	86,656	42,155	8,070	16,994
Oregon	2,322,118	1.0739	3,946	1.0190	100	106	557,721	160,175	303,107	97,334	100,255	459,695	180,659	189,893	69,799
Washington	3,681,805	1.7028	3,971	1.6698	104	106	895,080	263,956	560,773	156,300	175,155	581,485	258,391	266,092	129,664
	28,703,583	13.2750	4,334	12.9883	112	115	6,790,108	2,352,726	3,729,201	1,557,237	1,619,691	4,952,700	2,199,163	1,795,999	1,027,168
TOTAL U.S.A.	216,221,217	100	4,141	100.0000	100	100	50,399,861	16,031,482	29,328,178	13,230,634	10,775,393	37,049,815	15,175,572	15,781,623	7,345,288

© SM, 1960.



MR. BRUNMARK KEEPS A WEATHER-EYE ON WESTERN MARKETING

(with Sunset a barometer)

When Walter J. Brunmark calls Sunset Magazine "a positive plus to all retailers," he speaks from first-hand experience. As vice president of The May Company, he directs the policies of seven May Company stores in Southern California, one of which, in downtown Los Angeles, is the largest single department store unit in the West.

Mr. Brunmark and his merchandise managers look upon Sunset as a kind of market barometer. Because Sunset both *mirrors* and *influences* the trends in Western Living, they study Sunset editorials and advertising as a guide to retail planning.

Inside their stores, Mr. Brunmark and his managers see constant evidence that Westerners take action because of the ideas and advertising in Sunset Magazine. This is why they encourage their own suppliers to advertise in Sunset. "For consumer goods," says Mr. Brunmark, "it is definitely the *best magazine in the West*."

The May Company and Sunset have the same philosophy of catering to *local* interests. Each May Company store has its own merchandising themes, keyed to local needs and tastes. Sunset, in turn, serves the West and Hawaii with three separate zone editions, changing editorial content as much as 30% to suit local conditions.

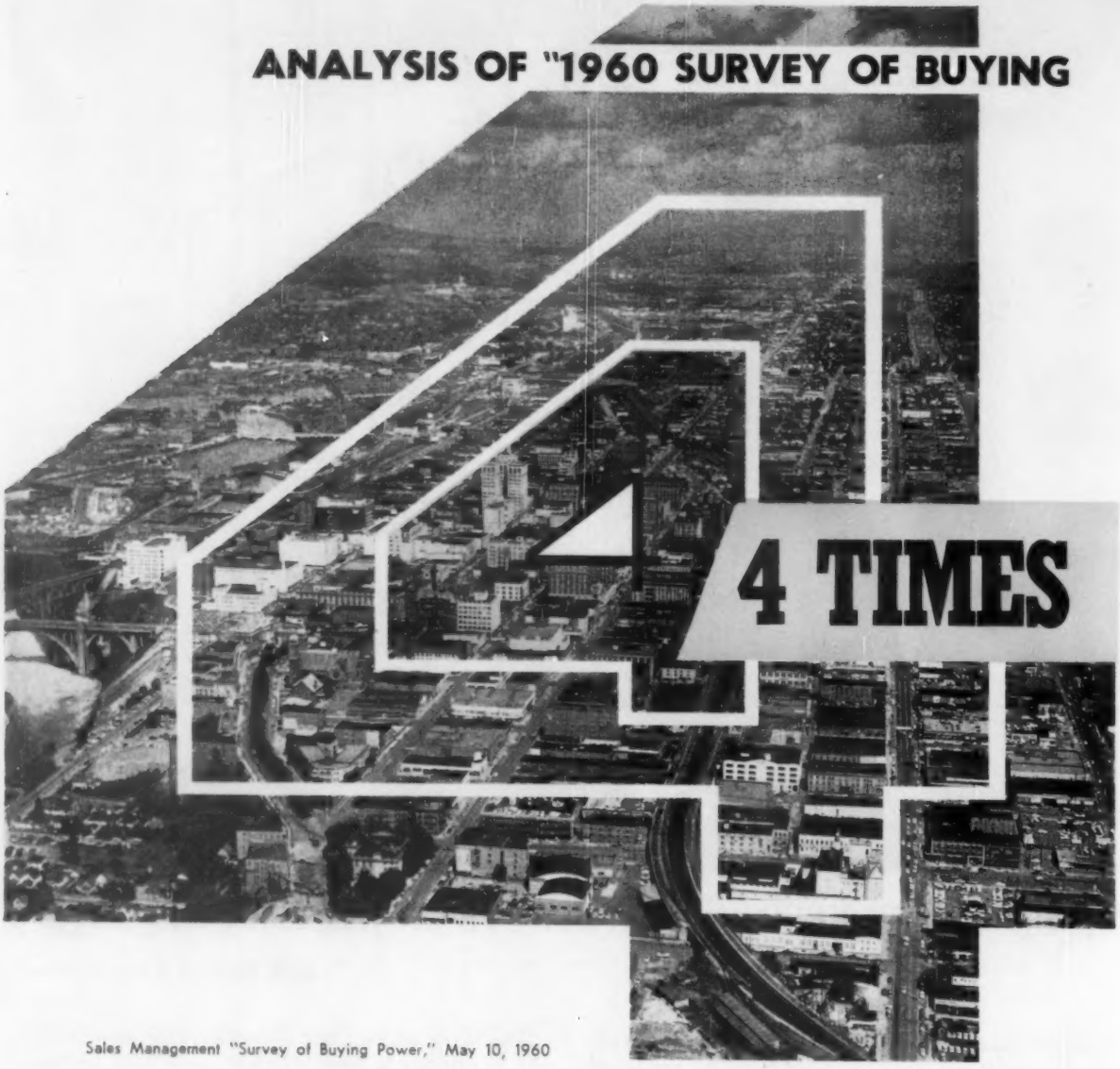
Since 1932, The May Company has enrolled nearly 90,000 of its charge account customers as loyal Sunset subscribers. This same pattern of cooperation with Sunset takes place at 82 leading department stores and branches in Southern California and the West.

The "positive plus" which Mr. Brunmark ascribes to Sunset derives from several factors: Sunset's *closer relationship* with its readers, its *greater usefulness* to Western families, the *longer life* and *higher readership* it gives to advertising. It adds up to a "Total Impact" which no other medium can give you in the Western market.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

ANALYSIS OF "1960 SURVEY OF BUYING



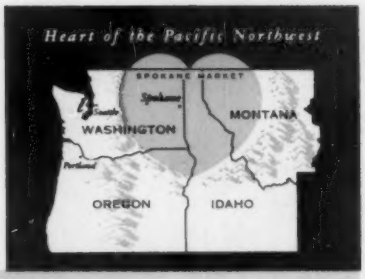
Sales Management "Survey of Buying Power," May 10, 1960

	POPULATION	HOUSEHOLDS	NET EFFECTIVE INCOME	RETAIL SALES	FOOD	GENERAL MERCHANDISE
Total Spokane Market	1,159,200	360,400	$2,118,727,000	$1,428,990,000	$325,630,000	$174,852,000
Retail Trading Zone	685,400	212,800	$1,315,099,000	$ 847,233,000	$188,962,000	$116,594,000
Metropolitan Spokane	291,100	95,100	$ 578,498,000	$ 379,688,000	$ 85,839,000	$ 72,334,000

	APPAREL	HOUSEHOLD-FURNISHINGS-APPLIANCES	AUTOMOTIVE	GAS STATIONS	LUMBER BUILDING-HARDWARE	DRUGS
Total Spokane Market	$56,250,000	$59,986,000	$262,001,000	$ 110,381,000	$154,155,000	$ 52,954,000
Retail Trading Zone	$32,780,000	$33,798,000	$155,522,000	$ 61,850,000	$ 90,442,000	$ 31,874,000
Metropolitan Spokane	$17,364,000	$17,635,000	$ 70,533,000	$ 23,077,000	$ 23,060,000	$ 13,748,000

POWER" MARKET DATA SHOWS:

THE *Spokane Market* IS



AS BIG AS IT LOOKS!

Here's a market where your product is most likely to score sales success . . . the billion dollar Spokane Market. Take a good look at it! Analysis of data from this issue of the *Survey of Buying Power*, again shows that the Spokane Market is 4 times as big as its metropolitan area in population, income and retail sales. And this is important to you!

Because if you are responsible for sifting through stacks of market data to select a market, you'll find it helpful — *and profitable* — to know that the Spokane Market is ONE BIG EXCEPTION to the metropolitan area concept of market analysis. Surrounded on all sides by giant mountain ranges — *completely cut off from outside advertising influence* — it is an isolated and independent marketing unit, with more population than any but the top 14 metro areas. Spokane is the only standard metropolitan area serving this huge marketing area, and it's 300 miles or more from cities of comparable size.

A thoroughly integrated, homogeneous marketing package, this big responsive sales area *cannot* be measured by the size of its metro area alone . . . but it *can* be sold easily and effectively with just one "Newspaper-Buy" — The Spokesman-Review and Spokane Daily Chronicle. Together, these two big daily newspapers sell . . .

approximately 5 out of 10 families in the FULL 36-county market
7 out of 10 families throughout the Retail Trading Zone
more than 9 out of 10 families in the Metropolitan Area

9 OUT OF 10 SUBSCRIBERS DELIVERED AT HOME — 86.41% UN-duplicated

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Advertising Representatives: Cresmer & Woodward, Inc. Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

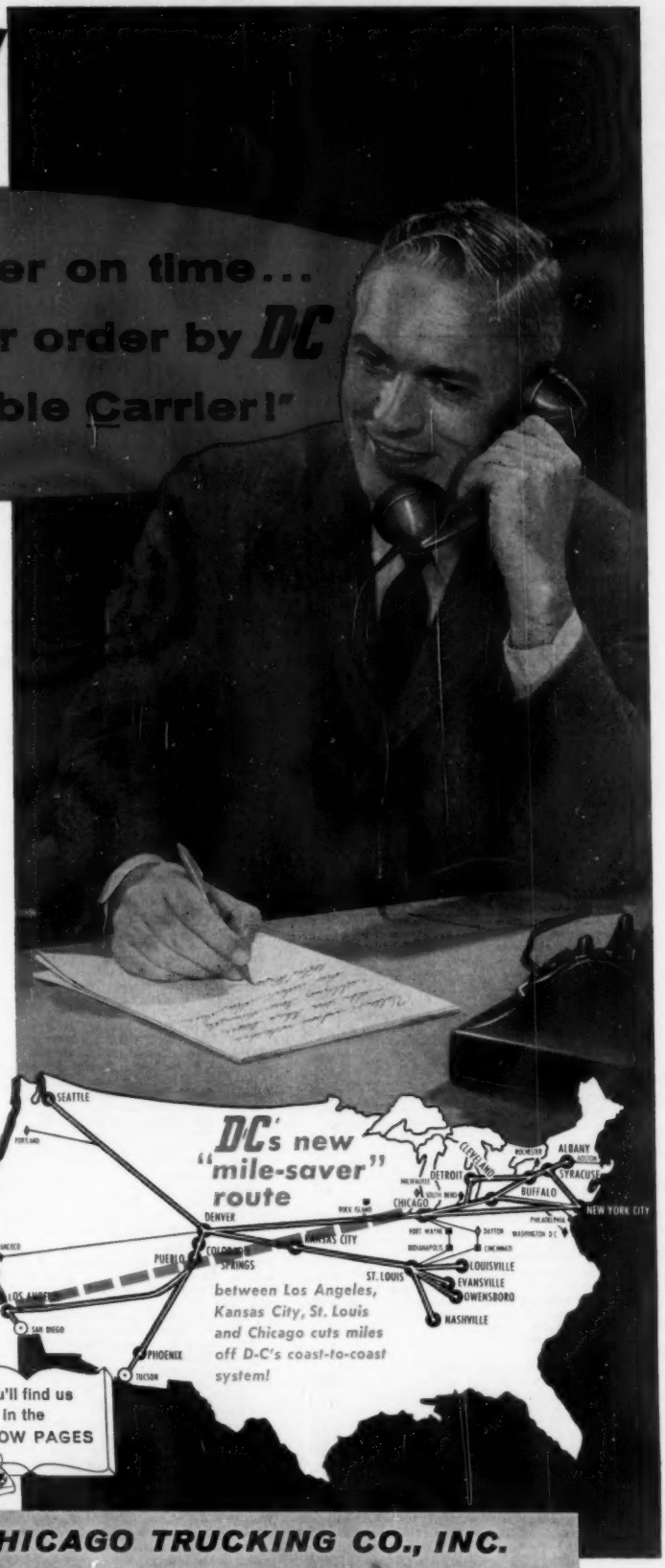
Per Capita and Per Household Sales by States and Sections

SECTIONS AND STATES	PER CAPITA SALES, SM ESTIMATES—1959										PER HOUSEHOLD SALES, SM ESTIMATES—1959									
		NINE STORE GROUPS										NINE STORE GROUPS								
	Total Retail Sales	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Appl.	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drug	Total Retail Sales	Food	Eating & Drink. Places	General Mdse.	Apparel	Furn.-House-Appl.	Automotive	Gas Stations	Lumber-Bldg.-Hdwre.	Drug
NEW ENGLAND																				
Connecticut	1,372	347	96	153	94	74	220	85	85	43	4,693	1,187	329	524	320	254	752	290	291	163
Maine	1,192	321	51	143	67	39	217	84	71	30	4,193	1,128	180	504	236	138	762	296	250	107
Massachusetts	1,336	326	107	195	93	59	188	70	68	45	4,590	1,120	366	671	320	202	650	241	233	154
New Hampshire	1,334	356	70	119	83	49	234	90	81	37	4,540	1,218	237	406	282	168	798	305	276	125
Rhode Island	1,173	283	85	156	86	53	177	69	69	44	4,005	965	289	533	302	181	605	237	237	150
Vermont	1,283	321	56	144	87	46	241	87	92	28	4,598	1,149	199	516	203	167	865	311	332	100
	1,315	328	93	171	89	59	202	77	74	43	4,523	1,130	321	589	306	204	698	263	255	148
MIDDLE ATLANTIC																				
New Jersey	1,325	331	118	154	100	78	197	79	75	36	4,478	1,117	399	520	338	263	667	269	252	123
New York	1,317	331	136	178	123	70	182	59	58	39	4,333	1,090	447	579	403	231	534	194	192	127
Pennsylvania	1,154	280	87	162	75	57	191	67	63	35	4,023	977	303	636	260	198	666	234	219	122
	1,264	314	116	174	103	67	178	65	63	37	4,258	1,068	392	588	346	226	600	220	211	125
EAST NORTH CENTRAL																				
Illinois	1,364	295	113	228	87	65	206	87	98	47	4,419	957	387	739	283	210	667	281	318	151
Indiana	1,193	265	83	155	59	56	213	95	104	43	3,917	869	271	508	195	184	700	312	341	143
Michigan	1,206	298	84	153	68	61	229	94	92	49	4,169	1,028	288	527	227	210	790	324	319	169
Ohio	1,237	302	96	177	61	60	213	90	92	41	4,138	1,008	321	591	204	200	713	303	306	138
Wisconsin	1,207	271	113	153	84	58	206	83	119	35	4,157	934	390	529	219	193	710	286	410	120
	1,257	291	98	180	69	61	214	90	98	44	4,198	972	328	602	232	202	714	300	328	147
WEST NORTH CENTRAL																				
Iowa	1,281	256	78	126	64	57	225	102	198	37	4,178	836	247	412	209	185	732	334	647	120
Kansas	1,208	267	61	115	55	56	254	109	151	42	3,855	852	195	367	176	178	810	347	483	135
Minnesota	1,242	254	88	189	61	52	207	88	157	39	4,305	880	306	654	212	181	718	306	543	136
Missouri	1,253	285	80	208	69	58	210	93	102	46	4,014	848	257	666	222	176	672	298	326	155
Nebraska	1,269	244	85	136	59	59	235	106	194	39	4,152	797	277	446	192	190	770	347	635	127
North Dakota	1,282	203	85	110	64	49	251	92	291	37	4,692	755	316	409	239	182	934	342	1,081	136
South Dakota	1,197	224	72	110	53	43	224	100	231	40	4,170	779	252	382	186	150	782	350	805	139
	1,249	255	79	161	63	54	223	97	166	42	4,126	842	260	532	207	180	736	322	529	138
SOUTH ATLANTIC																				
Delaware	1,460	306	84	178	91	76	243	100	89	44	5,037	1,056	290	616	280	261	838	346	307	153
District of Columbia	1,700	295	161	276	153	116	260	92	44	79	5,796	1,005	548	940	521	395	886	279	150	269
Florida	1,374	307	106	155	88	77	278	99	99	51	4,574	1,022	353	518	285	254	926	331	330	169
Georgia	994	219	45	158	59	48	186	81	73	32	3,757	829	170	597	222	181	702	305	277	122
Maryland	1,129	272	94	168	61	47	179	77	83	47	4,091	1,056	341	609	222	171	650	278	227	169
North Carolina	933	203	40	142	55	47	176	75	73	29	3,813	830	162	581	226	192	719	305	299	120
South Carolina	769	187	33	100	44	38	148	67	59	26	3,127	759	134	408	179	158	603	272	241	104
Virginia	997	237	59	141	54	48	183	81	59	37	3,859	917	229	544	210	186	709	313	229	143
West Virginia	847	213	46	139	50	44	182	84	48	27	3,242	815	177	533	192	167	582	245	185	241
	1,069	244	87	151	64	54	197	80	71	38	3,995	914	250	563	240	204	737	301	264	143
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Alabama	873	206	39	123	57	47	166	86	63	30	3,340	790	149	470	217	181	636	254	242	113
Kentucky	983	215	57	110	50	42	166	66	73	33	3,288	794	209	406	183	154	610	243	269	121
Mississippi	761	173	30	95	48	33	153	64	67	27	2,917	663	116	366	183	125	585	247	259	105
Tennessee	973	230	46	153	51	47	190	79	70	32	3,612	853	170	589	190	175	705	292	261	120
	888	210	44	124	52	43	171	76	68	31	3,335	788	165	485	194	162	641	262	258	116
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Arkansas	867	215	43	109	49	41	200	76	97	30	3,487	777	154	394	178	149	720	275	350	109
Louisiana	1,008	238	71	143	67	52	183	75	75	36	3,706	874	280	524	246	190	672	275	286	131
Oklahoma	1,096	255	64	131	59	52	225	95	104	41	3,693	880	216	441	200	178	759	320	350	138
Texas	1,168	265	62	150	66	52	241	93	93	41	4,105	932	218	527	230	184	846	326	328	144
	1,108	254	62	142	63	51	224	88	92	39	3,914	896	219	501	224	181	790	311	325	138
MOUNTAIN																				
Arizona	1,254	280	104	138	68	69	252	115	96	50	4,426	989	368	479	239	243	890	407	340	177
Colorado	1,324	273	93	198	67	63	262	103	125	56	4,427	913	312	661	191	212	877	343	419	188
Idaho	1,360	274	88	152	47	60	292	109	178	47	4,738	955	308	529	162	210	1,017	378	621	165
Montana	1,306	277	120	121	64	49	266	104	172	41	4,198	890	387	388	204	156	855	333	553	130
Nevada	1,602	356	154	157	103	68	290	182	78	57	5,085	1,129	490	498	327	217	922	579	247	276
New Mexico	1,129	236	81	121	59	52	246	110	90	38	4,332	904	312	464	225	201	945	424	344	146
Utah	1,131	243	66	162	49	57	224	102	93	49	4,127	885	242	592	178	209	816	372	339	178
Wyoming	1,363	272	109	116	63	60	272	148	152	53	4,634	926	372	394	215	204	924	502	517	181
	1,274	269	96	153	60	60	258	112	120	50	4,423	934	333	531	209	210	896	390	416	175
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Alaska	969	218	134	148	46	43	132	56	49	42	3,946	1,020	626	693	216	201	617	264	227	196
California	1,447	338	121	182	83	86	251	113	88	53	4,529	1,045	373	561	256	266	774	346	274	163
Hawaii	1,000	267	125	140	65	61	150	73	14	29	3,971	1,049	456	512	236	166	547	266	50	107
Oregon	1,279	307	88	167	84	55	253	100	94	38	4,469	948	272	515	165	170	761	307	289	119
Washington	1,283	312	92	195	84	61	203	90	93	46	3,656	965	285	605	169	189	627	279	287	140
	1,386	328	114	180	75	78	239	106	87	50	4,334	1,025	355	563	235	245	748	332	271	155
AVERAGE U. S. A.	1,210	282	90	164	74	60	207	85	86	41	4,141	985	307	562	253	206	710	291	302	141

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Market and Media Data Available

Additional information about these newspapers and stations advertising in the Survey may be obtained from the following firms of representatives.

THE ALLEN-KLAPP CO.
Anderson Bulletin-Herald, Cedar Rapids Gazette, Dubuque Telegraph Herald, Ft. Wayne Journal-Gazette & News-Sentinel, The Iowa Three, Moline Dispatch, Racine Journal-Times, Rock Island Argus, Waterloo Courier.

ALLIN ASSOCIATES
New York Herald Tribune, Washington Post & Times Herald.

ARKANSAS DAILIES, INC.
Fort Smith Times Record.

BOGNER & MARTIN
The Bayonne Times.

BOOTH NEWSPAPERS, INC.
Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle, Saginaw News, Tarentum News.

BOTTINELLI-KIMBALL, INC.
Beaver County (Pa.) Times, Bristol (Pa.) Daily Courier, Levittown Times, New Kensington Dispatch, Torentum News.

THE BRANHAM CO.
Arkansas Democrat, Augusta (Ga.) Chronicle-Herald, Beaumont Enterprise & Journal, Columbia State-Record, Columbus (Ga.) Ledger & Enquirer, The Georgia Group, Louisville Courier-Journal & Times, Macon News & Telegraph, Monroe News-Star & World, Nashville Tennessean & Banner, Orlando Sentinel-Star, Raleigh News & Observer-Times, St. Petersburg Times, Shreveport Journal & Times, Tulsa World & Tribune, Wilmington (N.C.) Star-News.

THE JOHN BUDD CO.
Alexandria Town Talk, Arkansas Gazette, Baton Rouge State Times & Advocate, Charleston (S.C.) Post, News & Courier, Florence Times, Mobile Press Register, Norfolk Ledger-Dispatch & Star Virginian Pilot, Quincy Herald-Whig, Rochester (Minn.) Post-Bulletin, Tri-Cities Daily (Ala.)

BURKE, KUIPERS & MAHONEY, INC.
Albany (N.Y.) Knickerbocker-News, Austin American-Statesman, Gastonia Gazette, Greenfield Recorder Gazette, Hagerstown Herald-Mail, Hammond Times, Jackson State Times, Paducah Sun Democrat, Port Arthur News, Waco News-Tribune & Times-Herald, Waukegan News-Sun, Wausau Record-Herald.

CRESMER & WOODWARD, INC.
Cleveland Plain Dealer, Dallas News, The Hamilton Spectator, Los Angeles Times, Montreal Gazette, New Haven Register & Journal-Courier, Oakland Tribune, Ottawa Citizen, Pacific Press Ltd., San Bernardino Sun Telegram, Santa Barbara News-Press, Southam Newspapers, Spokane Chronicle & Spokesman-Review, Stockton Record, Top Ten Brands, Tucson Nwspapers.

JOHN W. CULLEN CO.
Santa Ana Register.

DE CLERQUE-SHANNON
Cape Breton Post, LaPresse, Ottawa Journal, Vermont Allied Dailies.

DOYLE & HAWLEY
Buffalo Courier-Express, Des Moines Register & Tribune, Grit Pub. Co., Minneapolis Star & Tribune, Monterey Peninsula Herold, Peninsula Newspapers, Inc., Riverside Press & Enterprise, Pougkeepsie New Yorker.

W. F. L. EDWARDS & CO.
Cape Breton Post.

E. A. FAULKNER & ASSOCIATES
Benton Harbor News Palladium, Fond du Lac Comomnwealth Reporter, St. Joseph Herald-Press, Terre Haute Star & Tribune.

FITZPATRICK ASSOCIATES
Philadelphia Inquirer.

WILLIAM J. FLYNN, LTD.
La Voix de L'Est.

GALLAGHER-DeLISSER, INC.
Bethlehem Globe-Times, Bristol Press, Sharon Herald.

GANNETT ADVERTISING SALES, INC.
Binghamton Press, Danville (Ill.) Commercial-News, Elmira Star-Gazette-Advertiser & Telegram, Hartford Times, Newburgh-Beacon News, Plainfield Courier-News, Rochester Democrat & Chronicle, Times-Union, Utica Observer-Dispatch, Utica Press.

HEARST ADVERTISING SERVICE, INC.
Albany (N.Y.) Times Union, Baltimore News-Post & Sunday American, Bosfon Record-American, Detroit Times, San Francisco Examiner, Seattle Post-Intelligencer.

IOWA DAILY PRESS ASSOCIATION

JANN & KELLEY, INC.
Cedar Rapids Gazette, Champaign-Urbana Courier, Davenport Times & Democrat, Decatur Herald Review, Dubuque Telegraph-Herald, Greensboro News & Record, Iowa Three, Kenosha News, La Crosse Tribune, Lincoln Journal & Star, Lindsay-Schaub Newspapers, Inc., Madison Capital Times & Wisconsin State Journal, Mason City Globe Gazette, New Orleans Times-Picayune, Sioux City Journal & Journal-Tribune, Topeka Capital & State Journal, Waterloo Courier.

JOHNSON, KENT, GAVIN & SINDING, INC.
Attleboro Sun, Bangor News, Burlington (Vt.) Free Press, Charleston (W. Va.) Gazette & Mail, Elkhart Truth, The Hopewell (Va.) News, Huron Daily Plainsman, Kannapolis Independent, Lynn Item, Meriden (Conn.) Record Journal, Mitchell Daily Republic, New London Day, Oshkosh Northwestern, Petersburg-Hopewell Progress-Index & News, Sudburg (Ont.) Star, South Dakota Triple Market Group, Waltham News-Tribune, Watertown Public Opinion, Waynesboro News Virginian, Woonsocket Call.

THE KATZ AGENCY, INC.
Charlotte News-Observer, Durham Herald-Sun, Erie Times & News, Florida Times Union, Honolulu Advertiser, Jackson (Miss.) Clarion-Ledger & Daily News, Lexington (Ky.) Herald Leader, Ogden Standard-Examiner, Oklahoman & Times, Schenectady Gazette, Wichita Falls Record-News & Times.

KELLY-SMITH CO., INC.
Atlanta Constitution-Journal, Birmingham News & Post-Herald, Easton Express, Fargo Forum & Daily News, Indianapolis Star & News, Montgomery Advertiser Journal, Muncie Star & Press, Phoenix Republic & Gazette, St. Joseph News-Press & Gazette, Top Ten Brands, Westchester Group Newspapers, Youngstown Vindicator.

LEADING FRENCH NEWSPAPERS
La Tribune, (Sherbrooke) La Voix de L'Est, Granby) Le Droit, (Ottawa) Le Nouvelliste, (Trois-Rivieres,) Le Solid & L'Evenement-Journal, (Quebec).

THE LEONARD CO.
Kansas City Star.

McASKILL, HERMAN & DALEY, INC.
Columbus (Ohio) Dispatch, New York Herald Tribune, Providence Journal Bulletin, Toronto Telegram.

JULIUS MATHEWS SPECIAL AGENCY, INC.
Auburn Citizen-Advertiser, Barre Times-Argus, Biddeford Journal, Claremont Eagle, Connellsville Daily Courier, Corning Leader, The Delaware State News, Elyria Chronicle-Telegram, Gloversville-Johnstown Leader-Herald, Herkimer Telegram, Holyoke Transcript-Telegram, Kittanning Simpsons' Leader Times, Little Falls Times, Manchester Herald, Marlboro Enterprise, Middletown Press, Milford News, Nashua Telegraph, Newport (R.I.) News, Northampton Gazette, Norwich Bulletin-Record, Pittsfield Berkshire Eagle, Portland (Me.) Press Herald Express, Rowley Northeast Ohio Group, Royal

Oak Tribune, Rutland Herald, Stamford Advocate, Taunton Gazette, Torrington Register, Sunbury Daily Item, West Chester Local News, Westerly Sun.

MILLION MARKET NEWSPAPERS, INC.
The Boston Globe, Milwaukee Journal, Philadelphia Evening Bulletin, St. Louis Post Dispatch.

MOLONEY, REGAN & SCHMITT, INC.
Bridgeport Post Telegram, Cincinnati Enquirer, Denver Post, Hartford Courant, Houston Post, Los Angeles Herald-Express, Pittsburgh Post-Gazette, Portland Oregonian, Syracuse Herald-Journal-American & Post-Standard, Toledo Blade & Times, Top Ten Brands.

RALPH R. MULLIGAN
La Patrie, Philadelphia Suburban Newspapers.

NORTHWEST DAILY PRESS ASSN.
Eau Claire Leader & Telegram, Mason City Globe Gazette, Mitchell Daily Republic, Rochester (Minn.) Post-Bulletin, Watertown Public Opinion.

O'MARA & ORMSBEE, INC.
Columbus Dispatch, Fresno Bee, Honolulu Star-Bulletin, McClatchy Newspapers, Modesto Bee, The Montreal Star, Omaha World-Herald, Peoria Journal Star, Portland Oregon Journal, Sacramento Bee, Seattle Times, Toronto Telegram, Weekend/Perspectives, Wichita Eagle, Worcester Telegram.

JOHN H. PERRY ASSOCIATES
All Flordia Magazine, De Land Sun-News, Leesburg Commercial, Mariana Floridian, Melbourne Daily Times, Ocala Star-Banner, The Palm Beach Post & Times, Palatka Daily News, Panama City News-Herald, Pensacola News-Journal.

RIDDER-JOHNS, INC.
Duluth Herald & News-Tribune, Long Beach Independent & Press-Telegram, Pasadena Independent Star-News, St. Paul Dispatch & Pioneer Press, San Jose Mercury & News.

ST. LOUIS AND ILLINOIS INTERURBIA MARKET GROUP
Alton Telegraph, East St. Louis (Ill.) Journal, Quincy Herald Whig, St. Louis Post-Dispatch, Southern Illiniosan.

SAWYER-FERGUSON-WALKER CO.
Appleton Post-Crescent, Battle Creek Enquirer & News, Chicago Tribune, Boston Herald Traveler, Chicago Daily News, Chicago Sun-Tmes, Dayton News & Journal-Herald, Eugene Register-Guard, Miami News, Newport News Press & Times Herald, Richmond News Leader & Times-Dispatch, Roanoke Times & World-News, San Francisco Chronicle, Scranton Times, Tacoma News Tribune, Tampa Tribune-Times, Trenton Times-Advertiser, Washington Post.

SCOLARO, MEEKER & SCOTT
Atlantic City Press, Buffalo Courier-Express, Des Moines Register & Tribune, Grit Publishing Co., Minneapolis Star & Tribune, Pontiac Press, Poughkeepsie New Yorker.

SCRIPPS-HOWARD NEWSPAPERS
Albuquerque Tribune, Birmingham Post-Herald, Cincinnati Post & Times Star, Cleveland Press, Columbus (O.) Citizen, Denver Rocky Mt. News, El Paso Herald-Post, Evansille Press, Fort Worth Press, Houston Press, Indianapolis Times, Knoxville News-Sentinel, Memphis Press-Scimitar—Commercial Appeal, New York World Telegram & The Sun, Pittsburgh Press, San Francisco News, Washington News.

SHANNON & ASSOCIATES, INC.
Eau Claire Leader & Telegram, Meridian Star.

STORY, BROOKS & FINLEY, INC.
Akron Beacon Journal, Allentown Call & Chronicle, Canton Repository, Cedar Rapids Gazette, Detroit Free Press, Dubuque Telegraph Herald, Elizabeth Daily Journal, The Iowa Three, Lebanon News, Miami Herald, New Bedford Standard-Times, New Britain Herald, Paterson Evening News, Pawtucket Times, South Bend Tribune, Top Ten Brands, Waterloo Courier, Wilmington Journal & News.

TEXAS DAILY PRESS LEAGUE INC.
Amarilo Globe-Times & News, El Paso Herald-Post & Times, Lubbock Avalanche & Journal, Rio Grande Valley Group.
S. L. Rees La Presse

TEXAS HARTE-HANKS NEWSPAPER
Abilene Reporter-News, Big Spring Herald, Corpus Christi Called-Times, Denison Herald, Greenville Herald-Banner, Marshall News-Messinger, Paris News, San Angelo Standard-Times, Snyder News.

THE THOMSON NEWSPAPERS, LTD.
The Sudbury Daily Star.

WARD-GRIFFITH CO., INC.
Ashville Citizen & Times, Bergen (N.J.) Evening Record Bloomington Pantograph Chester Times, Fort Lauderdale News, Greenville News & Piedmont, The Halifax Chronicle-Herald & Mail Star, Idaho Fall Post-Register, Lawrence Eagle Tribune, Lynchburg News & Advance, Ontario Daily Report, Providence Bulletin & Journal, Rocky Mount Telegram, Salisbury Post, San Mateo Times, Santa Rosa Press Democrat, The Scranton Tribune, Toronto Daily Star, Ltd., Toronto Star Weekly, Waterbury Republican.

GRANT WEBB CO.
Washington Post & Times Herald.

WEST-HOLLIDAY CO., INC.
Copley Greater Los Angeles Group, Copley Northern Illinois Group, Copley San Diego Union-Tribune, Copley Springfield Illinois Group, Kansas City Star, Santa Ana Register, Ventura Star-Free Press.

THE HAL WINTER CO.
Boston Herald Traveler, Chicago Daily News, Chicago Sun-Times, Chicago Tribune, Washington Post & Times-Herald.

REPRESENTATIVES
RADIO & TELEVISION

AVERY-KNODEL, INC.
KATV (Little Rock), KOLN-TV (Lincoln), KTUL-TV (Tulsa), WESH-TV (Orlando), WIBA (Madison), WIBW (Topeka), WKZO-TV, WJEF (Kalamazoo), WSTV-TV (Steubenville), WWTV (Cadillac).

AM RADIO SALES CO.
KYW (Cleveland), WBZ (Boston).

JAMES S. AYERS
WSUN & WSUN-TV (St. Petersburg).

HIL F. BEST CO.
KBOR (Brownsville).

JOHN BLAIR & CO.
KEEL (Shreveport), KFH (Wichita), KFRE (Fresno), KFWB (Los Angeles), KFYR (Bismarck), KGO (San Francisco), KGW (Portland, Ore.), KILT (Houston), KING (Seattle), KLIF (Dallas), KOMA (Oklahoma City), KOY (Phoenix), KRMG Tulsa), KTLM (Denver), KTSA (San Antonio), KXOK (St. Louis, Mo.) WABC (New York), WAKY (Louisville), WBBF (Rochester, N.Y.), WBNF (Binghamton), WBNS (Columbus, Ohio), WCPO (Cincinnati), WDBO (Orlando), WDGY (Minneapolis), WDSU (New Orleans), WFBR Baltimore), WFIL (Philadelphia), WFLA (Tampa), WGH (Norfolk), WHB (Kansas City, Mo.), WHDH (Boston), WHK (Cleveland), WIBC Indianapolis), WLS (Chicago), WMBR (Jacksonville), WMC (Memphis), WNDR (Syracuse), WNOX (Knoxville), WOW (Omaha), WPRO (Providence), WQAM (Miami), WSM (Nashville), WTRY (Albany, N.Y.), WWDC (Washington), WWSW (Pittsburgh), WWVA (Wheeling), WXYZ (Detroit).

BLAIR-TV ASSOCIATES, INC.
KTVI (St. Louis, Mo.), KVOO-TV (Tulsa), WBNS-TV (Columbus, Ohio), WDBO-TV (Orlando), WFLA-TV (Tampa-St. Petersburg), WJIM-TV (Lansing), WMCT (Menphis), WOW-TV (Omaha), WPRO-TV (Providence), WXYZ-TV (Detroit).

THE BOLLING CO., INC.
KOSA (Odessa), WDIA (Memphis), WTHI-TV (Terre Haute), WHEC-TV & WVET-TV (Rochester, N.Y.).

THE BRANHAM CO.
KDUB-TV (Lubbock),KGGM-TV (Albuquerque), KZTV (Corpus Christi).

BURN-SMITH CO., INC.
WBOC & WBOC-TV (Salisbury, Md.).

CBS RADIO SPOT SALES
WCCO Radio (Minneapolis).

CBS TELEVISION SPOT SALES
KMOX-TV (St. Louis, Mo.), KNXT (Los Angeles), WBT & WBTV (Charlotte), WBTW (Florence, S.C.), WCAU-TV (Philadelphia), WCBS-TV (New York).

HENRY I. CHRISTAL CO., INC.
KOA Radio & TV (Denver), WDAF Radio & TV (Kansas City, Mo.), WJR (Detroit), WHAS (Louisville), WTAG (Worcester).

DORA-CLAYTON AGENCY, INC.
WINA (Charlottesville).

EVERETT McKINNEY, INC.
WCLO (Janesville), WHEC (Rochester, N. Y.), WHEC AM & TV (Rochester, N.Y.), WHFB Benton Harbar), WICH (Norwich, Conn.).

FORJOE & CO., INC.
KMSO-TV (Missoula).

FOSTER & CREED, INC.
WICH (Norwich, Conn.).

GILL-PERNA, INC.
WHLI (Hempstead, N.Y.).

H-R REPRESENTATIVES, INC.
KELO-TV (Sioux Falls, S.D.), KNOE-TV (Monroe), KTVU (Oakland, Cal.), KWFT (Wichita Falls), WKBT (La Crosse), WNAC (Boston), WRAL-TV (Raleigh), WREX-TV (Rockford), WROK (Rockford).

HARRINGTON, RIGHTER & PARSONS, INC.
WDAF Radio & TV (Kansas City, Mo.), WFMY-TV (Greensboro), WJAC-TV (Johnstown), WTIC-TV (Hartford).

HEADLEY REED CO.
KRIO (McAllen), KTRK-TV (Houston), WBOC & WBOC-TV (Salisbury, Md.), WFRV-TV Green Bay), WKOW Radio & TV (Madison), WTOK-TV (Meridian).

GEORGE P. HOLLINGBERY CO.
KTIV (Sioux City), WBIG (Greensboro), WBRZ-TV (Baton Rouge), WCIA (Champaign), WLBT-TV (Jackson, Mich.), WRBL-TV (Columbus, Ga.).

HARRY S. HYETT CO.
KTIV-TV (Sioux City).

THE KATZ AGENCY INC.
KCMO & KCMO-TV (Kansas City, Mo.), KPHO & KPHO-TV (Phoenix), KRNT-TV (Des Moines), KTBS-TV (Shreveport, La.), KVTV-TV (Sioux City), WFBM-TV (Indianapolis), WHEN & WHEN-TV (Syracuse), WJW-TV (Cleveland), WLAC-TV (Nashville), WNAX (Yankton), WSPD & WSPD-TV (Toledo), WTAE (Pittsburgh), WTVT (Tampa-St. Petersburg).

KETTEL-CARTER, INC.
WICC (Fairfield).

LUCKOFF & WAYBURN
WJBK-TV (Detroit).

THE MEEKER COMPANY, INC.
KROC Radio & TV (Rochester, Minn.), WGAL-TV (Lancaster).

CLYDE MELVILLE CO.
KCTV-TV (San Angelo).

MICHIGAN SPOT SALES, INC.
WHBF (Benton Harbor).

ART MOORE & ASSOCIATES, INC.
KIMA-TV (Yakima), KPQ (Wenatchee).

NBC SPOT SALES
KOA-TV (Denver), KSD & KSD-TV (St. Louis), WAVE-TV (Louisville), WCKT-TV (Miami).

PETERS, GRIFFIN, WOODWARD, INC.
KBAK-TV (Bakersfield), KBOI & KBOI-TV (Boise), KFDM & KFDM-TV (Beaumont), KENS & KENS-TV (San Antonio), KGMB-KHBC-KGMB-TV (Honolulu), KHOW-KBTV (Denver), KIRO & KIR-TV (Seattle), KMBC, KMBC-TV, KFRM (Kansas City), KPLR-TV (St. Louis), KPOP-KTLA (Los Angeles), KRON-TV (San Francisco), KRYS-KRIS-TV (Corpus Christi), KTRH (Houston), WBAP & WBAP-TV (Ft. Worth), WCBM (Baltimore), WCCO-TV (Minneapolis), WCHS-WPLH (Huntington), WCSC & WCSC-TV (Charleston), WDAY & WDAY-TV (Fargo), WDBJ & WDBJ-TV (Roanoke), WDRC (Hartford), WDSM & WDSM-TV (Duluth), WDZ (Decatur), WFGA-TV (Jacksonville), WHIM (Providence), WHO & WHO-TV (Des Moines), WIRE (Indianapolis), WIS & WIS-TV (Columbia), WISC-TV (Madison), WIST (Charlotte), WLOS & WLOS-TV (Asheville), WMBD & WMBD-TV (Peoria), WOC & WOC-TV (Davenport), WPIX (New York), WPTF (Raleigh), WRVA (Richmond), WSFA-TV (Montgomery), WSIX & WSIX-TV (Nashville), WTTG (Washington), WTVJ (Miami), WWJ-WWJ-TV (Detroit), XEAK (San Diego).

EDWARD PETRY & CO., INC.
KERO-TV (Bakersfield), KFMB Radio (San Diego), KFMB-TV (San Diego), KMA (Shenandoah), KMTV-TV (Omaha), KSTP-TV (Minneapolis), KWTV (Oklahoma City), WFAA & WFAA-TV (Dallas), WGN Radio & TV (Chicago), WGR Radio & TV (Buffalo), WJAR-TV (Providence), WNEM-TV (Saginaw), WOAI-TV (San Antonio), WROC-TV (Rochester), WTAR (Norfolk).

PAUL RAYMER CO., INC.
KBEE (Modesto), KCBD-TV (Lubbock), KERN (Bakersfield), KFBK (Sacramento), KMJ (Fresno), KOH (Reno), KRGV Radio & TV (Weslaco), KTBC-TV (Austin), McClatchy Broadcasting Company, WKBN (Youngstown), WSBT-TV (South Bend).

THE SODERLUND CO.
KTIV-TV (Sioux Ctiy).

TvAR INC.
KDKA-TV (Pittsburgh), KGBT-AM & TV (Harlingen), KYW-TV (Cleveland).

VENARD, RINTOUL & McCONNELL, INC.
KCTV-TV (San Angelo), WILS (Lansing), WILX-TV (Jackson), WPON (Pontiac), WSUN-WSUN-TV (St. Petersburg).

ADAM YOUNG, INC.
WICC (Fairfield).

YOUNG TELEVISION CORP.
CKLW (Detroit), KIMA-TV (Yakima).

WALKER-RAWALT CO., INC.
WRJN (Racine).

WAYNE-EVANS & ASSOC.
KELO-TV (Sioux Falls).

WEED & CO. (U.S.)
CFPL Radio & TV (London), CKCV (Quebec), CKRC (Winnipeg), KBIG (Los Angeles), KPQ (Wenatchee), WCSH-TV (Portland,Me.).

CANADIAN REPRESENTATIVES

ALL-CANADA RADIO & TELEVISION, LTD.
CFCF Radio (Montreal), CFPL Radio & TV (London), CKRC (Winnipeg).

JOS. A. HARDY & CO., LTD., CAN.
CHRC (Quebec), C-JOY (Guelph), CKRS Radio & TV (Jonquiere).

INTERPROVINCIAL BROADCAST SALES LTD. (Can.)
CKCV (Quebec).

ONTARIO RADIO SALES
C-JOY (Guelph).

PAUL MULVIHILL
CKVR-TV (Barrie).

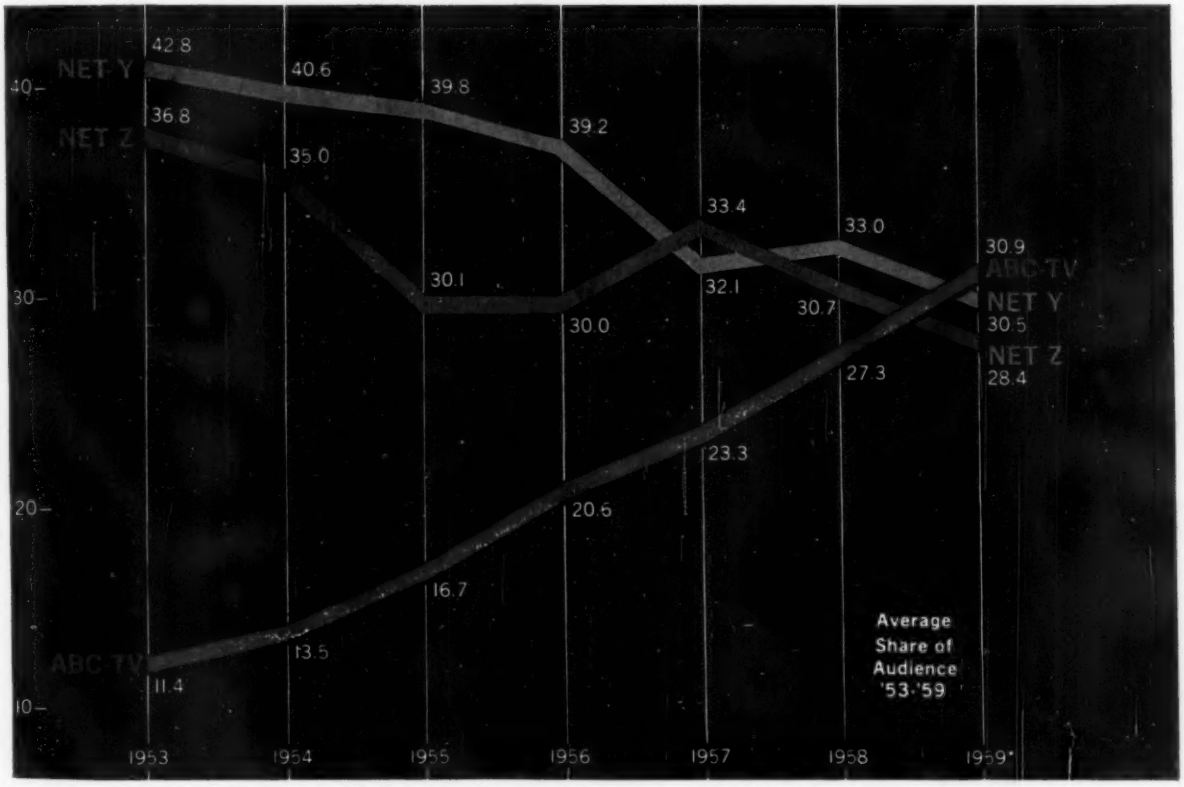
RADIO TIME SALES
CJAD (Montreal).

SCHARF BROADCAST SALES
CKVR-TV (Barrie).

YOUNG CANADIAN, LTD. (U.S.)
CHRC (Quebec), CJAD (Montreal), CKRS Radio & TV (Jonquiere), CKVR-TV (Barrie).

Dial Turning: a popular American sport

(OR HOW THE PUBLIC EXPRESSED ITS VIEWING PREFERENCES IN THE '50s)



SOURCE: † SUNDAY 8-10:30 P.M. NIELSEN MULTI-NETWORK MARKETS, DEC. 1953-1958. NIELSEN 24 MARKETS, DEC. 1, 1959.

Obviously no one is told what to watch in this country. Instead of arm-twisting, we go in for dial-twisting. It is this broad freedom of choice, as it naturally evolved in the '50s, which makes the graph above worth noting. This graph shows at a glance how *consistent* has been ABC's gain in average share of audience† over the peak viewing periods of seven Decembers.

ABC TELEVISION


IN 1959,
THE CHICAGO TRIBUNE
ADVERTISING REVENUE
EXCEEDED $71,000,000—
$49,000,000 MORE THAN ANY
OTHER CHICAGO PAPER—AND
A NEW ALL-TIME HIGH IN
ADVERTISING LINAGE!
NEW RECORD!
Also on the hit parade in 1959:
• 56,237,000 lines of advertising—an all-time high!
• 30,000,000 lines more than the next Chicago paper!
• A gain of 6,000,000 lines—12% over 1958!
• A greater gain than that of all other Chicago papers combined!
• An all-time high in advertising of department stores, furniture and household stores, food stores, real estate, hotels and resorts, publications and transportation!
• An all-time high in newspaper color—800,000 lines gain over 1958!
• U.S. leadership in general grocery advertising!
IN 1960, THE CHICAGO TRIBUNE CAN SELL MORE GOODS AND SERVICES FOR YOU THAN ANY OTHER MEDIUM IN MID AMERICA. PLAN TO MAKE IT YOUR BASIC BUY.